Conference Program

Macau, China
August, 2013

ICSSB
International Congress on Social Sciences and Business

ICEAI
International Congress on Engineering and Information

ASMOR
Annual Symposium on Management, Operation Research and Economics

ISEANS
International Symposium on Engineering and Natural Sciences
Proceedings of International Congress on Social Sciences and Business

Proceedings of International Congress on Engineering and Information
ISBN:978-986-88450-4-6

Proceedings of Annual Symposium on Management, Operation Research and Economics
ISBN:978-986-87417-5-1

Proceedings of International Symposium on Engineering and Natural Sciences
ISBN: 978-986-89844-3-1
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General Information for Conference Participants

Information and Registration
The Registration and Information Desk will be situated in the Hotel Okura Macau on the 28th floor, and will be open at the following times:
Thursday, August 29 (08:15-16:30)
Friday, August 30 (08:15-15:00)

Parallel Sessions
Parallel Sessions will run on August 29 and 30. 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.

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:

Home-made Poster(s)

Requirement for the Posters:

1. Material: not limited, can be posted on the canvases
2. Size: smaller than 60cm*160cm
### Conference Organization

#### ICSSB International Committee Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mohammad Reza Iravani</td>
<td>Islamic Azad University</td>
</tr>
<tr>
<td>Engku Mohammad Nazri</td>
<td>Northern University of Malaysia</td>
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<td>Engku Abu Bakar</td>
<td></td>
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<tr>
<td>Jamilah Hj Ahmad</td>
<td>Universiti Sains Malaysia</td>
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<tr>
<td>Kim Tong Won</td>
<td>Sungkyunkwan University</td>
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<tr>
<td>Deniss Tsi Chung Yeung</td>
<td>WINTEC</td>
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<tr>
<td>Muhammad Akram Naseem</td>
<td>University of Lahore</td>
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<tr>
<td>Hong Liu</td>
<td>Nanyang Technological University</td>
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<td>Zhou Zhen</td>
<td>Ningxia University</td>
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<tr>
<td>Grace Edmar Elizard del Prado</td>
<td>Western Visayas College of Science and Technology</td>
</tr>
<tr>
<td>Chunhui Liu</td>
<td>University of Winnipeg</td>
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<tr>
<td>Saddam Hussain Rahim</td>
<td>Iqra national University</td>
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<tr>
<td>Weon Jae Kim</td>
<td>University of Incheon</td>
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<tr>
<td>Sundaram Janakiramanan</td>
<td>Singapore Institute of Management</td>
</tr>
<tr>
<td>Bob Barrett</td>
<td>American Public University</td>
</tr>
<tr>
<td>Maria Rebecca Alviar Campos</td>
<td>De La Salle University</td>
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<tr>
<td>Shim Chang-Hack</td>
<td>Gyeongsang National University</td>
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<tr>
<td>Subhasish Dasgupta</td>
<td>George Washington University</td>
</tr>
<tr>
<td>Marieta Banez Sumagaysay</td>
<td>University of the Philippines Visayas Tacloban College</td>
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<td>Name</td>
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<td>Aidy b. Ali</td>
<td>University of Putra Malaysia</td>
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<td>K. Ananthanarayanan</td>
<td>Indian Institute of Technology</td>
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<td>Ram Prakash Bharti</td>
<td>Indian Institute of Technology Roorkee</td>
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<td>P K Garg</td>
<td>Indian Institute of Technology Roorkee</td>
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<td>M L Kansal</td>
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<td>Kaushik Kumar</td>
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<td>Xiaomei Li</td>
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<td>S.P. Mehrotra</td>
<td>Indian Institute of Technology Kanpur</td>
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<td>D. P. Mishra</td>
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<td>Bhaskarwar A.N.</td>
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<td>Dhaval Patel</td>
<td>National University of Singapore</td>
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<tr>
<td>Dianne Cheong Lee Mei</td>
<td>Universiti Teknologi MARA</td>
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<tr>
<td>TSE Kam Tim</td>
<td>The Hong Kong University of Science and Technology</td>
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<td>N. Balasubramanian</td>
<td>Anna University</td>
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<tr>
<td>Selim Hossain</td>
<td>University of New South Wales</td>
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<td>Nor Shahniza Kamal Bashah</td>
<td>Universiti Teknologi MARA</td>
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<td>Name</td>
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<tr>
<td>Pedro Gardete</td>
<td>Stanford University</td>
