



International Academic Conferences in Prague 2019:

Economics, Management and Marketing (AC-EMM)

Education, Teaching and E-learning (AC-ETeL)

Robotization, Engineering and Artificial Intelligence (AC-READ)

Transport, Tourism and Sport Science (AC-TTSS)

Prague, Czech Republic

Thursday - Saturday, August 8 - 10, 2019



Conference Staff

Conference Chair	Associate prof. PhDr. Mária Jánešová - Czech Technical University in Prague
Conference Scientific Committee	Prof. Dr. Otto Pastor - CTU, Czech Republic Assoc. prof. Vít Fábera, Ph.D. - CTU, Czech Republic Sanjay Tirbhon, MSc - United Kingdom Radek Kratochvil, Ph.D. - ACA, Czech Republic Mario Konecki, Ph.D. - University of Zagreb, Croatia Vladimír Douda, Ph.D. - ACA, Czech Republic Jiří Vopava, Ph.D. - ACA, Czech Republic Assist. prof. Dr. Ramazan Sak - YYU, Turkey Assist. prof. Dr. İkbāl Tuba Şahin-Sak - YYU, Turkey Assist. Prof. Dr. Engin Derman - Akdeniz Univ., Turkey Assist. Prof. Igor Pihir, Ph.D. – Univ.of Zagreb, Croatia PhDr. Daniela Hrehova, PhD., MBA - TUK, Slovakia Assoc. prof. Dr. Majed Ali - the Ministry of Edu., Kuwait Dr. James Moir - Abertay University, United Kingdom
Committee members	Radek Kratochvil, Ph.D. Vladimír Douda, Ph.D. Jiří Vopava, Ph.D. Mirka Dvořáková

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Registration Day and Times

CSVTS - Czech Association of Scientific and Technical Societies

Novotného lávka 5, Prague 1, Czech Republic

Thursday	08.30 - 09.00	pre-conference registration – 4th floor (418)
Thursday	09.00 - 16.00	conference registration - 4th floor (418)
Friday	11.50 - 16.00	conference registration - 4th floor (418)

Conference Program

Thursday, 8.8.2019

<u>Meeting room 418</u>		
Session chair: Mirka DVOŘÁKOVÁ		
09.00 - 09.20	Conference Welcome	
	Official opening of the conference	
Conference AC-ETeL		
09.20 - 10.40	Shigeo UEMATSU	MAC201918003
	Elena FLEACĂ	MAC201918037
	Russell P. HUBERT	MAC201918012
	Sevgi ÇAYIR	MAC201918054

10.40 - 11.00 Coffee break

<u>Meeting room 418 (AC-ETeL)</u>		
Session chair: Mirka DVOŘÁKOVÁ		
Conference AC-ETeL		
11.00 - 13.00	Sema Kaplan KARABINA	MAC201918055
	Bogdan FLEACĂ	MAC201918038
	Byron O'NEILL	MAC201918008
	Emira LIMANI	MAC201918061
	Walifa RASHEED-KARIM	MAC201918001
	Horng-Ji LAI	MAC201918047

13.00 - 13.20 Lunch / Coffee break

<u>Meeting room 418 (AC-EMM)</u>		
Session chair: Mirka DVOŘÁKOVÁ		
Conference AC-EMM		
13.20 - 15.20	Douglas CHUN	MAC201918035
	Haritini TSANGARI	MAC201918045
	Hyun-Sook LEE	MAC201918058
	Nurgul JANOWSKI	MAC201918043

Daniel Philipp SCHETTLER	MAC201918044
Humam ALAGHA	MAC201918053

15.20 - 15.40 Coffee break

<u>Meeting room 418 (AC-TTSS)</u>		
Session chair: Mirka DVOŘÁKOVÁ		
Conference AC-TTSS		
15.40 - 16.40	Michel NICOLAS	MAC201918052
	Monika ARSOVA	MAC201918010
	Claudia BELL	MAC201918046

<u>Meeting room 418 (AC-REAI)</u>		
Session chair: Mirka DVOŘÁKOVÁ		
Conference AC-REAI		
16.40 - 18.00	Yunus ÇELIK	MAC201918039
	Oksana BABICH	MAC201918015
	Hakan AYDIN	MAC201918062
	Omer PEKTAS	MAC201918040

Friday, 9.8.2019**Meeting room 418 (AC-EMM)**Session chair: **Nurgul JANOWSKI****Conference AC-EMM**

12.00 - 13.40	Yi-Sheng WANG	MAC201918011
	Hyun-Sook LEE	MAC201918056
	Bilal ERDEM	MAC201918022
	Hyun-Sook LEE	MAC201918057
	Wing-Fai LEUNG	MAC201918051

13.40 - 14.00 Coffee break

Meeting room 418 (AC-ETeL)Session chair: **Elena FLEACĂ****Conference AC-ETeL**

14.00 - 15.40	James MOIR	MAC201918024
	Ning TANG	MAC201918013
	Cihat YAŞAROĞLU	MAC201918036
	Yuichi TODAKA	MAC201918018
	Carlos RAMIREZ	MAC201918028

15.40 - 16.00 Coffee break

16.00 - 19.00 Boat trip*16.00 - 16.10 Meeting with the group and guide in the lobby of CSVTS**16:10 - 17:00 Walking across the Charles Bridge to river port Kapma - about 10 minutes**17.00 - 18.00 The sightseeing cruise (Boat trip) - from Kampa to Czech bridge**18.00 - 19.00 Guided city tour of Prague (Old Town Square–Wenceslas Square)***The sightseeing cruise is free for conference participants.**

The sightseeing cruise takes one hour, introducing the main sights of the city Prague from the Vltava river.

Note

- one presentation will be approximately 20 minutes
- please bring your presentation on a USB flash drive or PC-compatible CD/DVD disc
- presentation room will be equipped with a laptop and data projector for PowerPoint presentations

Presentation times can be subject to change, so it is necessary to arrive at the presentation well in advance.

