

2015 IEDRC JAPAN CONFERENCES ABSTRACT

Tokyo, Japan

December 30-31, 2015

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Table of Contents

Conference Venue	2
Introductions for Publications	3
Instructions for Oral Presentations	4
Time Schedule	5
Introductions for Keynote Speakers	6
Registration	9
Keynote Speeches	10
Authors' Oral Presentations	14
Listeners' List	36
Call for Papers	37

Conference Venue

HOTEL SUNROUTE PLAZA SHINJUKU

<http://en.sunrouteplazashinjuku.jp/>

Hotel Sunroute Plaza Shinjuku is a chic hotel located in the busy Shinjuku business district of Tokyo, Japan. Newly renovated in 2007 with sleek lines and modern accents, this Tokyo Shinjuku hotel's guestrooms are both contemporary and inviting for business and leisure travelers. Spacious and considerate, Hotel Sunroute offers guests competitive prices with special discounts and deals and the choice of a variety of guestrooms to meet each party's specifications.

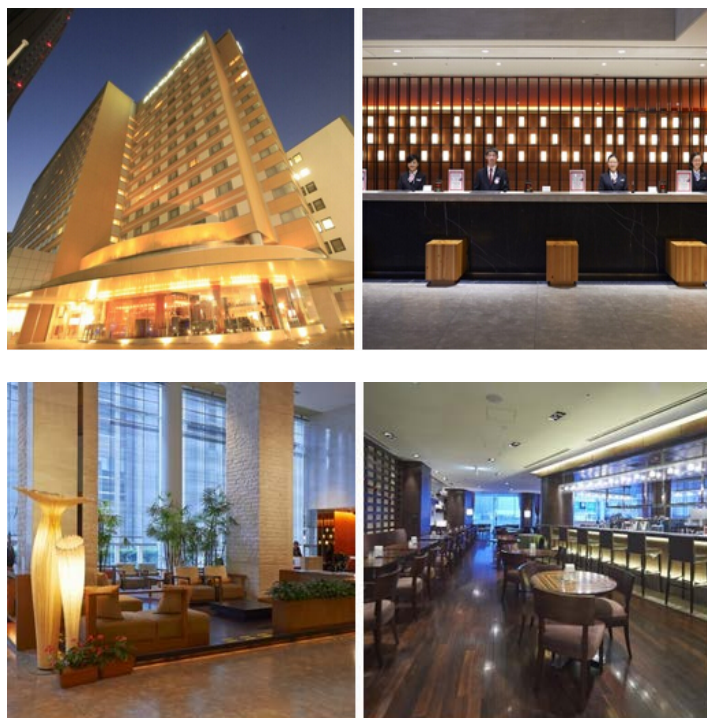
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Introductions for Publications

All accepted papers for the Japan conferences will be published in those journals below.

2015 6th International Conference on Economics, Business and Management (ICEBM2015)



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

2015 5th International Conference on Languages, Literature and Linguistics (ICLLL2015)



International Journal of Languages, Literature and Linguistics (IJLLL)

ISSN: 2382-6282

DOI: 10.18178/IJLLL

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, Proquest and DOAJ

2015 4th International Conference on Sociality and Humanities (ICOSH2015)



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Indexed by: Google Scholar, DOAJ, Engineering & Technology Digital Library, Crossref, Index Copernicus, and ProQuest

2015 3rd Journal Conference on Innovation, Management and Technology (JCIMT 2015 3rd)



International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Indexed by: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library.

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:

Laptops (with MS-Office & Adobe Reader)

Projectors & Screens

Laser Sticks

Materials Provided by the Presenters:

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

Duration of each Presentation (Tentatively):

Regular Oral Presentation: about 10 Minutes of Presentation and Q&A

Keynote Speech: 40 Minutes of Presentation, 10 Minutes of Q&A

Time Schedule

HOTEL SUNROUTE PLAZA SHINJUKU

<http://en.sunrouteplazashinjuku.jp/>

Day 1:

Hotel lobby	December 30 10:00-17:00	Registration
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Day 2:

Fuyo1/3	December 31 09:00-12:00	09:00—09:10	Opening Remarks Prof. Yixun Shi
		09:10—10:00	Keynote Speech 1 Prof. Keiko IKEDA Title: Use of ICT to build Community of Practice across Oceans from Japan: Pedagogical Innovation in Higher Education to Cultivate Cross-cultural Mindset and Communication Skills
		10:00—10:20	Coffee Break & Group Photo
		10:20—11:10	Keynote Speech 2 Prof. Yixun Shi Title: Student Behaviors in College General Education Classes
		11:10—12:00	Keynote Speech 3 Prof. Hajime Eto Title: Humanities' Assessment of Natural Scientists' Assessment of Social Science
	December 31 12:00-13:30	Lunch	
Minuet	December 31 13:30-18:00	13:30-15:40	Session 1 (12 papers) Theme: Education and Art
		15:40-16:00	Coffee Break
		16:00—18:00	Session 3 (12 papers) Theme: Linguistic Theories and Applications
Freesia	December 31 13:30-18:00	13:30-15:40	Session 2 (13 papers) Theme: Management
		15:40-16:00	Coffee Break
		16:00—18:00	Session 4 (12 papers) Theme: Economics and Marketing
	December 31 19:00-21:00	Dinner Banquet	

Introductions for Keynote Speakers



Prof. Yixun Shi

Faculty of the Department of Mathematics, Computer Science and Statistics
Bloomsburg University of Pennsylvania, USA

Dr. Shi received his Ph.D. in mathematics in 1992 from the University of Iowa, USA. He also received his MS in mathematics from the Shanghai Normal University, China, and BS in mathematics from the Anhui Normal University, China. His teaching interests include mathematical modeling and applications, statistical methods and software, and mathematics education. His research interests include mathematical modeling and applications in business, management, education, humanity and social sciences, strategies and methods in mathematics education, numerical optimization and systems of equations, computational statistics, and computer algorithms. He has been a faculty member since 1992 at the Department of Mathematics, Computer Science and Statistics, the Bloomsburg University of Pennsylvania, USA, serving as an assistant professor from 1992 to 1996, an associate professor from 1996 to 2000, and a full professor since 2000. Dr. Shi has publications in leading research journals such as *Mathematics of Computation*, *ACM Transaction of Mathematical Software*, *Linear Algebra and Its Application*, *Journal of Optimization Theory and Applications*, *International Journal of Contemporary Mathematical Sciences*, *Computational Optimization and Applications*, *Neural, Parallel & Scientific Computations*, *Numerical Linear Algebra with Applications*, *Communications in Applied Analysis*, *International Journal of Computer Mathematics*, *International Journal of Applied Mathematics*, *Journal of Computational and Applied Mathematics*, *Mathematical Research*, *Journal of Applied Statistical Science*, *Mathematics Teacher*, *Teaching Mathematics and its Applications*, *International Journal of Mathematical Education in Science and Technology*, *Mathematics and Computer Education*, *International Proceedings of Economics Development and Research*, *International Journal of e-Education*, *e-Business*, *e-Management and e-Learning*, among others. He has also made numerous professional presentations, served as chairs, and delivered keynote speeches at various national and international conferences. He is the author of a text book *Mathematics for Health Sciences* and a *Technology Guide for statistical software*. Currently, he is the editor-in-chief of two mathematics research journals and one education research journal.



Prof. Keiko IKEDA

Division of International Affairs, also Vice-Director, Center of International Education at Kansai University

Professor Keiko IKEDA is Ph.D. from University of Hawai'i at Manoa specializing in Japanese linguistics, foreign language education, conversation analysis. Her research areas include (1) ethnomethodology, conversation analysis, and multimodal analysis of various social interactions such as political communication, human robot interaction, ICT enhanced classrooms, and (2) International Education (particularly Internationalization at Home).

Some of her most recent publications are the following:

Collateral damage: An investigation of non-combatant teasing by American service personnel in occupied Iraq and Afghanistan. Co-authored with Bysouth, D., Jeloos-Haghi, S. *Pragmatics and Society*. 6(3):338-366. 2015

Interactions between a quiz robot and multiple participants: Focusing on speech, gaze and bodily conduct in Japanese and English speakers. Co-authored with Akiko Yamazaki, Keiichi Yamazaki *Interactional Studies* 13(3): 366-389, 2014

Laughter and Turn-taking: Warranting next speakership in multiparty interactions In Glenn & Holt (eds.) *Studies of Laughter in Interaction*, Co-authored with Bysouth, D., Bloomsbury. 2013. pp.39-64.



Prof. Hajime Eto
University of Tsukuba, Japan

Hajime Eto, Ph.D. is a professor emeritus, the University of Tsukuba, Tsukuba Science City, Japan, where he taught policy science. Since the student days with the University of Tokyo, he has been interested in the methodology of sciences such as logic and the philosophy of science, particularly in the methodologies of new interdisciplinary sciences such as computer language, operational research, policy science, and innovation analysis. He has served international scientific circles by publishing over 70 papers in various scientific journals as well as several books. Retiring from the teaching jobs, he is serving several international journals as the editorial board member such as International Journal of Services Technology and Management (Inderscience), International Journal of Foresight and Innovation Policy (Inderscience), Scientometrics (Kluwer-Springer), and Information and Management (Elsevier).

Full Schedule

Day 1: Registration Only: December 30, 2015 (Wednesday)


10: 00 – 12: 00	Arrival and Registration
13: 30 - 17: 00	(Venue: Hotel lobby)

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Please tell the conference receptions your paper ID.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on December 31, 2015.

