

# ***Conference Program***

*Sanya, Hainan Island, China*

*February, 2014*

**APCLSE**

*Asia-Pacific Conference on Life Science and Engineering*

**APCBSS**

*Asia-Pacific Conference on Business & Social Sciences*

**APCETRD**

*Asia-Pacific Conference on Economics, Trade and Regional Development*

APCLSE

Asia-Pacific Conference on Life Science and Engineering

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APCBSS

Asia-Pacific Conference on Business & Social Sciences

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APCETRD

Asia-Pacific Conference on Economics, Trade and Regional Development

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## ***General Information for Conference Participants***

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### ***Information and Registration***

The Registration and Information Desk will be situated in the **Sanya Marriott Yalong Bay Resort & Spa**, and will be open at the following times:

**Friday, February 21, 2014 (08:15-16:45)**

**Saturday, February 22, 2014 (08:15-12:00)**

### ***Parallel Sessions***

Parallel Sessions will run on **February 21 and 22**. Sessions are usually 90 minutes in length.

### ***Presentations and Equipment***

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with PowerPoint software. You will be able to insert your USB flash drive into the computer and double click on your presentation to open it in PowerPoint. We recommend that you bring two copies of your presentation in case of one fails. You may also link your own laptop computer to the projector cable, however if you use your own Mac please ensure you have the requisite connector.

### ***A Polite Request to All Participants***

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role.



Sandals or Slippers



Tank Top



Shorts

**Poster Sessions & Poster Requirements**

**Materials Provided by the Conference Organizer:**

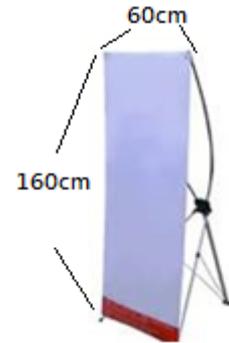
1. X-frame display & Base Fabric Canvases (60cm×160cm)
2. Adhesive Tapes or Clamps

**Materials Prepared by the Presenters:**

1. Home-made Poster(s)

**Requirement for the Posters:**

1. Material: not limited, can be posted on the canvases
2. Size: 60cm\*160cm



<p>A photograph of a poster on an X-frame display. The poster is white with black text and images. It features logos for HKICAS, Ceasb, and ICA. The title is 'PROTOTYPE OF A MICROCONTROLLER DEVICE FOR MEASURING VIBRATING WIRE SENSORS'. The poster is oriented vertically and fits perfectly within the 60cm x 160cm frame.</p>	<p>A photograph of two posters on an X-frame display. The poster on the left is wider than 60cm and is partially cut off by the frame. The poster on the right is made of multiple A4 papers taped together and is also wider than 60cm.</p>
<p>A 60cm*160cm Poster Illustrates the research findings.</p>	<ol style="list-style-type: none"> <li>1. Wider than 60cm (left)</li> <li>2. Copy of PowerPoint Slides in A4 papers (right)</li> </ol>
<p>A blue circle with a white center, indicating that the poster shown in the previous image is approved.</p>	<p>A blue circle with a white center and a diagonal line through it, indicating that the posters shown in the previous image are disapproved.</p>

## ***Conference Organization***

### ***APCLSE International Committee Board***

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Ahmad Zuhairi Abdullah	Universiti Sains Malaysia
Fadzilah Adibah Abdul Majid	Universiti Teknologi Malaysia
Mohd Farid bin Atan	University of Sarawak Malaysia
Sue-Joan, Chang	National Cheng Kung University
Yen-Chung, Chang	National Tsing Hua University
Yun-Peng, Chao	Feng Chia University
Pei-Jen, Chen	National Taiwan University
H.M. El-Shora	Mansoura University
I Ming Hsing	The Chinese University of Hong Kong
Shang-Da, Huang	National Tsing Hua University
Bing Joe Hwang	National Taiwan University of Science and Technology
Kondabagil K	Indian Institute of Technology Bombay
Sungjee Kim	Sungkyunkwan University
Li-Fen, Lei	National Taiwan University
Yunsheng, Lou	Nanjing University of Information Science and Technology
Mihir Kumar Purkait	Indian Institute of Technology Guwahati
Chung-Sung, Tan	National Tsing Hua University
Tewin Tencomnao	Chulalongkorn University
S.K. Tripathi	Indian Institute of Technology Poorkee
Henry N.C. Wong	The Chinese University of Hong Kong
Yusri b. Yusup	Universiti Sains Malaysia
Hasan Akhtar Zaidi	Guru Gobind Singh Indraprastha University
Mu-Song Chen	Da-Yeh University