Saturday, 10.8.2018

09.00 - 12.00 Guided city tour of Prague

09.00 - 09.10 Meeting with the group and guide in the lobby of CSVTS

09.10 - 12.00 Guided city tour of Prague (Prague castle area)

Refreshments during the conference (coffee, tea, water, fruits, sandwiches)

Thursday - 8.8.2019

Meeting room 418

Time: 09.00 - 09.20

Conference Welcome

Official opening of the conference

Time: 09.20 - 10.40

Conference AC-ETeL

Session chair:

Mirka DVOŘÁKOVÁ

Author: Shigeo UEMATSU

Doshisha University, Karasuma Campus, Japan

Presentation title: Long-term effects of learning English at primary schools

Number: MAC201918003

Abstract:

This study was an investigation of the effect of English Learning in Elementary School (ELES) on both English language skills and related affective variables. The participants were 145 public junior high school students in Grades 7 and 8; 72 participants (Experienced) received English language instruction once a week in the local public elementary schools in *Tokku* (a special educational district), while the remaining 73 participants did not receive any English language instruction in their local public elementary schools (Non-experienced).

Three research questions were investigated: (a) To what degree do the ELES-experienced students and the Non-experienced students differ in terms of their English listening, speaking, reading, vocabulary, and grammar skills?; (b) To what degree do the ELES-experienced students and the Non-experienced students differ on the motivational and attitudinal variables?; (c) To what degree do the affective differences between the Grade 7 and Grade 8 results converge or diverge?

The Experienced group outperformed the Non-experienced group to a statistically significant degree on the listening test in Grade 8, and on most measures for the speaking test in both Grades 7 and 8, with the exception of the Grade 8 story-telling task.

Authors: Elena FLEACĂ and Mihai COROCĂESCU

University POLITEHNICA of Bucharest, Faculty of Entrepreneurship, Business Engineering and Management, Romania

Presentation title: Quality in Teaching and Learning - A Comparative Analysis of EU Assessment Tools for Higher Education Institutions

Number: MAC201918037

Abstract:

The current fast-changing global economy poses significant challenges to HE providers which are struggling to stimulate creativity and innovation by introducing new teaching and learning methods to overcome skills shortage from different economic sectors.

The quality of education varies across Europe and increasing disparities in the economic performance of EU countries have been contributed to different levels of skills mismatch in the market. The quest for quality in teaching and learning required an integrative approach to shape innovation and facilitate upward convergence towards the best performing countries.

The paper aims to investigate two useful tools for assessing the level of performance in teaching and learning in HE context. These are provided by European Commission and support interested parties to chart the progress in quality of teaching: i) U-Multirank, for international ranking of HE institutions based on several performance dimensions, and ii) HEInnovate, aimed to develop closer links between education, research and engagement missions.

The results captured and displayed major similarities and differences between HEInnovate and U-Multirank tools with particular regard to their focus, methodology and key factors for quality. Finally, the results stressed out the benefits induced by configuring the institutional strategy based on inputs provided by these state-of-play measurement frameworks.

Author: Russell P. HUBERT

Kyoto Sangyo University, Faculty of Cultural Studies, Japan

Presentation title: Study Abroad Internships: Transformative Experiences in Intercultural Communication

Number: MAC201918012

Abstract:

Study abroad programs that incorporate an internship component provide learners with opportunities to improve their communication skills and cultural understanding outside of the traditional classroom in a variety of social contexts. This presentation will report on the 2016, 2017, and 2018 study abroad internship experiences of 51 Japanese university students who participated in a three-month study abroad program in Canada, and 34 who participated in a similar program in Thailand. Both programs consisted of two months of classroom instruction in English language and cultural content courses, and one month of internship placements in various

community organizations and local businesses. The presenter will begin with an overview of the study abroad programs and internships in which students participated. Next, drawing on data from a qualitative analysis of student reports, the presenter will show examples of experiences that had an effect on student beliefs and behaviors toward using English for intercultural communication and how students were affected by them. Finally, plans for making improvements in the program for future participants will be discussed.

Author: Sevgi ÇAYIR

Anadolu University, School of Foreign Languages, Turkey

Presentation title: A Study On Common Writing Errors Of Turkish Efl Learners

Number: MAC201918054

Abstract:

Writing is a substantial way of transmitting communication and it carries an important role in language learning. However, for most EFL students it is one of the most demanding skills to improve. Naturally, they tend to make some specific errors that are uncommon among native speakers. These errors made by EFL learners in English differ according to the characteristics of their first languages. Therefore, the current study aims to investigate and identify the most common errors in their papers by pre-intermediate level of Turkish EFL students attending an English intensive program at School of Foreign Languages, Anadolu University. The data will be collected via the same level of students' written tasks performed without any guidance in classes. It may provide insight to Turkish EFL learners' writing performance and process and help teachers adjust their teaching accordingly.

Meeting room 418

Time: 11.00 - 13.00 **Conference AC-ETeL**
Session chair: **Mirka DVORÁKOVÁ**

Author: Sema Kaplan KARABINA

Anadolu University, School of Foreign Languages, Turkey

Presentation title: Bringing Authenticity And Variety Into Language Classes Through Short Films

Number: MAC201918055

Abstract:

Providing students with extra materials that will capture their interest as well as expose them to real life situations and authentic use of English is at times regarded as time consuming for most of the language teachers as they have to follow a tight schedule. However, using short films to teach essential components of a language such as vocabulary, speaking, writing and grammar is a great alternative to involve students in the learning process and help them learn with fun as learning from films is motivating and enjoyable. In addition, teachers can offer students a varied and authentic language and visual context to help them experience cultural aspect of the target language as well as the language itself. This study mainly aims to provide a guideline to design and plan the procedures of integrating visual arts- cinema into the learning process. Thus, it includes the essential steps including, warm up and elicitation, while-teaching and follow-up procedures focusing on the activities to teach and practice vocabulary and speaking. The lesson plan is designed to meet the needs of Pre-intermediate level of English learners at Anadolu University, School of Foreign Languages in Eskişehir, Turkey, and it is also aimed to make use of visual arts, especially short films to enhance language skills in an authentic, motivating, fun and effective way. The necessary steps and procedures are included in the scope of this paper and they can be followed in pre-intermediate and other levels at schools regarding relevant learning outcomes.