Day 2: Conference: Morning, December 31, 2015 (Thursday)

Venue: Fuyo1/3

<p>09:00-09:10</p>	<p>Opening Remarks</p>  <p><i>Prof. Yixun Shi</i> Faculty of the Department of Mathematics, Computer Science and Statistics Bloomsburg University of Pennsylvania, USA</p>
<p>09:10-10:00</p>	<p>Keynote Speech 1</p>  <p><i>Prof. Keiko IKEDA</i> Division of International Affairs, also Vice-Director, Center of International Education at Kansai University</p> <p>Title: Use of ICT to build Community of Practice across Oceans from Japan: Pedagogical Innovation in Higher Education to Cultivate Cross-cultural Mindset and Communication Skills</p> <p>Abstract: The globalization of higher education in Japan is a serious and urgent issue for this country. Tertiary level educational systems are the exporters of future leaders in the business arena, and the skills, abilities and knowledge that students may acquire during their campus lives can have a significant impact on their future personal and professional development. At least for Japanese youth at university, there are at least two major pedagogical missions that all university level educators in Japan need to address; (i) all Japanese youth must develop multilingual and effective communication skills, and (ii) they need to grow a cross-culturally sensitive mindset. The provision of these may afford for</p>

	<p>greater opportunities for graduates seeking employment, not just in Japan but in other countries, and importantly in settings in which globalization has a direct impact (e.g., in globally distributed organizations in which individuals may be situated in a diverse range of geographical and cultural locations). In this talk, I will first address some of the current national strategic plans currently under implementation in Japan, with a particular focus on providing some context for those unfamiliar with recent developments in Japan., Secondly, I will discuss a particular area in international education called “internationalization at home (IaH),” in which various pedagogical efforts are being done to promote the local Japanese students’ multilingual communication skills and to encourage them to prepare themselves as “global human resources” in the near future. COIL (Collaborative Online International Learning) is one of the particular pedagogical approaches my university is emphasizing. It involves pedagogical practices that integrate various eLearning strategies and tools (particularly ICT tools such as SNS and Web group meeting applications) to have local students virtually interact with their peers overseas. In collaboration with SUNY (State University of New York) COIL Center, Kansai University is a global network partner with them as well as an Asian window for those interested in implementing this particular practice at their home institutions. In the talk I will provide detail on this innovation with specific examples drawn from actual classroom interactions.</p>
10:00-10:20	Coffee Break & Photo Session
10:20-11:10	<p>Keynote Speech 2</p>  <p><i>Prof. Yixun Shi</i> Faculty of the Department of Mathematics, Computer Science and Statistics Bloomsburg University of Pennsylvania, USA</p> <p>Title: Student Behaviors in College General Education Classes</p> <p>Abstract: In United States, as well as in a number of other nations, university and college have a set of required General Education Classes for undergraduate students to take. The purposes of general education are to help develop students’ ability to</p>

	<p>think critically and communicate clearly, to let students have an entire university experience, to assure broad exposure to areas of study beyond the major, and to foster a deeper understanding of the world. However, many students come to general education classes with low interests, see those classes as a burden instead of benefit. All they want is to pass those classes and get done with them.</p> <p>In order to change the behaviors of students, we need to raise student interests in these classes. This presentation proposes two strategies to raise student interests: (1) teaching the subjects through applications and examples that most students may like to see, such as games, and (2) teaching the subjects within the contents of students' major study fields so that students feel that the class is relevant. In this presentation, I will give a few examples of applying those strategies in teaching general education mathematics classes.</p>
11:10-12:00	<p style="text-align: center;">Keynote Speech 3</p> <div data-bbox="889 831 1088 1045" data-label="Image"> </div> <p style="text-align: center;"><i>Prof. Hajime Eto</i> University of Tsukuba, Japan</p> <p>Title: Humanities' Assessment of Natural Scientists' Assessment of Social Science</p> <p>Abstract:</p> <p>Our society faces various problems but social science fails to manage them. Many people are dissatisfied with social science. Based on the successful development of natural science for the centuries, natural scientists criticize social science for the non-predictability, uncontrollability, terminological ambiguity, and propose to borrow natural scientific methods and tools to solve social problems.</p> <p>Let us learn the science history of 100 years ago. Natural science including mathematics faced a crisis. Humanities (knowledge older than science) including formal logic and semiotics demonstrated the un-definability of terminology, un-decidability of truth or validities, un-interpretability, etc. but as an essential or inevitable element of natural science.</p> <p>This history shows that the “defects” of social science are essential or inevitable results of society itself or the essential characters of people in the society</p>

	including natural scientists themselves. As a part of society composed of people including natural scientists themselves, social science can not conquer the society of “bad” character. It is a contradiction that social science can conquer the society and perfectly control people including natural scientists. Social science has the essential limit not to control or exterminate people. The mutual understanding and respect between natural and social sciences and humanities is desired.
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12:00 – 13:30	Lunch
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Authors' Oral Presentations

Session 1

13:30-15:40




In case of absence, please arrive in advance


Venue: Minuet

Theme: Education and Art



Session Chair: *Prof. Yixun Shi*

ID	Title+ Author's Name
CL00029 13:30-13:40	<p>Divergent Effects of Direct and Semi-direct Oral Assessment on Psychological Anxiety and Physiological Response in EFL Learners</p> <p>Shu-Ping Lee, Shin-Da Lee, Shujen Lee Chang Asia University, Taichung, Taiwan</p> <p>Abstract: Psychological sources such as negative self-perception, fear of taking risks, or negative experiences in speaking which support speaking anxiety as a debilitating factor affecting foreign language (FL) performance (e.g. Woodrow 2006) have been investigated; however, physiological factors have been ignored. Moreover, whether direct (public speaking) or semi-direct (recorded speaking) assessments result in different levels of FL anxiety and affect FL performance remains unknown. Psychological anxiety (STAI-S) and physiological responses (blood pressure and heart rate) to stressors were measured in 47 EFL learners in the absence of assessment, and with semi-direct and direct EFL oral assessment. Our results indicated that psychological anxiety and physiological responses during direct assessment scored higher than those in the absence of assessment or with semi-direct assessment. Blood pressure and heart rate in recorded speaking assessment were significantly higher than those in no assessment; they were also significantly higher in public speaking assessment than those in no assessment and recorded speaking assessment. Heart rate increased markedly, by about +28 beats/min., without a gender difference during direct assessment; heart rate increased significantly, +5 beats/min in females during semi-direct assessment, but not in males. Anxiety in direct oral assessment was notably higher than in semi-direct assessment; however, no significant differences in standardized oral test scores were found between two assessments and no significant correlation was found between increased anxiety and grades. Our findings show that both types of assessment result in higher psychological and physiological anxiety levels, but the types of assessment didn't affect testees' oral scores. The psycho- and physiological anxieties in direct assessment, which is more real-situation based, are more obvious than in semi-direct assessment. Higher heart rate in females during semi-direct assessment suggests a higher state of physiological anxiety. Our study suggests that although semi-direct assessment causes similar anxieties compared with direct assessment, these two test modes should be regarded as complementary and not replaceable.</p>
CL00009	E-learning as a Tool for Learning Enhancement and Skill Training for Professional Development

 <p>13:40-13:50</p>	<p>Tomoko Miyakoshi St. Marianna University School of Medicine</p> <p>Abstract: There is a growing trend in the use of E-learning technology for the support of learning and teaching in universities worldwide. In my presentation, I will demonstrate how E-learning has been effectively incorporated into university courses to enhance learning as well as to promote professional development. It will include discussion of (1) computer resources to set up an E-learning platform, (2) useful software to develop E-learning materials, (3) effective use of online forums to exchange messages and ideas, (4) types of learning activities which can be developed online, (5) students' online participation, (6) evaluation methods, and (7) benefits and challenges of E-learning reported by students and teachers.</p>
<p>H10</p>  <p>13:50-14:00</p>	<p>A Comparative Analysis of Junior and Senior Teacher Educator's Personal Metaphors of Teaching Anjum Naz and Sehrish Liaquat University of Saregodha, Pakistan</p> <p>Abstract: Teaching is a dynamic job and influenced by the concepts of the teachers therefore a lot of teaching styles emerge which are somehow similar and as well as differ from each other. Teaching metaphor is an important phenomenon which could be used to determine the teaching styles of the teachers. Johnson (1980) described 'that essence of metaphor is understanding and practicing one kind of thing in terms of another'. This study was aimed to explore the metaphors of the teacher educators to get the insight of the worth of maintaining the stability in teaching learning scenario. This is a qualitative inquiry and data was collected from district Sargodha, Khushab and Mianwali. Fifty Teacher educators teaching at post graduate level participated in the study voluntarily and filled the questionnaire. The data was coded and analysed qualitatively. Six themes emerge out of the data' religious obligation, economic activity, nature compatibility, life process, emotional affiliation and thought provoking activity which depict that teacher educators have diverse and dissimilar metaphor about their routine activity i.e. teaching. These themes are compatible with the Chen (2003) classification of teachers' personal metaphors who have described five categories which have their own explanations; Art-oriented, Business-oriented, Science oriented, Power-oriented and personal-dynamics oriented metaphors. The implications of the metaphor are that these could be used to motivate and to reduce the stressors of the teacher educators.</p>
<p>CL00033</p>  <p>14:00-14:10</p>	<p>The School Outside the School: Adolescents' Self-Directed Learning on Facebook Lynde Tan Western Sydney University</p> <p>Abstract: This presentation focuses on a study that adopted an ethnographic perspective to studying how adolescents participated in self-directed learning in their out-of-school literacy practices. The two in-depth case studies highlighted in this presentation were drawn from a larger-scaled study that involved surveying a total of 74 adolescents on their use of digital media inside and outside of school. The study suggested that when the adolescents used digital media in their out-of-school literacy practices, their self-directed learning involved (i) ownership of learning; (ii) curatorship and showcase; (iii) temporal collectivity and (iv) extension of school-based learning. In their out-of-school literacy practices, they used digital media for (i) resource finding</p>