## ***APCBSS International Committee Board***

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A.J.W. Taylor	Victoria University of Wellington
Allen John	The Open University
Ann Salmonson	University of Alberta
Bishnu Mohan Dash	University of Delhi
Christian C.P. Wolff	University of Luxembourg
Christina Hong-Joe	Queensland University of Technology
Daniele Massaccesi	University College Cork
Debra Friedman	Arizona State University
Durrishah Idrus	University Technology Malaysia
Edward Erwin	University of Miami
Elesa Argent	London Metropolitan University
Gabriele Ciampini	University of Florence
Gad Barzilai	University of Washington
Gobi Krishna Sinniah	University Technology Malaysia
Ha In Bong	Kyungpook National University
Haskins Laboratories	Yale University
Hassan Abbas	Columbia University
Hui Tak-Kee	National University of Singapore
Jaco Greeff Brink	Stellenbosch University
Jennifer Chan Kim Lian	University Malaysia Sabah
Jiri Preis	University of West Bohemia
Jolanta Babiuch-luxmoore	Oxford Brookes University
Keya Sengupta	Indian Institute of Management
Khalachuchi Flores	Southwestern University
Lee Byung Hyuk	University of Seoul
Leela Pradhan	Tribhuvan University Kathmandu

Li-Ling Yang	Roger Williams University
Maria A. Batishcheva	Lomonosov Moscow State University
Md. Ghulam Murtaza	Khulna University
Mythili K.	Seshadripuram Evening Degree College
Napaporn Srichanyachon	Bangkok University
Ng Sin Huei	INTI International University
Noorhayati Mansor	University Malaysia Sabah
Otávio Bueno	University of Miami
Özlem AVCI	Uşak University
Rajeshwari Nagaraj Kenchappanavar	Karnatak Arts College
Sajid Anwar	University of the Sunshine Coast
Sakina Riaz	University of Karachi
Sam S. Gill	San Francisco State University
Theeraphong Bualar	Silpakorn University
Tirelo Modie-Moroka	University of Botswana
Ying Xing	China University of Political Science and Law
Zhao Qiuyan	Beijing Normal University

## *Special Thanks to Session Chairs*

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Geoffrey Norman Bick	University of Cape Town
William Ka Lau	The Chinese Univeristy of Hong Kong
Mingchang Wu	National Yunlin University of Science and Technology
Moonhor Ree	Pohang University of Science & Technology
Yu-Huang Ho	National Yunlin University of Science and Technology
Dong Hyun Lee	City University of Hong Kong
Clemente Hernandez-Rodriguez	Tecnologico de Monterrey
Michihiko Kobayashi	University of Tsukuba
Yi Lin Yu	Fu Jen Catholic University
Jong Wook Bae	Sungkyunkwan University

## Conference Schedule

**2014/2/20, Thursday**

**Executive Committee Meeting (Executive Committee Only)**

**2014/2/21, Friday  
Oral Session**

<b>Time</b>	<b>Information</b>	
<b>08:15-16:30</b>	<b>Registration</b>	
08:45-10:15	Vanilla	Business I
	Jasmine	Economics/ Regional Development
<b>10:15-10:30</b>	<b>Tea Break</b>	
10:30-12:00	Vanilla	Business II
	Jasmine	Engineering I
<b>12:00-13:30</b>	<b>Lunch Time</b>	
13:30-15:00	Vanilla	Business III
	Jasmine	Engineering II
<b>15:00-15:15</b>	<b>Tea Break</b>	
15:15-16:45	Vanilla	Trade
	Jasmine	Life Science

**2014/2/21, Friday  
Poster Session**

<b>Time</b>	<b>Information</b>
10:00-11:00	Engineering/ Business/Regional Development
15:00-16:00	Life Science

**2014/2/22, Saturday**  
**Oral Session**

<b>Time</b>	<b>Information</b>	
<b>08:15-16:30</b>	<b>Registration</b>	
08:45-10:15	Vanilla	Business IV
<b>10:15-10:30</b>	<b>Tea Break</b>	
10:30-12:00	Vanilla	Engineering III
<b>12:00-13:30</b>	<b>Lunch Time</b>	





## Oral Sessions

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### Economics/ Regional Development