Authors: Bogdan FLEACĂ and Mihai COROCĂESCU

University POLITEHNICA of Bucharest, Faculty of Entrepreneurship, Business Engineering and Management, Romania

Presentation title: Critical to Quality (CTQ) Tree Technique to Improve Teaching and Learning Process - the case of Higher Education

Number: MAC201918038

Abstract:

The quality of teaching and learning is crucial for effective skills development, especially in the case of higher education that contributes to fair, open and democratic societies and sustained growth and employment.

The increased demand for highly skilled and socially engaged people requires a well-designed structure and content for HE curriculum by capturing and conceptualizing current needs and expectations of a wide range of internal and external stakeholders. This involves the embracement of change processes into HEIs culture and their daily operations.

The paper aims to facilitate the continuous process improvement for HEIs context by taking advantage of the well-known Critical to Quality Tree technique from Lean Six Sigma. It presents the CTQ tree analysis applied on the process of teaching and learning activities for bachelor studies in business and management specialization, in the attempt to identify critical areas for process improvements.

The results contribute to stepping up positive changes in higher education practices by stressing out all the necessary steps to be performed to ensure the hierarchical structure of the teaching and learning process selected to be optimized.

Author: Byron O'NEILL

Ritsumeikan University, Japan

Presentation title: Teaching English Reading and Listening Skills to Japanese Undergraduate Science and Engineering Students

Number: MAC201918008

Abstract:

This paper describes how a mandatory curriculum renewal was used as an opportunity by an English as a Foreign Language faculty within a science and engineering department at a Japanese university to develop a new course. The project spanned three years and involved five experienced instructors. The course, a required second-year English class that focusses on academic reading and listening comprehension, was completely redesigned through the previous knowledge, skills, and dispositions of the teachers involved. Through the collaborative process of interpreting a needs analysis and creating a standardized and centralized curriculum, team members were also able to further their own knowledge, pedagogical skills, and approaches related to teaching. This paper begins by providing the background of the English program and course revision process before detailing the end result: an extensive collection of traditional and

Computer Assisted Language Learning-based materials, resources, and tools designed to assist classroom instructors and students.

Authors: Emira LIMANI and Blerim LIMANI

American University of the Middle East, Kuwait

Presentation title: Towards Academic Excellence - Using Diverse Pedagogical Tools In Teaching Marketing Courses

Number: MAC201918061

Abstract:

One of the most difficult tasks for a professor is to be able to motivate all students to complete their work for the course. There has been lots of research which argue the benefits of student-centered against instructor-centered teaching and yet still we face difficulties when trying to increase student's motivation. McKachie claims that the lack of student motivation may actually cover some other issues like anxiety. He continues by arguing that a "bored student may simply be one who is afraid and defensive" (1954, p. 40). Finally, we should keep in mind that the students are accustomed to measure their success by the articles and textbooks they read, or the grades earned in tests and quizzes. They are accustomed to teacher's deadlines and give tests in a proper pace. If this concept is broken, a student might feel lost and anxious. Therefore, McKachie argues that even though student-centered teaching may yield better reasoning than instructor-centered teaching, a student still needs to know "what is going on and what is expected from him" when instructor wants to use new teaching techniques (1954, p. 40). The case study presented in this paper elaborates and tests some aspects of students' motivation by applying a framework while teaching marketing.

Author: Walifa RASHEED-KARIM

Associate Fellow of the British Psychological Society (BPS) and Fellow of The Society for Education and Training (SET), United Kingdom

Presentation title: Field Independence (FI) and the Withheld Method of Training in Process Control Tasks

Number: MAC201918001

Abstract:

For many years cognitive style has been identified as a correlate of problem-solving in fault-diagnosis. In particular, a feature of field independents (FIs) is that they are better able to organise disorganised information. This paper argues that the withheld method of training would

suit field independents when they are asked to solve novel process control tasks. Thirty participants from an English university took part in diagnosing fictitious faults of six paper presentations of the panel of a mixing plant. There was also a normal condition so participants could make comparisons. Participants were instructed to diagnose faults by collecting information from the researcher. A major finding is that FIs asked questions based on deeper levels of reasoning and so were more successful in fault diagnosis. It is envisaged that development of tutoring systems will benefit by using the inherent advantages of FIs and may help FDs to overcome cognitive difficulties

Authors: Horng-Ji LAI and Ching-Yi WANG

National Chi Nan University, Taiwan

National Yunlin University of Science and Technology, Taiwan

Presentation title: Big data and learning analytics in organizational training

Number: MAC201918047

Abstract:

The development of big data analysis has brought huge impacts on organizational training development. The massive volumes of big data are calculating and comparing in order to make predictions and decisions for the purpose of ensuring better quality of training delivery within organization. Sophisticated analytics capabilities are the key to discover the information buried in big data, especially the skill of learning analytics. Learning analytics are capable of predicting learners' behaviors. Personalized and adaptive learning environment can be developed through analyzing data from learners, training courses, and organizational resources. This article firstly introduces the relationship between big data and training, and then explores the concept of learning analytics and its applications. Finally, ethical issues related to big data analysis are discussed. It is hoped that this article can help managers in organizations to better understand how to effectively apply big data analysis in designing training programs.