	and sharing; (ii) youth entrepreneurship and (iii) seeking informal mentorship when they participated in self-directed learning.
<p>CL00035</p>  <p>14:10-14:20</p>	<p>Mindfulness and Creativity in the Writing Classroom</p> <p>Ranjini George Philip Zayed University, United Arab Emirates</p> <p>Abstract: In this session, I will discuss mindfulness and creative writing practices to enhance learning in the language and/or literature classroom, and ways of integrating these powerful practices into our personal, professional, and creative lives. Drawing from the work of writers such as Julia Cameron's <i>The Artist's Way</i>, Natalie Goldberg's <i>Writing Down the Bones</i>, and Thich Nhat Hanh's <i>An Introduction to Mindfulness</i>, I will discuss ways in which we can include these meditative and creative practices to endure periods of creative drought and discover our authentic voice on the page. By practicing deep compassionate listening through the practice of journaling (a practice that I use in my Composition Colloquy classes at Zayed University), we learn to listen to ourselves and to others. I will conclude this session with a discussion of a University sponsored book project <i>Through my Mother's Window: Emirati Women Tell their Stories and Recipes</i>. Students in my composition classes at Zayed University generated narratives and recipes that celebrated voice, culture, and the landscape of the United Arab Emirates. This session may of interest to English Language and Literature teachers and to creative writers.</p>
<p>H26</p> <p>14:20-14:30</p>	<p>A Mobile Automated Intervention for Depression</p> <p>Cezar Giosan, Vlad Muresan, Oana Cobeanu, Aurora Szentagotai, Rares Boian Babes-Bolyai University / Berkeley College, USA</p> <p>Abstract: In the recent years, automated CBT (interventions delivered on the computer, or online, which use no or minimal therapist support) has emerged as a solution that can, on some dimensions, be as effective as the classical Cognitive Behavioral Therapy. However, the existing computerized interventions for depression also come with less desirable outcomes, such as high dropout rates (50%-60%), limited endurance of long-term benefits, or limited improvement in functioning. We believe that these limitations characterizing the existing computerized solutions are caused by (1) reduced or non-existent personalization of the intervention (e.g., same standard intervention delivered to various people, making some unable to identify with the treatment); (2) reduced immersion (and attractiveness) of the treatment experience (e.g., compared to other online activities, some intervention platforms may be perceived as uninteresting or repetitive), and (3) lack of a customized, personalized manner of providing feedback (most solutions present total scores for quizzes and scales). Recognizing these shortcomings we have developed a beta version of an automated, mobile CBT intervention for depression that uses insights from Graphic Design (e.g., user interfaces), gamification theories (e.g., "serious games") and Artificial Intelligence. This solution can significantly increase the quality of the user experience, thus leading to better outcomes (e.g., reduced attrition rates, more stable improvements, increased functioning).</p>
<p>CL00055</p>	<p>The Significance of the Trope of the Belly in Silko's Ceremony</p> <p>S. Bokir and E. Olmedo National University of Malaysia UKM</p> <p>Abstract: Leslie Marmon Silko has distinguished herself among storytellers who communicate and</p>

 <p>14:30-14:40</p>	<p>celebrate many Native American traditions with readers across the globe. Silko has been and continues to be fascinated by the ideas and legends of Native American culture. In her best novel to date, <i>Ceremony</i>, she follows Tayo, a troubled man, mixed raced half- white, half-Laguna, as he struggles to cope with post-traumatic stress syndrome of World War II. Silko uses wordplay and expressions to achieve and develop a unity of themes as well as complex emotions. Our research topic proposes to interrogate further Silko's both fascinating and important use of the word "belly" as trope in different parts in her novel and its different connotations within context, those different parts becoming increasingly connected creating more specific literary cohesion. Silko also discusses the role of the body as a corporeal theme in the practices of opposition, resistance and cultural creativity (cf. the works of Jean and John Comaroff and Michel de Certeau). 'Leslie Silko's style, her powerful word choices and her strong cultural and ideological stances position her among the greatest writers of our time.</p>
<p>CL00059</p>  <p>14:40-14:50</p>	<p>Study of Culture With Indian English Fiction Chandrakant Mandlik Shri Shiv Chhatrapati Mahavidyalaya, Junnar, India Abstract: Literature is one of the significant mediums to preserve culture. The writers look into it from various angles. Culture is the foundation of the well nourished personality and established society. Indian people consider culture from integral, spiritual and moral point of view. Culture consists of arts, morals, laws, customs, belief and knowledge. It is also the product of action and effect upon further action. It includes tradition, ideas and values. Culture is the true civilization and a way of right action. It is a living entity and self-realization. Literature, art and music are the substances of culture. One culture respects other culture and permeates to grow and spread in its own ways. India has a basic cultural unity. We find multifaceted presentation of the cultural identity in Indo-Anglian fiction. The Indian writers have given different shades of colour to the culture in their writings. R.K. Narayan's corpus of fiction is full of cultural implications. The events which are taking place in the life of characters, their way of life and attitudes are governed and directed by the culture. The characters have powerful impact of culture upon them.</p>
<p>CL10004</p>  <p>14:50-15:00</p>	<p>Khushwant Singh's <i>Train to Pakistan</i>: The Heteroglot World of Sikhs, Muslims, and Hindus in a Sikh Village Syrrina Ahsan Ali Haque University of the Punjab; Kinnaird College for Women, Lahore School of Economics, Pakistan Abstract: This research aims to explore the heteroglot world of Sikhs, Muslims and Hindus in a Sikh village in Khushwant Singh's novel, <i>Train to Pakistan</i>. The study examines the cohabitation of multi-religious groups in the space- the subcontinent, coexisting for centuries till sliced between two countries, India and Pakistan, at the time of partition of 1947. The objective of the research is to show how Singh's novel on the event of Partition has dialogic possibilities. The multiple voices in Singh's novel are distinct and provide multiple perspectives of coexistence and partition. This study fills the gap in research on partition literature of India and Pakistan. Novels from Indo-Pak have not been studied as dialogic sites referring to heteroglossia as a tool to explore multiple voices in a schismatic region.</p>
<p>CL10005</p>	<p>Literature & Academic Freedom</p>

 <p>15:00-15:10</p>	<p>Gassim H. Dohal Al-Imam Muhammad ibn Saud Islamic University, Saudi Arabia</p> <p>Abstract: Whenever there is freedom on one side, there is also an obligation [a work to do, a space to fill, etc.] on the other, or limitations that academics may not be aware of. However, limitations such as ideology, educational system, and conventions are always there whether recognized or not. Such limitations affect our opinions and discussions which are important to teachers of literature who usually address controversial, social, cultural, and political issues.</p> <p>On the other hand, as teachers of literature, we have to give our students a chance to discover, explore, and expand knowledge for themselves.</p> <p>In the light of what is mentioned above, my paper will address the concept of academic freedom in educational literary environment, referring to some practices that take place in my university.</p>
<p>H08</p>  <p>15:10-15:20</p>	<p>Immortality on the ground: Upaniṣad in Magical Cognition</p> <p>Zenko Takayama Hiroshima University, Japan</p> <p>Abstract: If <i>we</i> inquire into what ancient people think, rather than that ancient people inquire into “truth” which they assume only in their frame of knowledge, then, we should describe their thought as <i>we</i> can accept. In other words and to be more specific, <i>observers</i> should understand and clarify a differentiation between observers’ and the objects’ thought at first, then, observers ought to redescribe the objects’ thought as <i>observers</i> can understand in observers’ context. In this case, simply, it is possible to say that “etic” methods are more preferable than “emic” methods which most of Indologists take. In this presentation, from etic viewpoints I will show the difference between our, rather modern, scientific way of cognition to the world and ancient Upaniṣadic people’s <i>magical</i> way of it. On the arguments, I will also clarify the cognitive base of their belief in the state of immortality in which our modern people cannot believe.</p> <p>Unlike most modern people, ancient Upaniṣadic people believe in the state of immortality (<i>amṛta</i>). To understand the reason of their belief, I focused on their way of cognizing to the world. In my view, and also some previous studies demonstrates, they seemingly think abstractions such as emotion, ideas, even death, are real-entities. Moreover, with their verses, I establish a hypothesis that because they believe that death as a real-entity arrives at them, they think, they will die. Arriving death is the reason of death for them. Conversely, I presume that, in their cognition, to remove the “real-entity,” or death, makes them immortal. Furthermore, based on the above, I will argue why the idea of the unity between Atman and Brahman is the main method used to remove the death. If this thesis is accepted, it seems to help the inquiry into the origin of the concept of transmigration in ancient India, too.</p>
<p>CL00012</p>  <p>15:20-15:30</p>	<p>Profound Rejection and Fatal Infection-A Comparison of Lu Xun and Carl Schmitt’s Criticism of Romantic Art and Their View of “Human Nature” Hidden Behind</p> <p>Lijing Jiang Fudan University, China</p> <p>Abstract: This research aims to (1) provide an etymological and philosophical distinction of the word “romanticism” in different languages, (2) analyse Lu Xun and Carl Schmitt’s criticism of romantic art and compare the similarities and differences of their view of “human nature” hidden</p>