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<td>Pascal Pailé</td>
<td>Université Laval</td>
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<tr>
<td>Deniss Tsi Chung Yeung</td>
<td>Wintec University</td>
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<tr>
<td>Hui Du</td>
<td>Beijing Jiaotong University</td>
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<tr>
<td>Wan Khairuzzaman Wan Ismail</td>
<td>Universiti Teknologi Malaysia</td>
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<tr>
<td>Xiang Yu</td>
<td>Huazhong University of Science and Technology</td>
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<tr>
<td>Ding Qing</td>
<td>Singapore University of Management</td>
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<td>Yuntao Chen</td>
<td>Beijing Jiaotong University</td>
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<tr>
<td>David Ding</td>
<td>Massey University</td>
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<tr>
<td>Lee Kong Chian</td>
<td>Singapore University of Management</td>
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<tr>
<td>Jianwen Zhang</td>
<td>Beijing University of Chemical Technology</td>
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<tr>
<td>Sanjay K. Jain</td>
<td>University of Delhi</td>
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<tr>
<td>Sanhong Deng</td>
<td>Nanjing University</td>
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<tr>
<td>Gengmiao Zhang</td>
<td>Xi’an Jiaotong University</td>
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### ISEANS International Committee Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
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<tbody>
<tr>
<td>Abhijit Mitra</td>
<td>University of Calcutta</td>
</tr>
<tr>
<td>Ahmad Zuhairi Bin Abdullah</td>
<td>Universiti Sains Malaysia</td>
</tr>
<tr>
<td>Bo Jin</td>
<td>University of Adekide</td>
</tr>
<tr>
<td>Bon-Gang Hwang</td>
<td>National University of Singapore</td>
</tr>
<tr>
<td>Deepa G Nair</td>
<td>Cochin University of Science &amp; Technology</td>
</tr>
<tr>
<td>Ena Ray Banerjee</td>
<td>University of Calcutta</td>
</tr>
<tr>
<td>Hocheng Hong</td>
<td>National Tsing Hua University</td>
</tr>
<tr>
<td>Huada Daniel, Ruan</td>
<td>BNU-HKBU United International College</td>
</tr>
<tr>
<td>Ian C. Hsu</td>
<td>National Tsing Hua University</td>
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<tr>
<td>Jastini Bt. Mohd Jamil</td>
<td>Universiti Utara Malaysia</td>
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<tr>
<td>Jui-Sheng (Rayson) Chou</td>
<td>National Taiwan University of Science and Technology</td>
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<tr>
<td>Kartini Binti Haji Kamaruddin</td>
<td>Universiti Teknologi Mara</td>
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<tr>
<td>Kam-Tim Tse</td>
<td>Hong Kong University of Science and Technology</td>
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<tr>
<td>Ken-Shiung Chen</td>
<td>Nanyang Technological University</td>
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<td>Kil Hyun, Kwon</td>
<td>Korea Advanced Institute of Science and Technology</td>
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<tr>
<td>Mahesh Prasad Srivastava</td>
<td>University of Delhi</td>
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<tr>
<td>Mohd Fozi Ali</td>
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<tr>
<td>Palanisamy Kamaraj</td>
<td>Sri Ramaswamy Memorial University</td>
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<td>P. Loganathan</td>
<td>Anna University Chennai</td>
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<tr>
<td>Rubiyah Baini</td>
<td>Universiti Malaysia Sarawak</td>
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<tr>
<td>P. Subramanian</td>
<td>Annamalai University</td>
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<td>P. Valsalal</td>
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<tr>
<td>Rini Asnida Abdullah</td>
<td>Universiti Teknologi Malaya</td>
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<tr>
<td>Roy M. Thomas</td>
<td>Cochin University of Science and Technology</td>
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<td>Sanjay Sen</td>
<td>University of Calcutta</td>
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<td>Seunghee Park</td>
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<td>Shijo Thomas</td>
<td>National Institute of Technology</td>
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<tr>
<td>Simon Fong</td>
<td>University of Macau</td>
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<tr>
<td>Tang Bin</td>
<td>South University of Science and Technology of China</td>
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<tr>
<td>Tang Sai Hong</td>
<td>Universiti Putra Malaysia</td>
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<tr>
<td>T. Sivakumar</td>
<td>Annamalai University</td>
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<td>Umesh Kumar</td>
<td>Indian Institute of Technology</td>
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<tr>
<td>V.Subha</td>
<td>Cochin University of Science and Technology</td>
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<tr>
<td>Sandeep Joshi</td>
<td>Manipal University Jaipur Rajasthan</td>
</tr>
<tr>
<td>T.R.Vijayaram</td>
<td>VIT University Chennai Campus</td>
</tr>
</tbody>
</table>
Special Thanks to Session Chairs