Meeting room 418

Time: 13.20 - 15.20 **Conference AC-EMM**

Session chair: **Mirka DVORÁKOVÁ**

Authors: Douglas CHUN and Zhen ZHANG and Eric COHEN and Liviu FLOREA and Richa AWASTHY and Omer F. GENC and Ana Maria SOARES and Botero Robay JULIO and Maria Bastidas DIMINGUEZ

University of La Verne, USA

Faculdades Ibmecc Rie de Janeiro, Brazil

Washburn University, USA

Ambedkar University, India

Youngstown State University, USA

University of Minho, Portugal

Universidad de la Salle, Colombia

Universidade de Santiago de Compostela, Spain

Presentation title: An Exploratory Study on Cultural Values. Preliminary Findings

Number: MAC201918035

Abstract:

Using concepts used to measure Long Term Orientation (LTO) from both Hofstede's revised VSM08 questionnaire and Bearden et al.'s (2006) modified scale, we conducted a survey in Brazil, China, Colombia, India, Portugal, Romania, Spain, and Turkey, collecting 1452 valid responses. We found the countries surveyed no longer appear to be in the same relative positions as when Hofstede first published his results in the 1980, or his more recent results after using data from the World Value Survey (WVS). Implications for practitioners, academics and students are discussed.

Author: Haritini TSANGARI

University of Nicosia, School of Business, Cyprus

Presentation title: Gender-Based Differences In Perceived Barriers For Women In Managerial Positions

Number: MAC201918045

Abstract:

The number of women in managerial positions has increased significantly over the last few decades. However the rate of progress is slow and uneven. Women are still perceived as being less suited than men for managerial positions and strongly held stereotypes are resistant to change. Although the gender gap is closing, no country has fully closed it yet. Cyprus, a European Union country, ranks low in the “gender gap index”, despite the fact that it ranks satisfactorily in the “educational attainment” gap. The related literature on Cyprus is scarce. Using a sample of Cypriot employees, the study provides additional insight into the woman’s representation in executive and managerial positions. Specifically, it aims to compare male and female employees’ perspectives on this issue. The results show that both genders agree that women managers are faced with career barriers and challenges, where home and family obligations constitute the most insurmountable barrier. Differences in opinions between male and female employees indicate that female employees feel significantly stronger than males that women managers have their work judged more critically compared to their male counterparts and that they have to perform much better than men in order to succeed.

Authors: Hyun-Sook LEE and Jong-Ju PARK

Kongju National University, Korea

Armed Forces Gang Neung Hospital, Korea

Presentation title: Management of Workers’ Musculoskeletal Disease Syndrom at a University Hospital

Number: MAC201918058

Abstract:

The aim of this study is to identify the factors that affect the symptoms of musculoskeletal disorders of the workers at a university hospital. The total of 832 workers at a university hospital was surveyed from November 15th to 21st in 2016. The demographic characteristics of the study subjects, work-related characteristics, past disease diagnosis and accident-related characteristics, and the symptom characteristics of musculoskeletal disorders by body parts were analyzed.

Author: Nurgul JANOWSKI

University of Latvia, Germany

Presentation title: Agile Transformation in Cooperation

Number: MAC201918043

Abstract:

Wherever people work together in a responsible way towards the common goal of a satisfied customer we find agility or traces of it.

This requires the appropriate framework conditions. One of them is the absolute commitment of the management. As a result agile organizations have seldom consistently declined from senior management to individual employees and across all company areas.

For this reason there are currently countless literature, new approaches and methods but a constant has always been preserved. Satisfying the customer remains the biggest challenge and of course consumer behavior should be considered.

Usually in organizations, companies create a corporate culture that shapes the behavior and hierarchies of each employee.

The structure of corporate culture that develops and lives out is mostly in management and thus management has a major impact on corporate culture.

The corporate culture is collaboration but its characteristics vary. Management thus has a major influence on the direction in which the culture of the company develops.

Author: Daniel Philipp SCHETTLER

University of Latvia, Latvia

Presentation title: Transfer value as a wage proxy in compensation research

Number: MAC201918044

Abstract:

In the field of compensation research, it is often not possible for scientists to collect valuable wage data. Wages are not widely available to the public. Therefore, it is popular among researchers to use sports data settings for their inquiries, especially in the subfield of the influences of wage dispersion. The focus of these studies lies on the major sports leagues in North America because compensation packages for each athlete are disclosed. This focus on North America is subject to scientific discussion. Some researchers argue that the results are suffering from a North American bias. In European research settings, scientists have to use wage proxies. Often used as a proxy are estimations of the player's transfer values from sports magazines or websites. This paper tests the ability of the transfer value as a wage proxy. It is shown that the transfer value is a useful proxy in the field of compensation research.

Author: Humam AIAGHA

Royal University for Women, Centre for General Studies, Kingdom of Bahrain

Presentation title: Mobile Health Innovation: The Impact of Mobile Technology on Healthcare Management: A Case of Bahrain

Number: MAC201918053

Abstract:

In the era of globalization mobile applications play a vital role in all spheres of life and industries. Mobile apps are very famous nowadays for satisfying people with various services related to various different fields. Mobile applications have changed the way that people live, work, play, and communicate. In the same way, they are transforming healthcare. Healthcare access, affordability, and quality are problems all around the world. Large numbers of individuals do not receive the quality care that they need. Mobile technology offers ways to help with these challenges. Moreover, research has proved that users of mobile phones today are spending 86% of their time on mobile applications, which indicates that users prefer mobile apps over common websites. This research aims at reviewing the latest trends in mobile Health and developing an Android Application for Improving Health Care. In this paper, the main goal is to develop a mobile application with several features that provides useful contents and information about Bahrain private hospitals. Many people nowadays require getting their information fast and in a simple way. The finding of this paper shows that healthcare mobile applications will make healthcare more efficient and effective, bringing dramatic benefits to providers and payers alike. In addition, mobile Health offers tremendous opportunities for developers who can reap significant revenue by providing timely, useful apps powered by reliable and proven content.