	<p>behind, (3) prove that these two profound critics of romantic arts never fully purged themselves of the romantic spirit they criticized.</p>
<p>H20 15:30-15:40</p>	<p>Rewriting the Origin of New Media: History and Postcoloniality in Video Art</p> <p>Koonyong Kim University of San Diego, USA</p> <p>Abstract: This paper draws together new media studies and postcolonial/ethnic studies, two academic disciplines often thought to have little in common, in order to cast new light on the work of Korean-born artist Nam June Paik. Paik has been considered the “founding father of video art” and is often said to have expanded the concept of contemporary multimedia art and new media. However, his video art has been regarded as an unhistorical postmodern art form in contemporary theoretical discourse. My presentation challenges that widely-held view and offers a new historical understanding of postmodern new media by excavating his relatively unknown career as a postcolonial composer. Through archival research I examine his musical compositions as well as his critical engagement with Western composers, including, most notably, John Cage. By paying close attention to Paik’s musical work, I demonstrate how his transpacific cultural encounter with Cage’s avant-garde music theory and practice helped him break away from Schoenberg’s modernist twelve-tone composition, and how Paik’s strategic deconstruction of Cage’s music paved the way for his own invention of postmodern video as a “postmusical” narrative. In doing so, I contextualize the genealogy of Paik’s oeuvre within the complex constellation of modernity, coloniality, postmodernity, and postcoloniality in Korean history, thereby casting new light on the multilayered historicity of postmodern visual art.</p>

Session 2

13:30-15:40




In case of absence, please arrive in advance

Venue: Freesia


Theme: Management

Session Chair: *Prof. Hajime Eto*

ID	Title+ Author's Name
CL00058  13:30-13:40	<p>Theoretical Investigation into the Relationship between Students' Study Behaviour Patterns and Their Learning through ICT as well as Policy Making/Administrative Management</p> <p>Hiroshi Hasegawa School of Education, Curtin University, Western Australia</p> <p>Abstract: The integration of Information and Communication Technology (ICT) has enabled tertiary educational institutions to implement flexible teaching approaches in contemporary educational environments. However, prior to implementing ICT-led teaching, educators need to consider not only its possible advantages, but also their students' characteristics, behavioural patterns and attitudes towards learning. Such examination is necessary because ongoing changes in students' expectations concerning their studies should inform decision made regarding the administrative and technical management of ICT-led courses. This approach is currently disregarded by many educational institutions, especially at the tertiary level. However, a better understanding of students' learning environments, including their understanding of organisational tools, can influence and improve academic outcomes. Thus there are benefits to retaining aspects of the standardised approach to education. Reflecting the voices of teaching staff during the process of designing new courses and course policies, this paper attempts to investigate some core dilemmas that derive from the relationship[between contemporary students' study behaviour patterns and the modes of ICT learning to which they are exposed. Further, a relationship between students' study patterns and policy making/administrative management is argued.</p>
B033  13:40-13:50	<p>How Cultural Differences Affect the Practice of Management in Indonesia</p> <p>Tien Rahmiatin Ministry of Research, Technology and Higher Education, Republic of Indonesia</p> <p>Abstract: Culture is significant to determine the rule in job environment, especially in Indonesia as Indonesia is one country that consists of many different cultures. Most of people characters are influenced by culture and culture becomes part of life. Culture is also called as 'a way of life' (Bennet, n.d. p.68-69). Hofstede, (1980 p.5) says that culture is the collective programming of the mind which distinguishes the members of one group or category of people from another. Hofstede (1980, p.42) also says that culture is not a characteristic of individuals, it encompasses a number of people who were conditioned by the same education and life experience. Study about the influence of culture on management in Indonesia is interesting since Indonesia consists of many different cultures to adapt their behaviour in organization environment.</p>
B039	The Practices of Regional Autonomy in Central Java, Indonesia and Its Implication on Economic Competitiveness

 13:50-14:00	<p>Etty Puji Lestari, and Muhamad Kholis Universitas Terbuka, Indonesia</p> <p>Abstract: The study aims to analyze the potential for the business sector and the leading commodity in Central Java Province to improve the economic competitiveness. There are two methods used to see the structure of the economy of Central Java namely Location Quotient (LQ) and SWOT Analysis. The results show that trade, hotels and restaurants is a dominant sector in Central Java. These results indicate the success of Central Java in managing the trade, hotels and restaurants. Central Java also has tourism potential to improve the competitiveness of its economy. The most importantly, simplifying the bureaucracy to attract investors needs to provide employment opportunities to increase income per capita.</p>
B101  14:00-14:10	<p>Using Social Customer Relationship Management System to Increase the Customer Satisfaction of Generation Z in Higher Education Organization</p> <p>Naseh Jude Akua Asia-Pacific International University, Thailand</p> <p>Abstract: Social customer relationship Management (SCRM) System has been on attention of organizations for their goals to be achieved to increase the level of outcomes. Higher Education organizations are faced with challenges to satisfy the needs of their customers and especially the generation Z to increase the enrollment. This study aims to investigate on the contribution of the SCRM System on the customer satisfaction of generation Z in the Higher Education organizations. With description of concepts and theories on differences of the identified factors in this study, results show that there is significance influence of social customer relationship management system on satisfaction of Generation Z in higher education organizations. This study is very significant for the information on SCRM System.</p>
CL10012 14:10-14:20	<p>The use of Facebook as a Customer Engagement Tool by Newspapers in the U.A.E: An Exploratory Study</p> <p>Amany Abdelkader Saad Abdel Aaty and Swapna Koshy University of Wollongong in Dubai</p> <p>Abstract: Social media has become very powerful nowadays as an easy way to approach, connect share or exchange information all around the world. Many of the social media services like Facebook, Twitter and Instagram are being used as engaging and communication tools by corporations including newspapers. This is done to enhance the quality of services and to attain new customers. Facebook and other social media have also become the primary source of news for readers. Six local UAE Newspapers - Al Bayan, Al Emarat Al youm, Itihad, Khaleej Times, The Gulf News and The National- have been analysed to find out the impacts of their Facebook pages on readers' engagement. The findings confirm the importance of having a newspaper account on Facebook to positively impact customer engagement and increase ROI and brand awareness.</p>
H28 	<p>Determine and Validate the Needs of Competencies for Sport Managers in Sport Centres in Isfahan City, Iran</p> <p>Akram Soltani, Jamalsafri Saibon, Ahmad Tajuddin Othman and Iman Nazerian Department of Human Science, Khomeinishahr Branch, Islamic Azad University, Iran</p> <p>Abstract: Previous studies have identified initial components including several components and</p>

14:20-14:30	<p>Items. This paper therefore, aims to identify and verify the components and Items of competencies for sports managers in Physical Education and Sports Centres in Isfahan City, Iran. It is, in fact crucial to determine whether identified variables in previously theoretical frameworks after clustering are suitable for reflecting the skills, abilities, attitudes, knowledge of sports managers based on the conditions of sports organizations and centres in Iran. According to Morgan's Table, the sample size of this research was 250 managers, selected randomly from a research population of 700 sports managers in sports Centres in Isfahan city. Mixed method was used in this study. In particular, interviews and Delphi technique were used for qualitative data collection; whereas exploratory factor analysis was done for quantitative data. The results of this research indicated that nine components including 62 Items of competencies were determined. In this study, exploratory factor analysis and principle component analysis were then employed to construct the final required competency for sports managers. As a result, 62 Items of required competencies were validated with Cronbach's alpha (0.967). The findings of this study also showed the Delphi iterations with a baseline mean of 3.00 to confirm remaining Items and components. Therefore, nine components of required competencies were finally determined and confirmed, namely (1) business procedure (2) communication, (3) supervision and evaluation, (4) management technique and risk management, (5) sports foundation, (6) programming technique, (7) professional ethics, and culture, (8) performance management and learning improving, (9) responsibility and result oriented.</p>
<p>H16</p>  <p>14:30-14:40</p>	<p>Quality Function Deployment: An Application on Determining the Quality Factors in Higher Education</p> <p>Mehmet Akif Gündüz Hacettepe University / KTO Karatay University, Turkey</p> <p>Abstract: Quality Function Deployment (QFD) is a method developed in the 1970's in Japan by Dr. Yoji Akao and with later contributions of Shigeru Mizuno. QFD is adopted all over the world following a number of successful applications in Japan and has been applied very widely until today. This term has been translated to English as "Quality Function Deployment" from original Japanese name "Ten Kai Hin Shits Ki No". The most basic purpose of QFD is to design the functions which product performs according to the needs and requirements of customers. The aim of this study is to apply QFD in a university in Turkey in terms of service quality in higher education in order to determine needs and requirements of internal and external customers consisting of university academic and administrative staff, students and students' families. The House of Quality tool is used to assess the Voice of Customer about the quality of higher education. The study is based on an empirical analysis on a survey which was conducted among 100 students, 30 students' family members, and 30 academic and administrative staff of a university in Konya, Turkey. The analysis shows that student family members have the highest importance scores among the stakeholders and competence of academic staff has the highest scores among the quality factors.</p>
<p>CL00052</p> 	<p>Effects of Active Learning for Curriculum Management: with Focus on the "Courses of Study" of Japan</p> <p>Hiroki Yoshida Tokoha University, Japan</p> <p>Abstract: On November 22th, 2014, the Education Minister of Japan proposed to promote "active</p>