2014/2/21 Friday

08:45-10:15

Jasmine

Session Chair: *Prof. William Ka Lau*

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#### APCETRD-92

##### The Effectiveness of Highlighting in Digital Media

Ming-Ching Chow	Hang Seng Management College
Emily Tsz-Wai Kan	Hang Seng Management College
Cherry Hoi-Yee Lui	Hang Seng Management College
Felix Tang	Hang Seng Management College
Michelle Man-Suet Yeung	Hang Seng Management College
Wilson Lam	The City University of Hong Kong
William Ka Lau	The Chinese Univeristy of Hong Kong

#### APCETRD-97

##### Organizational Ambidexterity and Performance in Korean Hidden Champions

Byunghwan Lee	Kyungpook National University
Guktae Kim	Kyungpook National University
Moon-Goo Huh	Kyungpook National University

#### APCETRD-100

##### The Effect of CSR Participation of Employee on the OCB: The Mediating Role of Organizational Identification

Min-Woo Lee	Kyungpook National University
Mi-Jin Lee	Kyungpook National University
Kyoung-Seok Kim	Kyungpook National University

**APCETRD-98**

**Characteristics of Successful Regional SMEs in Korea**

Jungsu Park	Kyungpook National University
Byunghwan Lee	Kyungpook National University
Moon-Goo Huh	Kyungpook National University

**APCETRD-109**

**Examining Job Satisfaction in Hotel Industry in Hainan, China: The Role of Confucian Work Dynamism and Organisational Communication**

Wang Hua	Universiti Sains Malaysia
Bahiyah Omar	Universiti Sains Malaysia



**APCBSS-85**

**Indonesia Youth Leadership Edupreneur (Iyle) Program: Strategies to Reduce an Educated Unemployment Numbers by Improved Business Development (Ibd) Model: International School for Public Leadership (Ispl)**

Gugun - Ruslandi

Indonesia University of Education

## Oral Sessions

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### Engineering I

2014/2/21 Friday

10:30-12:00

Jasmine

Session Chair: *Prof. Moonhor Ree*

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#### APCLSE-93

#### **Probing Nanostructures of Functional Polymer and Copolymer Assemblies by Synchrotron Grazing Incidence X-Ray Scattering**

Moonhor Ree	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Byungcheol Ahn	Pohang University of Science & Technology
Jungwoon Jung	Pohang University of Science & Technology

### **APCLSE-43**

#### **Time-Resolved X-Ray Scattering on the Crystallization Behaviors of Poly (Ethylene Terephthalate-Co-1,4-Cyclohexylenedimethylene Terephthalate) (P(Et-Co-Ct)) Random Copolymer with Low Mol% of Ct Unit**

Young Yong Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Kyuyoung Heo	Pohang University of Science & Technology
Kwang-Woo Kim	Pohang University of Science & Technology
Jehan Kim	Pohang University of Science & Technology
Tae Joo Shin	Pohang University of Science & Technology
Jong Ryang Kim	Chemical Research Institute
In Sun Yoon	Chemical Research Institute
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Taihyun Chang	Pohang University of Science & Technology

## **APCLSE-62**

### **High-Performance N-Channel Thin-Film Field-Effect Transistors Based on a Polymer in Nanowire Suspension**

Yong-Gi Ko	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Seth R. Marder	Pohang University of Science & Technology
Suk Gyu Hahm	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Jungwoon Jung	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Samson A. Jenekhe	University of Washington Seattle
Chan Eon Park	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Stephen Barlow	Georgia Institute of Technology
Felix S. Kim	Georgia Institute of Technology
Tissa Sajoto	Georgia Institute of Technology
Se Hyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology

**APCLSE-55**

**Synthesis and Characterization of Biocompatible Brush Polymers Thin Film Bearing Sulfobetaine Moieties**

Kyung Ho Kwon	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Jungwoon Jung	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Heesoo Kim	Dongguk University College of Medicine Kyungju
Ik Jung Kim	Dongguk University College of Medicine Kyungju

## **APCLSE-48**

### **Adjustable Electrical Memory Characteristics of Brush Copolymers Bearing Electron Donor and Acceptor Moieties**

Kyungtae Kim	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Yi-Kai Fang	National Taiwan University
Wen-Chang Chen	National Taiwan University
Seungmoon Pyo	Konkuk University

**APCLSE-72**

**Various Digital Memory Behaviors of Functional Aromatic Polyimides Bearing Triphenylamine Derivatives with Electron-Donor and Acceptor Substituents**