Meeting room 418

Time: 15.40 - 16.40 **Conference AC-TTSS**

Session chair: **Mirka DVORÁKOVÁ**

Authors: Michel NICOLAS and G. Levillain and Y. Saby and P. Vacher and V. Cece and G. Martinent

University of Bourgogne Franche-Comté, Psy-DREPI Laboratory (EA7458), France

University of Claude Bernard Lyon 1, Laboratory of Vulnerabilities and Innovation in Sport (EA 7428), France

Presentation title: Intensity And Directionality Of Emotion In Sport Competition: Why Does It Matter?

Number: MAC201918052

Abstract:

Objectives: The aims of this research were: (a) to provide the best way to represent the factor structure of sport emotion questionnaire – direction (SEQ-D) scores using advanced techniques recently introduced in the literature, and (b) to examine differential item functioning (DIF) as a function of sex on the SEQ-D responses.

Method: A total of 363 athletes ($M = 18.69$, $SD = 1.11$) completed the SEQ-D. Data were analysed with a series of: (1) confirmatory factorial analysis (CFA), bi-factor and exploratory structural equation modeling (ESEM) for the factorial structure; and (2) multiple indicators multiple causes (MIMIC) for testing associations between SEQ-D scores and sex.

Design: Cross-sectional with self-reported questionnaires.

Results: Based on the indices of fit and standardised factor loadings, results suggested that the ESEM model could be considered as the best model to describe the factorial structure of SEQ-D scores. Moreover, the results from the MIMIC models did not reveal DIF for sex highlighting no bias in relation to that demographic variable.

Conclusion: The findings indicate that sport psychologists should consider both intensity and direction of emotion in their counter-measures in order to maximize both the performance and psychological adjustment of athletes.

Authors: Riste TEMJANOVSKI and Monika ARSOVA

Goce Delcev" University, Faculty of Economics, Republic of North Macedonia

Presentation title: Logistic Planning Strategy In Order To Sustain The Solution Of The Tourist Region

Number: MAC201918010

Abstract:

Tourism is one of the fastest growing industries with an annual average growth rate about 5%. Tourism today accounts for 10 % of the world's economic activity and is one of the main generators of employment. If it is managed well, tourism can contribute significantly to regional development, if not, it can have devastating effects on nature and society.

On the other hand, the more important logistical requirements related to industrial zones and urban centers, as carriers of logistics services with short and strict delivery deadlines, accuracy and flexibility are a obstacle and a collision for tourist guests. A growing number of demands for the rational business of industrial entities in the context of greater economic development, are seeking a quality logistics service, which implies, above all, faster and more reliable movement of goods, transport, financial and information flows, through and within these areas.

In order to eliminate the negative effects in the realization of the logistics flows and not to disturb the natural-geographic and ambient conditions in the tourist zones, the idea for the improvement of the existing distribution system solutions is impinged, which would lead to a win-win situation for all participants in the appropriate geographical region.

Author: Claudia BELL

University of Auckland, Department of Sociology, New Zealand

Presentation title: 'Social Good' Projects for Tourists in Myanmar and Luang Prabang, Laos: Grassroots Enterprises As Local Development

Number: MAC201918046

Abstract:

Tourists in Myanmar and Laos can find many examples of social development projects aimed at them as potential consumers. Myanmar and Laos opened up relatively recently to tourism, both against a background of conflict. In each place, whilst tourism is mostly government developed, and numerous NGOs attempt to address poverty, private operators also upskill and train local people for sustainable tourism enterprises. This paper investigates grassroots ventures offering hands-on pro-poor skills.

Fieldwork took place in Myanmar and Luang Prabang in January- February 2019. Projects visited include eco-tour guiding, food production, hospitality and artisan / craft activities. For operators, the emphasis is responsible, small-scale development, specifying a social justice agenda, and to

engage disadvantaged members of the population. This sector is given very little support, either from government or from international aid agencies (Harrison and Schipani, 2017)

Micro initiatives may be - have been - dismissed as a minor niche. But the difference they make for individuals is life-changing. Local people, marginalised and disempowered because of disability, sex abuse, HIV Aids, poverty, and illiteracy, develop employability skills. The achievements in meaningful employment gives the chance to participate more fully with their communities, whilst enjoying independence and fulfilment.

Meeting room 418**Time: 16.40 - 18.00****Conference AC-REAI****Session chair:****Mirka DVORÁKOVÁ**

Authors: Yunus ÇELIK and M. Fatih ASLAN and Kadir SABANCI

Karamanoğlu Mehmetbey University, Department of Electrical-Electronic Engineering, Turkey

Presentation title: Classification of Mammograms Using GLCM Based Feature Extraction in Artificial Neural Network

Number: MAC201918039

Abstract:

Thanks to the recent developments in technology, many methods in artificial neural networks and image processing were developed for the diagnosis of the disease by using computers with fast processors. Early detection in cancer may have a positive effect on the development of the cancer cells. Fast and accurate detections can be achieved with the help of the proposed method which includes image processing and artificial neural networks sections respectively.

Breast cancer has a second highest sufferer after lung cancer according to the World Health Organization. Computer-aided automatic classification allows early diagnosis by evaluating some test parameters. Such automatic systems can support doctors' decisions in the diagnosis phase. In this study, the MIAS database was used for the classification of the breast cancer. First, preprocessing on each image was done for the easy implementation of extraction. Second, texture analysis was used to extract features. The features were extracted from the gray-level co-occurrence matrix (GLCM) of each image. In the classification stage, density and benign-malign classification were done according to tissue properties by using Artificial Neural Network (ANN) classifier.