14:40-14:50	<p>learning” in elementary and secondary education, and to promote effective curriculum management at each school by aligning the process of planning, implementing, assessing, and improving curricula. This study purposed to promote pre-service teachers’ understanding and skills of curriculum management by the implementation of active learning. Participants were 56 first-year university students who were taking pre-service teacher education courses for elementary and secondary education. All of the participants were participating in a curriculum studies class. Participants first studied the aims, structure and contents of the “Courses of Study” in Japan, and they learned how to develop, analyze, manage, evaluate, and revise a school curriculum. Then, they worked in a group of six using the jigsaw method to analyze the “Courses of Study.” Results of the study show that students who learned actively in a small group significantly increased their understanding ($t(55) = 3.03, p < .00$) and skills ($t(55) = 6.51, p < .00$) in curriculum management week by week. Results suggest that if students learn actively and cooperatively, they could understand what is important in managing a curriculum.</p>
<p>B108</p>  <p>14:50-15:00</p>	<p>A Study of Establishing the Standard Form of Internship Contract for Leisure-major Students in Taiwan: Viewpoint from the Economics</p> <p>Kai-Li Wang, National Taiwan Sport University, Taiwan</p> <p>Abstract: Internship system serves as an important measure taken by the leisure industry to bridge both the industry’s workforce needs and the school teaching. Many are perplexed, however, with the diversity of leisure industry where the practice of internship system and the welfare of intern students (especially about wage calculation) are fairly complicated. It is therefore considered necessary to draft out an appropriate internship contract for a sounder internship system, which may prevent students from unfair treatment. This study, based on literature review, focus interview (where four employers, two teachers and two students were interviewed), comparative jurisprudence and an economics-of-law approach, concludes that there are two important facets in terms of the practice of internship system of leisure industry: <i>flexibility of employer’s use of workforce, and employer’s workforce training cost</i>. These two facets can help us understand more about how the complicated internship system is implemented. Terrace-style internship system is more suitable for hospitality industry, whose workforce needs are, generally speaking, comparatively stable. In terms of the tourism industry and the activity-based leisure industry, the field-practice and/or rotary-style internship system are more suitable because they demand more flexibility of workforce deployment. Additionally, the maturely-developed, execution-targeted hospitality industry provides specifically-defined job content that requires less training cost. Employers who accordingly gain more benefits from laboring service support are more willing to pay better salary/wages. Most employers in the developing leisure industry, on the other hand, pay more training costs due to the less specifically-defined job contents; so they fail to pay students a fixed amount of salary/wages regularly. The above study may serve as reference for drafting out internship contracts.</p>
H17	<p>The Role of Gender Factor in Career Advancement of Academics</p> <p>Dilara Ustabaşı Gündüz Yıldırım Beyazıt University / KTO Karatay University, Turkey</p>

 15:00-15:10	<p>Abstract: This study is aimed to determine academics' negative and positive perceptions of gender factor in career advancement, to identify the problems encountered and to propose solutions to these problems. Basically the situations related to the effect of gender factor in career advancement of female and male academics working at the universities in Konya, Turkey are investigated. Critical success factors, barriers to career advancement have been identified from the standpoint of female and male academics. Moreover, the satisfaction levels and female and male academics' perceptions of gender-based discrimination about the working life have been assessed. This study is based on an empirical analysis on a survey which was conducted among 34 females, 52 males, total 86 academics of 2 public and 2 foundation universities chosen by purposive sampling method. The results show that the academics in Konya have conceptions that male academics are trusted, empowered, and given responsibility/task/assignment more and male academics get higher salary than female academics at the same level. Hence, the academics in Konya have the perception of gender-based discrimination.</p>
B041  15:10-15:20	<p>A Comparative Study on R&D Efficiency of Government-supported Research Institutes and its Determinants Using the SFA and Tobit Model Jeonghwan Lee Myongji University, South Korea</p> <p>Abstract: This study attempts to evaluate R&D efficiency and external factors affecting it by analyzing 18 government-supported research institutes in Korea. In the first stage, we analyzed patent-oriented efficiency by making use of the stochastic frontier analysis technique. In the second stage, we also analyzed efficiency determinants by ruling out inputs directly affecting the efficiency of patent applications and patent grants through the Tobit method.</p> <p>The results show that there were significant differences in the efficiency of patent applications and patent grants. The important determinants affecting efficiency are those belonging to the Research Council of Industry Technology, those with a higher ratio of government subsidy, and a higher number of patent applications and grants for the past five years. From this study, we expect that more sophisticated studies in this vein may be attempted and make policy recommendations for the government.</p>
H14  15:20-15:30	<p>Communicating Filipino Religiosity in Online Forums Reggy Capacio Figer Nagoya University of Commerce and Business, Japan</p> <p>Abstract: With the advent of globalization and easy mobility amongst peoples, Filipinos have found themselves around the world in order to seek greener pastures. One of the favorite destination countries is Japan. Because of cultural differences and period of adjustments that Filipino migrants have to go through in the host society, the Internet, particularly online communities, has become the constant refuge and place of solace amongst them. And one of the deep-rooted characteristics of Filipino culture is religion. Since the Internet has befitted to be Filipino migrants haven of communication, it is on this context that this paper would like to examine the intersection between Filipino religiosity and online communities. This study investigates how Filipino migrants utilize the virtual world to communicate religiosity. It also looks into what types of messages are being communicated in these online forums. Grounding from</p>

	<p>textual analysis of online postings, this study found that the online forums have become the sanctuary of religious traditions and rituals. It also manifested how Filipino migrants used the Internet as a platform to produce and reproduce their long-distance ritual and cyber pilgrimage. Through these religious exchanges, Filipino migrants are able to maintain their well being as individuals and (re) fortified their identity as Filipinos.</p>
<p>CM912 15:30-15:40</p>	<p>A Cloud-based Management Information System for Medical and Wellness Tourism Putsadee Pornphol, Chantinee Naveevong, and Suphamit Chittayasothorn Assistant Professor, Phuket Rajabhat University, Thailand Abstract: Medical tourism in Thailand is recognized as one of the top three in the world. There are many medical tourists coming to Thailand for having medical treatments every year, getting surgery, beauty treatment, and cosmetic surgery. The main factors leading Thailand to become a major destination in medical tourism are the expertise of the doctors, advanced medical tools and technologies, and, especially, reasonable prices. Moreover, Thailand is a great place for rehabilitation after the medical tourists have had medical services, due to Thailand having many beautiful tourist attractions with convenient accommodations at affordable prices, various choices of cuisines, as well as the thousands of Thai people ready to welcome tourists to the Kingdom of Thailand. This paper presents a concept about the requirement of the information systems support for potential growth of medical tourism in Thailand, while market competition is increasing. Therefore an information system that works on cloud computing for cosmetic clinic management was developed by the cooperation of researchers, doctors and network service providers who are famous and professional in terms of service to both the private and the public sectors.</p>

15:40 – 16:00	Coffee Break
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Session 3

16:00-18:00


In case of absence, please arrive in advance





Venue: Minuet



Theme: Linguistic Theories and Applications


Session Chair: *Dr Hiroshi Hasegawa*

ID	Title+ Author's Name
CL00016  16:00-16:10	<p>Constructing Topic Person Interaction Networks Using a Tree Kernel-based Method Yung-Chun Chang, Zhong-Yong Chen, Chien Chin Chen, and Wen-Lian Hsu National Taiwan University, Taiwan</p> <p>Abstract: In this paper, we investigate the interactions between topic persons to help readers construct the background knowledge of a topic. We proposed a rich interactive tree structure to represent syntactic, content, and semantic information in the text for extracting person interactions. Subsequently, a model-based EM method is employed to discover the stance communities of the topic persons to assist the exhibition of the interaction networks. Empirical evaluations demonstrate that the proposed method is effective in detecting and extracting the interactions between topic persons in the text, and outperforms other extraction approaches used for comparison. Furthermore, readers will be able to easily navigate through the topic persons of interest within the interaction networks, and further construct the background knowledge of the topic to facilitate comprehension.</p>
CL00017  16:10-16:20	<p>Analysis of Chinese Chemical Language and Terminology Hao Chang I-Shou University, Taiwan</p> <p>Abstract: the aim of this paper aims is to analyze the Chinese characters used to express the terms and nomenclature - chemical elements, organic and inorganic compounds - often found in the science of chemistry, with a view to better understanding the Chinese cultural mindset underlying this science. Interestingly, most Chinese chemical terms have their origins in a Western worldview of chemistry; yet the former is absolutely different from the latter. Firstly, most Chinese chemical nomenclature are comprised of a single syllable radical character that has no significance. Secondly, the radical of the character that indicates the physical state of the elements and compounds are shown in Western terms. And thirdly, most of the descriptive terms are distinct from Western terminology; some have even been completely misinterpreted.</p>
CL00020 16:20-16:30	<p>“To omou” and “I think...” in Japanese - English Translations Xiangdong Liu Western Sydney University, Australia</p> <p>Abstract: It is a general impression that Japanese speakers tend to use “...to omou と思う”, a verbal construction of thinking and believing, very often in both written and spoken discourse. However, how often exactly this construction is used comparing with its counterpart in other languages, for instance, “I think ...” in English, has not been investigated thoroughly. Its frequency, function and condition of use also need further investigation. Using paired bilingual translation corpus as its data set, this study has found that only very limited number of the occurrences of “...to</p>