Dongwoo Wi	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Dong Min Kim	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Suk Gyu Hahm	Pohang University of Science & Technology
Taek Joon Lee	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Taihyun Chang	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Hung-Ju Yen	National Taiwan University
Cha-Wen Chang	National Taiwan University
Wen-Chang Chen	National Taiwan University
Guey-Sheng Liou	National Taiwan University

## *Oral Sessions*

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### **Business III**

**2014/2/21 Friday**

13:30-15:00

Vanilla

Session Chair: *Prof. Yu-Huang Ho*

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#### **APCBSS-45**

**An Exploratory Study on Influential Factors of Professionate's Self-Efficacy ~ Examination of Dual Mediation Effects ~**

Yu-Huang Ho

National Yunlin University of Science and Technology

#### **APCBSS-98**

**A Reflective Analysis on the Engineering Graphics Education in Vocational High Schools: A Case Study in Taiwan**

Feng-Yuan Liu

National Yunlin University of Science and Technology

Chan-Chuan Chen

National Yunlin University of Science and Technology

Chih-Chieh Huang

National Yunlin University of Science and Technology

#### **APCBSS-102**

**The Influence of Emotion Labor on Burnout**

Yeong-Gyeong Choi

Kyungpook National University

So-Jung Kim

Kyungpook National University

#### **APCBSS-103**

**Study on the Mediating Effect of Job Satisfaction on the Relationship between Self-Leadership and Innovative Behaviors**

Ki-Ryun Park

Kyungpook National University

Yeong-Gyeong Choi

Kyungpook National University

Min-Ah Choi

Kyungpook National University

**APCBSS-60**

**A Discriminant Analysis of Predictors of Involuntary Delisting in China**

Muhammad Nasir Malik

Huazhong University of Science & Technology

Xinping Xia

COMSATS Institute of Information Technology

Asif Muzaffar

Institute of Business & Management, UET

**APCBSS-114**

**A Study on the Psychological Contract of Administrative Personnel in Vocational Education Institutes**

Mingchang Mingchang Wu

National Yunlin University of Science and Technology

Mei Chuan Tsai

National Yunlin University of Science and Technology

Chih Chieh Huang

National Yunlin University of Science and Technology

## Oral Sessions

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### Engineering II

2014/2/21 Friday

13:30-15:00

Jasmine

Session Chair: *Prof. Dong Hyun Lee*

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#### APCLSE-229

#### Effects of Operating Variables on Bubble Rising Velocity in the Bubbling Fluidized Beds with Perforated Distributor

Jea Ho Shin

Sungkyunkwan University

Dong Hyun Lee

City University of Hong Kong

#### APCLSE-34

#### Analytical Modeling of the Guidance Systems Parameters

Omar Mohammed Alhatim

King Abdul-Aziz City for Science and Technology

#### APCLSE-28

#### Quantum Pumping of Valley Current in Strain Engineered Graphene

Jing Wang

University of Science and Technology of China

K S Chan

City University of Hong Kong

Zijing Lin

University of Science and Technology of China

#### APCLSE-212

#### Shimming Calculations for Spacecraft Pointing Devices

Mehmet Sahin

TURKSAT AS

#### **APCLSE-44**

### **Electrically Bistable Memory Characteristics of Polyimides Based on Conjugated BIS (Triphenylamine) Derivatives: Effects of Electron Donor and Acceptor Substituents**

Yongjin Kim	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Taihyun Chang	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Hung-Ju Yen	National Taiwan University
Cha-Wen Chang	National Taiwan University
Guey-Sheng Liou	National Taiwan University

### **APCLSE-73**

#### **Study of Electrical Memory Characteristics of a New Oxadiazole-Containing Brush Polymer Depending on the Morphology**

Jinseok Lee	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Byungcheol Ahn	Pohang University of Science & Technology
Dong Min Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Suk Gyu Hahm	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Youngkyoo Kim	Kyungpook National University
Hwajeong Kim	Kyungpook National University