Authors: Oksana BABICH and Nikita POPOV and Sergiy GLUKHOV

Taras Shevchenko National University of Kyiv, Ukraine

Presentation title: The Basics For Development Of Mass Media Information Stream Classifier

Number: MAC201918015

Abstract:

The paper examines information environment features that are the basis of the analysis system for mass media-disseminated information stream. The represented parameters include quantitative

and qualitative characteristics for information stream assessment, and became the basis for the application prototype. The system prototype performs distribution of news by rating depending on their emotional coloring and news subject. The exposure of the information impact inherent to news flow is more complete due to the proposed approach. The circle diagram on the interface after the downloaded and estimated news overview performs the emotional background of the information stream proceeded.

The represented analytical approach examines different aspects of mass media and provides more detailed analysis for the information environment. The parameters examined herein give more complete vision of matters of interest concerning mass media activity for analysts. The graphic representation of analysis results provides vivid image and gives better notion of the situation presented in the mass media.

Authors: Hakan AYDIN and Oguz TUNCEL and Sukriye CETIN

Bursa Uludag University, Engineering Faculty, Mechanical Engineering Department, Turkey

Presentation title: Power Effect on Pulsed Nd: YAG Laser Welded DP1000 Steel Sheets

Number: MAC201918062

Abstract:

In this study, DP1000 steel sheets with a thickness of 1 mm were double-sided welded with pulsed Nd: YAG (Neodymium-doped Yttrium Aluminum Garnet (Y₃Al₅O₁₂)) laser device and the effect of laser power on microstructure and mechanical properties of the welded joints was investigated. Laser welds were conducted using SISMA SWA300 Nd: YAG laser welding machine in the flat position with the butt joint. Laser power was changed from 20% to 75%, and other welding parameters were kept constant. Microstructural characterization, microhardness tests and tensile tests of the joints were conducted. The joints had four main microstructural zones: the fusion zone; the heat-affected zone; the transition zone between heat affected zone and the base metal; and base metal. Higher laser power resulted in deeper penetration, larger fusion zone and bonded section. The highest hardness values were observed in the fusion zone. The transition zone between heat affected zone and base metal had the lowest hardness values. Heat affected zone widths of the laser welded joints were quite narrow with nearly 300 μm. Laser power had no significant influence on the heat affected zone widths and hardness values in the weld zone. On the other hand, laser power significantly affected the tensile properties: The highest tensile strength with 880 MPa and elongation with 8.82% were obtained with the laser power of 65%. However, lower laser power (below 50%) resulted in very low tensile properties.

Authors: Omer PEKTAS and Murat KOSEOGLU

Karamanoglu Mehmetbey University, Vocational School of Technical Sciences, Turkey

Inonu University, Institute of Science and Technology, Electronics Science, Turkey

Presentation title: Enzyme-Based Amperometric Biosensors Used In Cgm Technology

Number: MAC201918040

Abstract:

Nanotechnology has considerable potential for improving the care of individuals with diabetes. Glucose nanosensors are being incorporated in implantable devices that enable more accurate and real-time tracking of blood glucose status, and additionally, provide the basis for glucose sensitive nanoparticles that better imitate the body's physiological needs for insulin. The enzyme-based glucose sensor is a biosensor connected to a transducer to produce a digital signal. The most important advantage of the biosensors is to simplify the analysis and enable analytical monitoring. The amperometric biosensor is one of the enzyme-based biosensors that converts biological recognition occurrences caused by electroactive species on the sensing surface to a current signal. This biosensor is an electrochemical sensor which is used in CGM (Continuous Glucose Monitoring) systems to provide continuous glucose monitoring. In this review, the structure of amperometric biosensors was explained, and the comparison of accuracy for these sensors belonging different companies was shown.

Friday - 9.8.2019

Meeting room 418

Time: 12.00 - 13.40 **Conference AC-EMM**

Session chair: **Nurgul JANOWSKI**

Authors: Yi-Sheng WANG and Yi-Chun LAI

Oriental Institute of Technology, Department of Marketing & Distribution Management, Taiwan, R.O.C.

Presentation title: Violent Online Game in Young Women: A Netnography Analysis

Number: MAC201918011

Abstract:

Although there is a tendency for online gamers to be male, while the prevalence of female online violent use remains unclear. This study clarified the gaps in the existing literature by focusing on the neglected issues and gaps and by uncovering the secrets pertaining to young female gamers in the world of violent online games. This study aimed to explore the characteristics of violent online games played by young female gamers and the user experiences associated with these games. This study used netnography, online interviews, and field observations (involving physical travel by researchers). This study proposed a three-stage contextual approach presented in the form of propositions. The theoretical contribution of this study is to establish a mental map model for female violent online games and ten related propositions.

Authors: Hyun-Sook LEE and Hee-Jeong CHOE

Kongju National University, Korea

Cheonan Medical Center, Korea

Presentation title: Comparative Analysis of Financial Performance of Public Medical Centers in Korea

Number: MAC201918056

Abstract:

This study was conducted to identify factors affecting the financial performance of public medical centers in Korea. Data for the study were collected from financial statements of 28 of public medical centers for the fiscal years of 2014 and 2015 and the website of the Ministry of Health and Welfare. The analysis results were as follows. An analysis showed that variables affecting the

operating margin to gross revenue were labor cost ratio, administrative cost ratio, and profit margin on revenue which affected financial performance negatively, while ordinary balance of revenue and cost affected it positively.

Authors: Bilal ERDEM and Durdu Mehmet BİÇKES

Selcuk University, Aksehir Vocational School, Turkey

Neveshir Haci Bektas University, Faculty of Economic and Administrative Sciences, Turkey

Presentation title: Whistleblowing Of Negative Situations In Businesses: A Conceptual Analysis On The Requirements And Results

Number: MAC201918022

Abstract:

In today's world where the globalizing world no longer differs from a small village, written, visual and audio media share the events that may be the subject of disclosing negative situations almost every day.