	<p><i>omou</i>” observed in the data are translated into English as “<i>I think...</i>”, and that “<i>to omou</i>” is sometimes used in the Japanese translation of an English sentences where “<i>I think ...</i>” is not used. Analysing and describing the situations or contexts of the observed usages of both the Japanese word “<i>mou</i> 思う” and its English counterparts, this study aims to help Japanese language learners to better understand functions of the construction at issue, and to contribute to the general knowledge of their similarities and differences in terms of their semantic and pragmatic meanings.</p>
<p>CL00026 16:30-16:40</p>	<p>Differences on Language Structure between English and Indonesian Acep Unang Rahayu Sekolah Tinggi Pariwisata Bandung (Bandung Tourism Institution), Indonesia Abstract: This study is related to syntactic and semantic analyses. which analyses two main things : (1) Constructions of English Progressive Aspectuality (2) a. Gramatical meanings of progressive aspectuality and b.Its correspondence in Indonesian. This research is limited only to the English constructions of be+V-ing. The data of this research were taken from English novels and their translations in Indonesian, and one collection of Indonesian short stories and its English translations translated by a native English speaker. In this research the thoughts of the English and Indonesian linguists are compared. In Indonesia Misunderstanding frequently take place in any situations especially in understanding written English, for examples: The problems for Indonesian students lie on understanding the meaning of English Progressive in the first place, and interpreting Indonesian Progressive sentences into English. Other English constructions such as Simple Present, Simple Past, Present or Past Perfect Simple have no problem in translating into Indonesian. That is why it is important to solve the problem to avoid misunderstanding. The author’s contributions to this problem are as follows: explaining aspectuality of English progressive, teaching culture differences between English and Indonesian, and investigating English progressive correspondences in Indonesian.</p>
<p>CL00049</p>  <p>16:40-16:50</p>	<p>A Survey of Studies on Sociopragmatic Use of Linguistic Politeness with Special Focus on Hindi and Japanese N. Kumari University of Tsukuba, Japan Abstract: The present study discusses the theories, methods and results of the available literature in the area of linguistic politeness involving i) the use of indirectness and honorifics as politeness strategies, ii) the notion of ‘face’ as a social image, other social factors and social structure that affect the use of and variation in linguistic forms, and iii) the historical reasons for the emergence of stereotypes in the use of linguistic politeness in a society. The first section discusses the studies based on data from a single language. The second section focus on the studies on Hindi and on Japanese, respectively. The third section describes the work done in cross-cultural studies in politeness. The fourth section describes the research gap that emerges from the discussions in the available literature.</p>
<p>CL10002</p>	<p>Al-Qur’an: Linguistics and Culture Involve In Research and Other Fields of Science Seno H Putra The Islamic University of Riau, Pekanbaru, Riau, Indonesia Abstract: Linguistics is the Science that We Study about the Languages whether Specific or</p>

 16:50-17:00	<p>Universal Languages, or whether Verbal or non-Verbal Skills, and It also encompasses some Branches of Linguistics, such as Phonology, Morphology, Syntax, Semantics, etc., including Culture and other fields of Science and Technology. In short word, No Language, No Activities of Human in the World, No Language, No development of Culture, Science and Technology. Language is the Key of Human Life for all Activities in the World.</p>
CL10010  17:00-17:10	<p>Linguistic Analysis of Commercial Sex Workers' Language of Negotiation Doris Ogdod-Gascon, Lilibeth D. Subayno, Tirsia Mae R. Suan, Annabelle A. Balvez, and Anna Marie P. Lumacang CEBU Technological University, Philippines Abstract: Language has been used for many reasons, and one of which is for negotiation. Commercial sex workers have employed language that is distinct and rhetorical for negotiation purposes. Moral concern may be posed in the investigation of these workers' language of negotiation, but the promotion of sex commerce is not the aim of the study. The goal of this study is to appreciate how linguistic features contribute to a register used by a particular group of people, specifically, the commercial sex workers in Cebu, Philippines. In extracting the meaning of their language of negotiation through processing the morphology, semantics, functions, and rhetorical devices, this study offers a way of understanding this marginal and despised group in the Philippine context.</p>
CL00006  17:10-17:20	<p>Towards Improving ESP Teaching/Learning in Vietnam's Higher Education Institutions: Integrating Project-Based Learning into ESP Courses Nguyen Van Khanh Monash University, Australia Abstract: As Vietnam is integrating into the global economy, the learning of English is no longer for its own justification but for using the language in a variety of contexts. Given this situation, ESP courses have been incorporated into foreign language curricula of higher education institutions in Vietnam. The pedagogical trend towards more communicative approaches in language teaching, however, has challenged the current traditional approach employed in ESP teaching. This paper examines salient issues concerning ESP teaching/learning practice in Vietnam and proposes the integration of PBL into current ESP courses an alternative to overcome the above problems.</p>
CL00018  17:20-17:30	<p>Use of ICT in Learning and Teaching of English Language Vallabh Shankar Karandikar B.D.Kale Mahavidyalaya, Ghodegaon, Tal- Ambegaon, Dist-Pune, Maharashtra State, Pin-412408, India. Affiliated to Savitribai Phule Pune University (Old name: University of Pune), India Abstract: The present paper deals with the different uses of ICT in the process of teaching of English in classroom situations. Today's age is the age of Information Communication Technology (ICT).It has become a valuable tool to enhance teaching and learning. ICT provides opportunities to communicate more effectively; it is extremely useful for researching, composing, responding, and viewing varieties of English. The Internet has given a new dimension to ICT and proved to be a very powerful and useful technological device in the process of learning and teaching of English language. Internet provides various types of reference material and sources, which are extremely useful for teaching of English and making the classes more lively and interactive. ICT performs a</p>

	<p>crucial role in the classroom by providing innovative techniques of language teaching in classroom situations. The computer assisted language labs (CALL), digital language labs (DLL) and web assisted learning (WAL) create interest among the students in the learning of language. Therefore, traditional methods are replaced by ICT as it provides flexibility to the learners to master English language. Even ICT has been proved valuable for teachers to make the classes more vivid, pleasant and appealing to students.</p>
<p>CL00019</p>  <p>17:30-17:40</p>	<p>A Pragmatic Study on College EFL Teachers' and Students' Requesting Behaviors in the Classrooms</p> <p>Chiung-Chiuen Chen and David S. D. Tseng</p> <p>Department of English, National Changhua University of Education, Taiwan</p> <p>Abstract: Many of the studies on L2 requesting behaviors have focused on L2 speakers' uses of request strategy types, lacking of explorations of various and complex pragmatic functions of requests. This study examined college EFL teachers' and students' requesting behaviors from a pragmatic perspective. Five teachers from different universities in Taiwan were invited to participate in the study. The study found that all teachers and students made direct and indirect requests and performed various pragmatic functions of requests. In direct requests, the teachers tended to use the imperative and locution derivable type, and in indirect requests, the query preparatory type. The students tended to use the locution derivable and query preparatory type. In pragmatic functions, all teachers made requests for information, confirmation, clarification, offer, control, advice, attention, ability, speculation, encouragement, and attention. The students made requests for clarification, want/need, permission, desire/wish, suggestion, help, curiosity, confirmation, offer, and advice. This study is of significance to provide a comprehensive understanding of the teachers' and students' language uses of requests as well as their performance of pragmatic functions in requests in the EFL classroom. Based upon the findings of the study, some pedagogical implications and suggestions are made.</p>
<p>CL00030</p>  <p>17:40-17:50</p>	<p>Divergent Effects of Learning Motivations and Strategies on Foreign Language Performance Among Internet-addicted Versus Non-addicted EFL Learners</p> <p>Yi-Wen Chen and Shu-Ping Lee</p> <p>Asia University, Taichung, Taiwan</p> <p>Abstract: Many existing studies showed evidence that learning motivation and strategies have impacts on foreign language learning. However, few studies focused on effects of learning motivations and strategies on foreign language performance among internet-addicted versus non-addicted EFL college students since internet addiction is a new phenomenon in the age of technology. This study is to investigate how students' learning motivations and strategies influence their foreign language performance in internet-addicted versus non-addicted groups. Motivated Strategies for Learning Questionnaire (MSLQ) (Pintrich et al., 1991) was applied for measuring motivations and strategies of learning and TOEIC Bridge were performed in 379 college students who were divided into two groups: internet-addicted and non-addicted students based on the Chen Internet Addiction Scale (CIAS) (Chen et al., 2003). A quantitative analysis using SPSS and structural equation model (SEM) were applied in this study. Our results showed that in the internet-addicted group, learners' task value in learning motivation, as well as their time and study</p>