**APCLSE-253**

**Development of a Quantitative in Vivo Assay System for Non-Specific DNA Cleavages by Zinc Finger Nuclease in Yeast**

Soyoung Park Sungkyunkwan University

Gunseop Kim Sungkyunkwan University

Xu Zheng Sungkyunkwan University

Jinhyuk Choi Sungkyunkwan University

Yanggyun Kim Sungkyunkwan University

## Oral Sessions

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### Trade

**2014/2/21 Friday**

15:15-16:45

Vanilla

Session Chair: *Prof. Clemente Hernandez-Rodriguez*

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#### **APCETRD-89**

**Gravity Model Analysis of the Chinese Influence on the Trade Flows in the Americas**

Clemente Hernandez-Rodriguez      Tecnologico de Monterrey

#### **APCETRD-84**

**Does the Liberalization Affect Import Duty Revenue?: Evidence from the Republic of Indonesia**

Muhammad Sofjan

T Université Montesquieu-Bordeaux IV

#### **APCETRD-90**

**Does the Liberalization Affect Import Duty Revenue?: Evidence from the Republic of Indonesia**

William Xiaojun Wei

MacEwan University

Jose Maldonado

MacEwan University

Tiffany Xiaocun Qiu

Royal Bank of Scotland Hong Kong

## Oral Sessions

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### Life Science

2014/2/21 Friday

15:15-16:45

Jasmine

Session Chair: *Prof. Michihiko Kobayashi*

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#### APCLSE-214

##### Microbial Metabolism of CN Triple Bond-Containing Compound

Michihiko Kobayashi

University of Tsukuba

#### APCLSE-120

##### Effect of Landing Motions during Jump Exercises on Tibiae of Growing Rats

Sinae Eom

Yonsei-Fraunhofer Medical Device Lab., Yonsei University

Dong-Hyun Seo

Yonsei-Fraunhofer Medical Device Lab., Yonsei University

Ji Hyung Park

Yonsei-Fraunhofer Medical Device Lab., Yonsei University

Han Sung Kim

Yonsei-Fraunhofer Medical Device Lab., Yonsei University

#### APCLSE-252

##### Association of Apolipoprotein E Gene Polymorphism with Serum Lipid Levels

Sehrish Fatima

University of Karachi

Syed Mohammad Shahid

University of Karachi

Obaid Yousuf Khan

University of Karachi

Abid Azhar

University of Karachi

#### APCLSE-175

##### Isolation and Characterization of Surface and Subsurface Bacteria in Seawater by Direct and Enrichment Techniques

Laurencia Debbie Benard

Universiti Malaysia Sabah

Piakong Mohd Tuah

Universiti Malaysia Sabah

Ede Gloria Suadin

School of Science & Technology

Nadya Binti Jamian

Universiti Malaysia Sabah



### Business IV

**2014/2/22 Saturday**

08:45-10:15

Vanilla

Session Chair: *Prof. Yi Lin Yu*

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#### APCBSS-28

**The Impact of Women's Roles in Game Advertisements: A Case Study of Online Game Advertisements in Taiwan**

Yi Lin Yu

Fu Jen Catholic University

#### APCBSS-75

**Retailer Rebate: Full Coordination Mechanism in Two-level Supply Chains**

Asif Muzaffar

University of Engineering and Technology

Muhammad Nasir Malik

Huazhong University of Science and Technology

#### APCBSS-26

**Retailer Rebate: Full Coordination Mechanism in Two-Level Supply Chains**

Ying-Chieh Li

Chaoyang University of Technology

Jia-Pei Liou

Haoyang University of Technology

#### APCBSS-44

**How the Practitioners in Design Industry Become so Innovative? ~ A Study on the Influential Factors of Innovation Capabilities~**

Mingchang Wu

National Yunlin University of Science and Technology

Wenlung Chang

National Yunlin University of Science and Technology

Shing-Sheng Guan

National Yunlin University of Science and Technology

Feng-Yuan Liu

National Yunlin University of Science and Technology

Weiting Hsiao

Shin Shing High School

**APCBSS-34**

**Does IT Matter If I Knew You Before Joining the Group? Investigating the Moderating Impact of Familiarity**

Franklyn Prescod Ryerson University

Junlian Xiang Ryerson University

Bharat Shan Ryerson University

LinyingDong Ryerson University

**APCBSS-105**

**A Study on the Concept and Dimensions of Emotional Labor**

Yeong-Gyeong Choi Kyungpook National University

Kyoung – Seok Kim Kyungpook National University

So-Jung Kim Kyungpook National University

**APCBSS-23**

**Hong Kong's Mental Health Policy - Preliminary Findings**

Anita Chi-Kwan Lee Tung Wah College

Gigi Lam Tung Wah College



**APCLSE-78****Various Digital Memory Properties of Brush-Linear Diblock Copolymer Bearing Difluorene Moieties According to Film Morphologies**