In the literature, misconceptions that are conceptualized by expressions such as, “organizational wrongdoing”, “organizational misconduct” and “malpractice” or organizational disagreements arising from the principles defined by the concept of “principled organizational dissent”, inform the relevant authorities and organizations outside of the organization, whether written or orally, by keeping the identity of an individual who is knowledgeable about the subject, by hiding his identity are considered as the whistleblowing of negative situations. In short, whistleblower can be expressed as the person who discloses negative situations is defined as the individual who consciously and illegally exhibits the illegal and unethical behaviors displayed in the organization to the persons and / or units outside or within the organizational structure.

This study was designed to investigate the necessity of whistleblowing mechanism in the process of eliminating negative situations and the individual, organizational and social consequences of the disclosure.

Authors: Hyun-Sook LEE and Sang-Mi KIM

Kongju National University, Korea

Ewha Womans University, Korea

Presentation title: Risk management of In-patient with Patient Safety Incidents

Number: MAC201918057

Abstract:

The purpose of this study was to investigate the incidents of hospitalized patients' complaints related to patient safety incidents in medical institutions and to analyze the different from mortality. From 2006 to 2015, 2,587 patients who were hospitalized in Korea were selected from the Korean National Hospital Discharge In-depth Injury Survey database which was produced by Korea Center for Disease Control and Prevention. Data were analyzed with SPSS and STATA program. Analysis results show that gender, age, CCI, damage mechanism (sprain & tension, internal organ damage, burn, others), damage part(brain, spine, body), and length of stay, beds were significantly differ mortality. The study revealed that inpatients had increased risk factors for mortality. Especially, major incident factor may educate toward patient safety incidents in medical institutions.

Authors: Fanny S.L. CHEUNG and Guoqing GUO and Wing-Fai LEUNG

City University of Hong Kong, Department of Marketing, Hong Kong

Remin University of China, Department of Marketing, China

Chu Hai College of Higher Education, Department of Business Administration, Hong Kong

Presentation title: Short-Form Infomercial: An Empirical Test

Number: MAC201918051

Abstract:

Infomercial can be categorized as an established hybrid type of hybrid messages, combining advertising and publicity concepts. There is a trend of introducing the short-version one in order to reduce cost. Short-form infomercials are produced as one type of advertisements. One question is that whether short-form infomercials are effective compared with other forms of advertisements. A short-form infomercial is a type of TV advertisement which begins with providing knowledge to the audience and the sponsor's name is shown only at the end of the advertisement. It is different from a typical TV commercial which includes slight information or focuses on the product's own information. We operated 2x2 experiments, a product, facial masks, 2 media (TV vs print) and 2 types of advertisements (i.e. short-form infomercial vs non-infomercial). The results suggest that the short-form infomercial TV ads do have positive effects on the audience's attitudes toward the advertisement and product. However, the effects are not significant for print ads.

Meeting room 418**Time: 14.00 - 15.40** **Conference AC-ETeL****Session chair:** **Elena FLEACĂ**

Author: James MOIR

Abertay University, Scotland, UK

Presentation title: Nursing An Ambition: Students' Vocational Narratives

Number: MAC201918024

Abstract:

Nursing is often considered as a vocational career associated with a disposition oriented towards care and compassion. However, while such a dispositional basis is seen as a foundational aspect of nursing education there are questions as to whether or not this is a stereotypical, and indeed even an innate quality for nursing students. It is possible to consider programmes of professional higher educational in terms of appropriateness of fit between vocational personality and degree choice. In the case of pursuing a nursing degree programme it would be expected that students display their personality or disposition towards people through characterizing their vocation as rooted in a sense of care and compassion for others. However, an alternative view on how students characterize their choice of vocation is available in terms of considering how such decisions are portrayed as publicly accountable actions. The research reported on in this study employs a conversation analytic perspective in order to examine the deployment of these pre-professional identity narratives in terms of intelligibility and accountability. The responses given are examined for the display of membership categories in terms of personality or dispositional characteristics commonly associated with nursing.

Authors: Ning TANG and Min TANG

Sheffield Hallam University, United Kingdom

Presentation title: Transnational Education In China: Students' Perceptions On TNE Curriculum And Delivery

Number: MAC201918013

Abstract:

Transnational education (TNE) is defined as 'the delivery of high education in a different country from the one where the awarding/overseeing institution is based' (British Council, 2014, p.6). However, Chinese Ministry of Education (MoE) is more interested in 'internationalization-at-

home', aiming at attracting high-quality foreign educational resources to enhance the quality of domestic high education, together with preventing the phenomenon of brain drain (Mok & Han, 2016).

Curriculum in the context of TNE refers to the 'ensemble of content, assessment and didactics' (Waternal et al., 2016, p.279). Students' learning experiences are one of three integrated elements involved in the TNE curriculum (Stark & Lattuca, 1997; Campbell & Wende, 2000). Their responses may help to improve TNE curriculum development (Miliszewska & Sztendur, 2011). However, the main body of the previous research of TNE students' experiences was concerned with students' motivations of choosing TNE and their overall satisfaction about TNE, with less attention paid on the teaching and learning process (Ding, 2018). In terms of curriculum delivery, there have been debates on whether fly-in teaching addresses issues around traditional Chinese learning patterns and pedagogy in the Chinese context (O' Mahony, 2014). Another issue is about the teaching language used in TNE programmes and whether it is suitable and appropriate for Chinese TNE students (Ding, 2018).

This paper will mainly focus on students' perceptions on TNE curriculum and delivery. Drawing from an ongoing Ph.D. project, the paper examines qualitative interview data collected from students in three TNE programmes. The findings will reveal students' different perceptions on different TNE programmes delivered in different TNE models. The paper argues that student perspectives require further studies in order to understand factors affecting their TNE experience of curriculum and delivery in different TNE contexts.