	<p>management in learning strategies were positively correlated with students' English performance, but learners' control of learning beliefs in learning motivation has a negative impact on their English performance. On the other hand, in non-internet-addicted group, learners' task value, self-efficacy of learning and performance, test anxiety in learning motivation, learners' effort regulation, peer learning in learning strategies have positive impact on their English performance, whereas learners' intrinsic goal orientation in learning motivation and learners' metacognitive self-regulation in learning strategies were negatively correlated with their English performance. Our study suggests that learners without internet addiction tendency are better motivated by value, expectancy and affect of motivational constructs and are more capable of using various strategies of resource management, while only better task value and time and study management can help internet-addicts perform better. Some pedagogical applications will also be discussed.</p>
<p>CL00038</p>  <p>17:50-18:00</p>	<p>Using E-learning to Develop Students' English Skills</p> <p>Choosri Banditvilai Faculty of Liberal Arts and Science, Kasetsart University, Thailand</p> <p>Abstract: This article examines a teacher's experience when incorporating E-learning into a university level reading course. It presents a case study at Kasetsart University in Thailand. The aim of this study is to compare the achievements of two groups of students. The first group studied "English Reading" course in the classroom, while the second studied this subject supplemented by e-learning with parallel reading lessons. The effects of this method were investigated with the use of e-learning lessons, achievement test, a questionnaire and interviews. The findings were predominantly positive, in favor of e-learning, suggesting that teachers should use e-learning as a teaching aid to assist in developing students' English reading skills.</p>

Session 4

16:00-18:00

In case of absence, please arrive in advance



Venue: Freesia



Theme: Economics and Marketing

Session Chair: *Prof. Yixun Shi*

ID	Title+ Author's Name
<p>B010</p>  <p>16:00-16:10</p>	<p>Georgia - From Chaos to Market Economy Gia Beridze Ivane Javakhishvilisi Tbilisi State Univesity, Georgia Abstract: The overall aim of this publication is to analyze, transformation regarding of economy of Georgia. The author mainly used theoretical literature in the field, fundamental guidebooks, publications, the internet resources official statistics and publications of governmental authorities. Georgia made huge reforms in many fields of economy, but country still faces many problems such a unemployment, low economic growth, refuges without houses and etc. To reach counters' goal the government needs to establish more reforms.</p>
<p>B018</p>  <p>16:10-16:20</p>	<p>Private Operators' Entry Strategies in the FttH Market – The Case of France Marc Bourreau, Lukasz Grzybowski, Maude Hasbi Telecom ParisTech, France Abstract: We estimate models of entry into local markets by broadband services providers using cross-section data of 36,107 municipalities in metropolitan France in September 2014. There are four main market players: Orange, SFR, Free and Numericable, which differ with respect to market position and entry strategies. Depending on the provider the entry strategies include: (i) deployment of xDSL services using own network or via local loop unbundling (LLU); (ii) deployment of fiber in co-investment with other operators or (iii) deployment of fiber alone. We find mixed results on the interdependence between LLU and fiber deployment. For some operators, upgrading DSL lines to VDSL2 reduces incentives to deploy fiber, while it is insignificant for others. Moreover, the impact of LLU entry on the deployment of fiber by their competitors is either positive, negative or insignificant. We also find that market characteristics significantly impact the mode of entry. Regarding the variables related to the local market size, the thresholds to be reached is higher for Free, than for SFR and finally for Orange. On average, these thresholds are higher for Investment alone, than for co-investment and finally than for LLU.</p>
<p>B019</p>  <p>16:20-16:30</p>	<p>Critical Perspective on CSR Discourses in a Developing Country, Thailand Charat Vadepinyo London Metropolitan University, UK Abstract: This paper presents literature review of corporate social responsibility (CSR) from critical perspective. The concept has largely been driven by Western hegemony, and thus, it tends to prioritise to the mainstream CSR without sufficient room for other contestation. The concept also ignores non-hegemonic prospect and business in a developing country. In contemporary business world, the pursuit of CSR objectives since 1980s has involved corporation to respond to societal</p>

	<p>expectation and obligations that go beyond ‘profit-maximisation’ goal. However, there are literatures indicating that CSR varies from country to country and fails to reflect its real radical agenda. As a result there is a recurring tension between mainstream CSR discourse and the alternative emerging voice. Hence, the employment of critical perspective helps to examine discourses on CSR that will probably contribute to contemporary CSR debate that has been driven by the West such that South East Asia country (Thailand) perspective on CSR is not represented. By problematising CSR concept, perhaps it can provide an insight with regard to the developing country’s policy and practice to CSR. This paper also suggests the failure that traditional management paradigm neglect to critically engage socio-political context that shapes the practice of CSR in an organisation and to address shortcomings of alternative voice on CSR emerging to challenge the dominant discourse in Thailand.</p>
<p>B021</p>  <p>16:30-16:40</p>	<p>Cultural Influence on Consumers’ Product Evaluation Yi Chang Yang Shih Chien University, Taiwan</p> <p>Abstract: The individualist versus collectivist culture dimension has been frequently used for distinguishing Asian cultures from Western ones, and has proven to be useful as a means of understanding cross-cultural differences. Many researches have been supported this viewpoint by founding that for the same product, the symbolic association and the preferred color can vary considerably from one culture to another.</p> <p>The study examined the relationships between cultural dimensions and evaluative criteria possessed and used by consumers when comparing and buying luxury fashion products.</p> <p>This research elicited the key factors contributing to brand choice in the retailing context and measured the impact of both psychological and environmental factors on product perception. Although it has been argued in the literature that in Asian societies, and specifically those influenced by Confucianism, a person’s attitudes are greatly affected by the social influences of group conformity and face-saving pressures, current research have some contradictory findings.</p> <p>The results reveal that Taiwanese consumers tend to give more importance to experiential needs than social cultural factors. The relationship or social affiliation values did not affect consumers’ purchase motivation for luxury products in this study. The results also demonstrated that consumer variations in cultural orientations with diverse demographic backgrounds. In conclusion, even in collectivistic cultures, the influences of groups and social norms may vary across segments, and even more their attitudes.</p>
<p>B027</p>  <p>16:40-16:50</p>	<p>The Relationship between Crude Oil and Natural Gas Markets: The Role of Aggregate Demand Shocks Narjes Zamani Keio University, Tokyo, Japan</p> <p>Abstract: In this paper, the world structural relationship between the prices of crude oil and natural gas is investigated, using the new decomposition of the real price of crude oil which Kilian (2009) introduced. For this purpose, a four-variable structural vector autoregressive model (SVAR) for oil and natural gas markets is developed. We find some evidences that the crude oil market affect the natural gas market through aggregate demand shocks rather than oil supply shocks. The uncertainty</p>

	about future supply of oil causes precautionary demand in oil market. The precautionary demand of oil shifts quickly to the natural gas market and increases the natural gas price as the main substitute fuel for oil. Meanwhile, global demand shocks influence both crude oil and natural gas prices which lead to similar fluctuations for their prices. Consequently, aggregate demand shocks link oil and natural gas markets and produce same changes in their prices.
<p>B029</p>  <p>16:50-17:00</p>	<p>External Locus of Control and Reduced Audit Quality Behavior : The Mediating Effect of Auditor Performance and Organizational Commitment</p> <p>Rita Anugerah, Rizqa Anita, Ria Nelly Sari, and Raisya Zenita Universitas Riau, Indonesia</p> <p>Abstract: The purpose of this study is to develop and test a comprehensive model of reduced audit quality behavior. Specifically, this study examines the effects of external locus of control, auditor performance, and organizational commitment on reduced audit quality behavior. To test the hypotheses, a Partial Least Square analysis is applied to questionnaire survey data from 97 auditor working in public accounting firm in Sumatera Island, Indonesia. As hypothesized, the result revealed the existence of a positive influence of external locus of control on reduced audit quality behavior. In addition, auditors performance and organizational commitment also have a negative influence on reduced audit quality behavior. Result also indicates that externals locus of control has an indirect effect on reduced audit quality behavior through auditors performance and organizational commitment. Organizational commitment has an indirect effect on reduced audit quality behavior through auditors performance.</p>
<p>B040</p> <p>17:00-17:10</p>	<p>Radio Spectrum Valuation by Using Ordinary Least Squares Model</p> <p>Settapong Malisuwat, and Nattakit Suriyakrai National Broadcasting and Telecommunications Commission Thailand</p> <p>Abstract: Due to the high demand of mobile data and exponential increase in penetration of smartphones, radio spectrum has become an extremely valuable resource. Therefore ensuring spectrum is assigned to the most efficient user and an activity that adds the highest economic value is pertinent. In order to ensure spectrum is efficiently assigned, spectrum is priced to reflect the value it can add to help promote economic and technical efficiency with users who have bid for it. Putting a price on spectrum not only ensures spectrum management efficiency, but can add revenue for the government which will in turn cover the cost of spectrum. This paper presents a radio spectrum valuation method by using the ordinary least squares (OLS) model. The contributions in this paper could assist telecom policy makers to gain more understanding in development of radio spectrum valuation.</p>
<p>B109</p>  <p>17:10-17:20</p>	<p>Rhetoric and Religion: Reference to Authority in Roman Catholic Bishops' Lenten Pastoral Letters in the Ecclesiastical Province of Onitsha, Nigeria</p> <p>Economics in Business Management</p> <p>Idris Olawale Olaide Pyramid Ff Int'L Investment Ltd, Nigeria</p>
B003	<p>Corporate Governance and Corporate Accountability: A Malaysian Perspective</p> <p>Hazlina binti Shaik Md Noor Alam</p>