Jonghyun Kim	Pohang University of Science & Technology
Byungcheol Ahn	Pohang University of Science & Technology
Dong Min Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Jung-Ching Hsu	National Taiwan University
Tae Joo Shin	Pohang University of Science & Technology
Jehan Kim	Pohang University of Science & Technology

## **APCLSE-46**

### **Synthesis of Dna-Mimic Polymers Based on Polyepichlorohydrin with Adenine Moieties and Properties, Structure, Biocompatibility**

Sungjin Song	Pohang University of Science & Technology
Jin Chul Kim	Pohang University of Science & Technology
Jungwoon Jung	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology

## **APCLSE-52**

### **The Study and Application of Functional Polyacrylate Bearing Phosphonic Acid Groups: A Polymer Electrolyte Membrane**

Changsub Kim	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Taihyun Chang	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Tomoya Higashihara	Tokyo Institute of Technology
Namiko Fukuzaki	Tokyo Institute of Technology
Youko Tamura	Tokyo Institute of Technology
Kazuhiro Nakabayashi	Tokyo Institute of Technology
Satoshi Nakazawa	Tokyo Institute of Technology
Shigeaki Murata	PRESTO, Japan Science and Technology Agency (JST)
Mitsuru Ueda	PRESTO, Japan Science and Technology Agency (JST)

## **APCLSE-58**

### **Study of Structure of Brush Polymers of Self-Assembled Films Bearing Zwitterionic Sulfobetaine Moieties and Its Bacterial Adherence**

Jongchan Lee	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Jin Chul Kim	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Jungwoon Jung	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Sungmin Jung	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Changsub Kim	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Heesoo Kim	Pohang University of Science & Technology

**APCLSE-57****A Versatile Linear Aliphatic Polyether for Selective Functionalizations and Various Nanostructures**

Sungmin Jung	Pohang University of Science & Technology
Wonsang Kwon	Pohang University of Science & Technology
Yecheol Rho	Pohang University of Science & Technology
Kyung Ho Kwon	Pohang University of Science & Technology
Youn Cheol Jeong	Pohang University of Science & Technology
Jonghyun Kim	Pohang University of Science & Technology
Kyungtae Kim	Pohang University of Science & Technology
Mihee Kim	Pohang University of Science & Technology
Yong-Gi Ko	Pohang University of Science & Technology
Young Yong Kim	Pohang University of Science & Technology
Jinseok Lee	Pohang University of Science & Technology
Sungjin Song	Pohang University of Science & Technology
Dongwoo Wi	Pohang University of Science & Technology
Jongchan Lee	Pohang University of Science & Technology
Thu Thi Phuong Nguyen	Pohang University of Science & Technology
Yongjin Kim	Pohang University of Science & Technology
Taihyun Chang	Pohang University of Science & Technology
Moonhor Ree	Pohang University of Science & Technology
Kensuke Kamoshida	Hokkaido University
Hideki Misaka	Hokkaido University
Toshifumi Satoh	Hokkaido University
Toyaji Kakuchi	Hokkaido University
Tae Joo shin	Pohang University of Science & Technology
Jehan Kim	Pohang University of Science & Technology
Kwang-Woo Kim	Pohang University of Science & Technology
Kyeong Sik Jin	Pohang University of Science & Technology
Heesoo Kim	Dongguk University College of Medicine

## *Poster Sessions*

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### **Engineering/Business/Regional Development**

**2014/2/21 Friday**

**10:00-11:00**

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#### **APCLSE-116**

#### **Characteristics of Air-Blown Biomass Gasification Following Catalyst and Steam Addition in Bubbling Fluidized Beds**

Woo Jin Jo	Korea Institute of Industrial Technology, Sungkyunkwan University
Dong Hyun Lee	Sungkyunkwan University
Sang Bum Kim	Korea Institute of Industrial Technology
Sung Jin Park	Korea Institute of Industrial Technology
Young Tae Choi	Korea Institute of Industrial Technology

#### **APCLSE-113**

#### **Analyzing the Disaster Vulnerability of Mt. Baekdusan Area Using Terrain Factors**

In Soo Kim	Pusan National University
Sung-Wook Kim	GI Co Ltd.
Eun-Kyeong Choi	GI Co Ltd.
Soo-Jung Jung	GI Co Ltd.