Authors: Cihat YAŞAROĞLU and Yavuz TÜRKAN and Semih OLGUN

Bingöl University, Turkey

Presentation title: Awareness of University Students about Development and Specialization Program

Number: MAC201918036

Abstract:

“Agriculture and Watershed-based Specialization Program (AWSP)” has been conducted in Bingöl University since 2017. This program reflects Council of Higher Education’s views about development and the role of universities in development and specialization. This study aims to assess Bingöl University students’ awareness and opinions about AWSP. Survey method used for data collection. As the universe is whole university, 388 students specified as sample. Data collected and analyzed with descriptive statistics.

Author: Yuichi TODAKA

Miyazaki Municipal University, Japan

Presentation title: Extensive Listening With Instruction In How To Help Japanese EFL Learners Improve English Listening Skills

Number: MAC201918018

Abstract:

The present study focuses on extensive listening practice utilizing video clips relevant to students' hobbies and interests in tandem with instruction in how to improve listening as a skill. This study is useful because listening has been in relative paucity compared with the other three skills within the realm of EFL studies. Additionally, many previous studies recommend the use of videos and movies for extensive listening as paralinguistic cues can be learned. Based on our students' TOEIC scores throughout the 2018 academic year, we were able to help Japanese college EFL learners significantly improve their listening skills.

Author: Carlos RAMIREZ

Kindai University, Faculty of International Studies, Japan

Presentation title: Intellectual Bias in History: The case of Agriculture in Developing Countries

Number: MAC201918028

Abstract:

Even though intellectual paradigms and conventional wisdom of a particular period can offer positive guidance and a framework of reference, they have also undeniably created biases and prejudices throughout history. Thus, it is incumbent on those in the academic and educational community to be aware that paradigms can have flaws or, indeed, require wholesale replacement. This paper examines the historical bias against agriculture and the rural sector in developing countries. It accepts the existence of a bias against agriculture in the development literature and it will not re-argue the case as its acceptance is now widespread within the field of international development. This study thus focuses on two main issues. First, it tracks the bias through the academic literature from the mid-1940's when researchers and policymakers turned their attention to the situation of poverty in developing countries and sought policies to alleviate the suffering. Second, it offers an understanding as to why the bias has been widespread and intractable even in the face of evidence of its detrimental impact on development. This research is purely qualitative in nature chronologically outlining the historical record together with an explanation of the underlying principles to the main theoretical position of each historical period.

Posters

AC-REAI

Authors: Aliya ASKAROVA and Saltanat BOLEGENOVA and Aizhan NUGYMANOVA and Valeriy MAXIMOV and Symbat BOLEGENOVA and Zhanar SHORTANBAEVA and Saltanat BERGALIEVA

Al-Farabi Kazakh National University, Faculty of Physics and Technology, Kazakhstan

Research Institute of Experimental and Theoretical Physics, Kazakhstan

Presentation title: Numerical Simulation of Solid Fuel Combustion Processes in Furnaces

Number: MAC201918017

Abstract:

This article presents the results of research on processes occurring in the combustion chambers of boilers of thermal power plants. The thermal processes caused by the combustion of pulverized coal in the combustion chamber of the boiler operating at the CHP are investigated. The mathematical model of heat exchange is considered by radiation. As a result of numerical modelling distribution of the radiation vector in the main sections of the combustion chamber is obtained by burning high-ash Karaganda coal. This research has allowed to define the basic laws of distribution of thermal radiation in the combustion space and to obtain quantitative values of a thermal stream of radiation in different directions. Results of modelling of radiating heat exchange with walls of the chamber of combustion are presented. It has allowed defining zones of the maximal influence of a thermal stream on walls of the chamber of combustion. In addition, the obtained energy distribution formed by chemical reactions, which allows to determine the areas of maximum reaction of fuel and oxidizer.

AC-ETeL

Author: Majed Ali ALSHARIDAH

Prince Sattam bin Abdulaziz University in Saudi Arabia, Saudi Arabia

Presentation title: The Obstacles Faced University Teachers When Usage Ict In The Classroom

Number: MAC201918025

Abstract:

Integration of Information and Communication Technologies (ICT) into education has been an important concern in many countries. Recently, Saudi Ministry of higher Education has also done great efforts and major financial investments to implement ICT into teaching and learning

environments at Saudi university. However, as in many developing countries, teachers have many issue regarding using ICT. This paper explores the significant factors that inhibit their use of ICT in the classroom the in Saudi Arabia.

Method: A mixed methods approach (sequential explanatory design) included a questionnaire that was subsequently an interview. The former was applied to 84 participants and the latter included 5 interviewees from Prince Sattam Bin Abdulaziz University in Saudi Arabia.

Results: This paper presents the major challenges and obstacles faced by faculty members including lack of training programs for the use of ICT, inadequate training time, inadequate technical infrastructure, lack of technical support services and, lack of educational programs. In addition, they have challenges related to the college environment including an absence of a reward system for encouraging use of ICT and no further plans to introduce ICT in Collage.

Conclusion: The educational benefits of ICT are well documented in their ability to make teaching and learning more effective. However, successfully integrate technology in classroom by university teachers that need to develop new frameworks that will facilitate greater ICT usage. For example: increasing professional development and offering more encouragement towards using ICT and. Also, more research is needed to determine the most effective way to enable university teachers to make better use of ICT in the classroom.

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Multidisciplinary Academic Conference on Transport, Tourism and Sport Science in Prague

Friday - Sunday, December 13 - 15, 2019, Czech Republic, Prague

The 16th Multidisciplinary Academic Conference in Prague

Friday - Saturday, January 24 - 25, 2020, Czech Republic, Prague

Web: www.academic-conferences.eu

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