 17:20-17:30	Segi University, Malaysia Abstract: The issue of corporate authority and corporate accountability has been fiercely debated of late, as a result of several highly publicized corporate scandals, such as that of Enron, and Satyam case. The term corporate authority can be used to describe the way in which businesses are conducted, while corporate accountability can best be described as how businesses take responsibility for their actions in the event something untoward happens. Meanwhile, whistleblowing is the medium that can be used to ensure that corporate misconduct can result in corporate accountability. This paper will briefly discuss how whistleblowing and good corporate governance can result in determining corporate accountability and will further elaborate on the developments of the two concepts in Malaysia.
B017  17:30-17:40	Compassion and Inclusiveness of Hybrid Organizations K. Tokuda Yale University, USA Abstract: This study examines how individual-level compassion influences organizational decision-making regarding inclusiveness in impoverished countries. Surveying four types of Japan-based hybrid organizations that initiate market-based approaches to enhancing global health in developing countries, this paper explores how compassion affects the poverty level of the beneficiaries as a result of organizations' targeting. Based on the prosocial cost-benefit analysis, compassion for a particular individual reduces risk aversion and increases the perceived benefit to commit to take an action at the expense of self-interest. Despite this contribution of compassion, organizational-level constraints prevent compassionate individuals to serve the extreme poor. Individuals in strategy-based hybrids have less influence on organizational decision on selecting a country as beneficiary. In contrast, compassion-based hybrids make decisions regarding target populations based on founders' unintentional encountering, thus their beneficiaries are not always the extreme poor. Within these organizational constraints, individuals with compassion for a particular individual make every effort to involve the extreme poor in their business process.
B030 17:40-17:50	Alliance Effectiveness: A Review of Strategic Alliance Theories Chansoo Park Memorial University of Newfoundland, Canada Abstract: In today's business environment is where the competitive market no longer solely belongs to the big and powerful companies but also to the young and potentially lucrative businesses, this study examines the extent of alliance performance for alliance partners which have different scale of operations and corporate ages. The study offers momentum to international business literature by bringing to light an unexplored part, leading to significant implications for theory and business practice.
CM910  17:50-18:00	Dynamic Effects of Oil Price Fluctuations on Business Cycle and Unemployment Rate in Japan Koki Kyo and Hideo Noda Obihiro University of Agriculture and Veterinary Medicine Abstract: This paper studies the dynamic effects of oil price fluctuations on business cycles and the unemployment rate in Japan. Much of the conventional research on relations between

	<p>several economic variables has applied models based on the assumption of parameter invariability. However, when we consider a time series model over a period of several decades, assuming no structural changes is clearly unrealistic. In the present paper, we apply a time-varying coefficient vector autoregressive modeling approach based on a Bayesian method using smoothness priors. The results suggests that oil price fluctuations strongly influence business conditions. Oil price fluctuations also affect cyclical unemployment rate during the recession. Notably, the influence of oil price fluctuations on business conditions and unemployment has become large in recent years.</p>
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Listeners' List

<p>Listener 01</p> 	<p>Arju Milon Talukder Mahaprajapati Gautami Buddha Vihar, India</p>
<p>Listener 02</p> 	<p>Ayangbaye Tajudeen Aderibigbe Pyramid Ff International Investment Ltd, Nigeria</p>
<p>Listener 03</p> 	<p>Zaffar Iqbal Orion Audit Financial Consultancy Services, Afghanistan</p>

* Listeners can go any conference listed above.

December 31, 2015 19:00	Closing Ceremony
	Dinner

Call for Papers



2016 2nd International Conference on Culture, Languages and Literature (ICCLL 2016) will be held in Singapore during June 22-24, 2016.

ICCLL 2016 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Culture, Languages and Literature, and discuss the practical challenges encountered and the solutions adopted.

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, relevance to conference, contributions, and readability.

The conference will be held every year to make it an ideal platform for people to share views and experience in Culture, Languages and Literature and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Languages, Literature and Linguistics (IJLL)

ISSN: 2382-6282

DOI: 10.18178/IJLL

Editor-in-Chief: Dr. Jason Miin-Hwa Lim

Abstracting/ Indexing: Engineering & Technology Digital Library, and indexed by Google Scholar, DOAJ, Crossref, and ProQuest

Important Dates

Submission Deadline	Before February 20, 2016
Acceptance Notification	Before March 20, 2016
Registration Deadline	Before April 10, 2016
Conference Date	June 22-23, 2016
One day tour	June 24, 2016

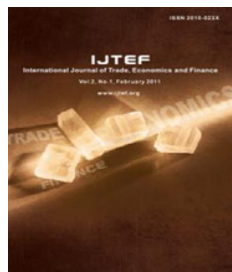


Welcome to the 2016 2nd International Conference on Financial and Business Economics (ICFBE 2016), which will be held during May 15-16, 2016, in Abu Dhabi, UAE. ICFBE 2016 aims to bring together researchers, scientists, engineers, scholars, and students to exchange and share their experiences, new ideas, and research results about all aspects of Financial and Business Economics, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Financial and Business Economics and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

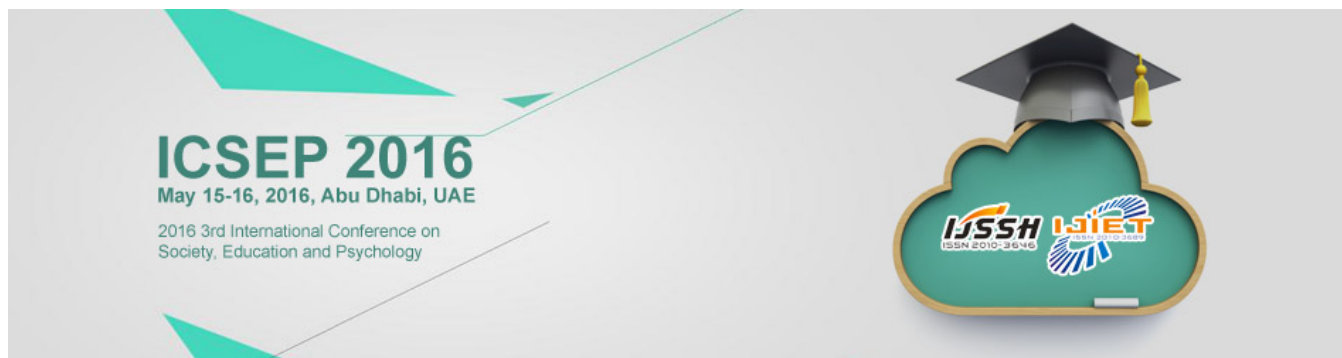
DOI: 10.18178/IJTEF

Editor-in-Chief: Prof. Tung-Zong (Donald) Chang

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

Important Dates

Submission Deadline	Before February 5, 2016
Acceptance Notification	On February 25, 2016
Registration Deadline	Before March 15, 2016
Conference Date	May 15-16, 2016



Welcome to the official website of the 2016 3rd International Conference on Society, Education and Psychology (ICSEP 2016), which will be held during May 15-16, 2016, in Abu Dhabi, UAE. ICSEP 2016 aims to bring together researchers, scientists, engineers, scholars, and students to exchange and share their experiences, new ideas, and research results about all aspects of Society, Education and Psychology, and discuss the practical challenges encountered and the solutions adopted. The conference will be held every year to make it an ideal platform for people to share views and experiences in Society, Education and Psychology and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journals:



International Journal of Information and Education Technology (IJIET)

ISSN: 2010-3689

DOI: 10.18178/IJIET

Editor-in-Chief: Prof. Dr. Steve Thatcher

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



International Journal of Social Science and Humanity (IJSSH)

ISSN: 2010-3646

DOI: 10.18178/IJSSH

Editor-in-Chief: Prof. Aurica Briscaru

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

Important Dates

Submission Deadline	Before February 5, 2016
Acceptance Notification	On February 25, 2016
Registration Deadline	Before March 15, 2016
Conference Date	May 15-16, 2016



2016 3rd International Conference on Innovations in Business and Management (ICIBM 2016) will be held in Singapore during June 22-24, 2016.

ICIBM 2016 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Innovations in Business and Management, and discuss the practical challenges encountered and the solutions adopted.

All full paper submissions will be peer reviewed and evaluated based on originality, technical and/or research content/depth, relevance to conference, contributions, and readability.

The conference will be held every year to make it an ideal platform for people to share views and experience in Business and Management and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library

Important Dates

Submission Deadline	Before February 20, 2016
Acceptance Notification	Before March 20, 2016
Registration Deadline	Before April 10, 2016
Conference Date	June 22-23, 2016
One Day Tour	June 24, 2016



Welcome to the 2016 6th International Conference on Management and Service Science (ICMSS 2016), which will be held during May 15-16, 2016, in Abu Dhabi, UAE. ICMSS 2016 aims to bring together researchers, scientists, engineers, scholars, and students to exchange and share their experiences, new ideas, and research results about all aspects of Management and Service Science, and to discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Management and Service Science and related areas.

Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



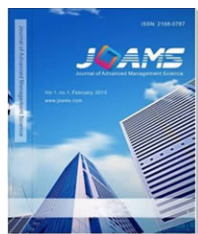
International Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library



Journal of Advanced Management Science (JOAMS)

ISSN: 2168-0787

DOI: 10.18178/joams

Editor-in-Chief: Prof. Rajive Mohan Pant

Abstracting/ Indexing: Ulrich's Periodicals Directory, Google Scholar, Crossref, Engineering & Technology Digital Library and Electronic Journals Digital Library

Important Dates

Submission Deadline	Before February 5, 2016
Acceptance Notification	On February 25, 2016
Registration Deadline	Before March 15, 2016
Conference Date	May 15-16, 2016

This image shows a blank sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

This image shows a full page of blank white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page, providing a template for writing or drawing. There are no margins, text, or other markings present.

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