#### **APCLSE-236**

#### **Fischer-Tropsch Synthesis on Cobalt/Carbon-Coated Ni/Sio<sub>2</sub> Catalysts**

Hyun Mo Koo	Sungkyunkwan University
A Rong Kim	Sungkyunkwan University
Jong Wook Bae	Sungkyunkwan University

**APCLSE-40**

**Resistive Memory Behaviors in Donor-Acceptor Polymer Systems**

Kun-Li Wang National Taipei University of Technology

Po-Hao Chen National Taipei University of Technology

**APCLSE-117**

**Studies on Syngas Characteristics from Waste Gasification in a Fixed Bed Reactor**

Yong-Chil Seo Yonsei University

YongSeung Yun Institute for Advanced Engineering

Yong-Teak Lim Institute for Advanced Engineering

Won-Seok Yang Yonsei University

Se-Won Park Yonsei University

**APCLSE-232**

**Deformed Behaviors of Laminated Composite Shells Based on Micro-Mechanics**

Sang-Youl Lee Andong National University

**APCBSS-81**

**Consumption of Counterfeit Luxury Goods: Role of Face Consciousness and Product Category**

Hong Zhu Nanjing University

Yunqing Chen Nanjing University

**APCBSS-109**

**Business Executive Career Management Adaptability Analysis of Second-Generation**

Pei-Shan Guan National Yunlin University of Science and Technology

Yi-Syue Jheng National Yunlin University of Science and Technology

**APCETRD-126**

**The Effect of Quality Perceptions on Customer Satisfaction and Recommendation Intention**

Namhee Lee Hanyang University

Kyoung Hoo Hwang

Hanyang University

Song-I Kim

Hanyang University

Chul Jeong

Hanyang University

### Life Science

2014/2/21 Friday

15:00-16:00

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#### APCLSE-20

#### **Development of Diagnosis Model Using New Biomarker Combination for Early Detection of Breast Cancer**

Dae Hui Yi	Chungnam National University
Hyeon Hee Lee	Chungnam National University
Pil Jae Maeng	Chungnam National University

#### APCLSE-30

#### **Effects of Copper on Lipid Peroxidation and Photosynthetic Pigments of Wheat (*Triticum Aestivum* L) Cultivars**

Atabayeva S.D.	Al-Farabi Kazakh National University
Nurmahanova A.	Al-Farabi Kazakh National University
Kenzhebayeva S.	Al-Farabi Kazakh National University
Alybayeva R.	Al-Farabi Kazakh National University
Shoinbekova S.A.	Al-Farabi Kazakh National University
Asrandina S.S.	Al-Farabi Kazakh National University
Pahratdinova Zh	Al-Farabi Kazakh National University
Nurgozhayeva A.	Al-Farabi Kazakh National University
Mazybayeva K.	Al-Farabi Kazakh National University

#### APCLSE-238

#### **In Vitro Propagation of *Taraxacum Kok-Saghyz* Rodin**

Uteulin KR	Institute of Plant Biology and Biotechnology
Mukhambetzhanov SK	Institute of Plant Biology and Biotechnology
Rakhimbaev I.	Institute of Plant Biology and Biotechnology



**APCLSE-219****S100A16 Inhibits Osteogenesis but Stimulates Adipogenesis**

Dong Li	Nanjing Medical University
Rihua Zhang	Nanjing Medical University
Yi Xue	Nanjing Medical University
Yuanyuan Zhang	Nanjing Medical University
Qiong Huang	Nanjing Medical University
Menglan Liu	Nanjing Medical University
Yun Liu	Nanjing Medical University
Weidong Zhu	Gulou Hospital Affiliated to Nanjing University

**APCLSE-206****Regional Floristic Study of the Genus *Odontella* (Bacillariophyceae) in Korean Coastal Waters**

Jin Hwan Lee	Sangmyung University
Seug Eun Kang	Sangmyung University

**APCLSE-244****Establishment of Novel Healthy Index for Pet Animals**

Wen-Jen Yu	Hung Kuang University
Sue-Joan Chang	National Cheng Kung University

**APCLSE-259****Development of a Monitoring Tool for the Soluble Expression of Recombinant Proteins in *Escherichia Coli***

Jinhyuk Choi	Sungkyunkwan University
Xu Zheng	Sungkyunkwan University
So-Young Park	Sungkyunkwan University
Nam-Gun Kim	Sungkyunkwan University
Yang-Gyun Kim	Sungkyunkwan University