Prof. Guohao Zhao | Shanxi University of Finance & Economics

Prof. David S Kung | University of La Verne

Prof. Marguerita Nina Imperial Kanapi | University of the Philippines

Prof. Tuncay Neyisci | Akdeniz University

Prof. Daniel Jong Schwekendiek | Sungkyunkwan University

Prof. Manfred Martin | RWTH Aachen University

Prof. Yu-Hung Chien | National Taiwan Normal University

Mr. Nevrus Kaja | University of Michigan

Prof. Tience Debora Valentina | Udayana University

Prof. Advina Lizah Julkifle | Universiti Sains Malaysia

Prof. Monica Law | Hong Kong Shue Yan University

Prof. Abdelkarim D. Elfadil | University of Gezira Wadmedani

Prof. Zhengguo He | Jiaying University

Prof. Yung-Nien Sun | National Cheng-Kung University
### Conference Schedule

#### Wednesday, August 28, 2013

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

#### Thursday, August 29, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Information</th>
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<tbody>
<tr>
<td>08:15-16:30</td>
<td>Registration</td>
</tr>
</tbody>
</table>
| 08:45-10:15     | Oral Session Orchid 1, Business and Economics I/ Management/ Operations Research I  
                   Oral Session Orchid 3, Information/ Mathematics and Statistics/ Information Management and Technology Management |
| 10:15-10:30     | Tea Break                                        |
| 10:30-12:00     | Oral Session Orchid 1, Education and Psychology I  
                   Oral Session Orchid 3, Environmental Engineering/ Civil Engineering/ Energy Engineering |
| 12:00-13:30     | Lunch Time (Lotus, 28F)                          |
| 13:30-15:00     | Oral Session Orchid 1, Communication and Culture I  
                   Oral Session Orchid 3, Chemistry/ Chemical Engineering/ Physics |
| 15:00-15:15     | Tea Break                                        |
| 15:15-16:45     | Oral Session Orchid 1, Education and Psychology II  
                   Oral Session Orchid 3, Electrical Engineering/ Industrial Engineering |

**Poster Session, Orchid 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Information</th>
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</table>
| 10:00-11:00     | Business and Economics/ Education and Psychology/  
                   Finance and Accounting/ Information Management and Technology Management/ Society |
| 14:30-15:30     | Biology/ Biological Engineering/ Chemical Engineering/ Chemistry/ Civil Engineering |
### Friday, August 30, 2013

<table>
<thead>
<tr>
<th>Time</th>
<th>Information</th>
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<tbody>
<tr>
<td>08:15-15:00</td>
<td>Registration</td>
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<tr>
<td>08:45-10:15</td>
<td>Oral Session Orchid 1, Education and Psychology III</td>
</tr>
<tr>
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<td>Oral Session Orchid 3, Biology</td>
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<tr>
<td><strong>10:15-10:30</strong></td>
<td>Tea Break</td>
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<tr>
<td>10:30-12:00</td>
<td>Oral Session Orchid 1, Business and Economics II/</td>
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<tr>
<td></td>
<td>Finance and Accounting/</td>
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<tr>
<td></td>
<td>Operations Research II</td>
</tr>
<tr>
<td></td>
<td>Oral Session Orchid 3, Engineering/ Engineering Management</td>
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<tr>
<td><strong>12:00-13:30</strong></td>
<td>Lunch Time (Terrace, 2F)</td>
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<tr>
<td>13:30-15:00</td>
<td>Oral Session Orchid 1, Communication and Culture II/ Society</td>
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<td>Oral Session Orchid 3, Biological Engineering</td>
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**Poster Session, Orchid 2**

<table>
<thead>
<tr>
<th>Time</th>
<th>Information</th>
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<tbody>
<tr>
<td>10:00-11:00</td>
<td>Engineering/ Environmental Engineering/</td>
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<td>Industrial Engineering/ Information Engineering/</td>
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<tr>
<td></td>
<td>Mathematics and Statistics/ Electrical Engineering</td>
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</tbody>
</table>

### Saturday, August 31, 2013

**Macau City Tour (Extra Charge)**


Conference Venue Information

Hotel Okura Macau
Address: Galaxy Macau™, COTAI, Macau
TEL: +853 8883 8883

Galaxy Shuttle Bus Schedule

<table>
<thead>
<tr>
<th>Pick-up point</th>
<th>From Pick Up Point to Galaxy Macau™</th>
<th>Depart from Galaxy Macau™</th>
<th>Frequency (Minutes)</th>
</tr>
</thead>
<tbody>
<tr>
<td>StarWorld Hotel</td>
<td>10:00 – 23:45</td>
<td>10:00 – 00:05</td>
<td>7 – 10 mins</td>
</tr>
<tr>
<td>Macau Ferry Terminal</td>
<td>09:00 – 23:45</td>
<td>09:00 – 00:05</td>
<td>5 – 10 mins</td>
</tr>
<tr>
<td>Macau International Airport</td>
<td>10:00 – 23:00</td>
<td>10:00 – 23:00</td>
<td>15 – 20 mins</td>
</tr>
<tr>
<td>Taipa Ferry Terminal</td>
<td>08:00 – 24:00</td>
<td>08:00 – 23:30</td>
<td>10 – 15 mins</td>
</tr>
<tr>
<td>Lotus Border (Heng Qin)</td>
<td>09:30 – 20:00</td>
<td>09:30 – 19:30</td>
<td>10 – 15 mins</td>
</tr>
<tr>
<td>Border Gate Tour Coach Station</td>
<td>08:30 – 23:45</td>
<td>09:00 – 23:30</td>
<td>5 – 10 mins</td>
</tr>
<tr>
<td>Border Gate Casino &amp; Hotel Shuttle Bus Station</td>
<td>09:00 – 23:45</td>
<td>09:30 – 00:05</td>
<td>9 – 12 mins</td>
</tr>
<tr>
<td>San Ma Lo (Nearby Metropole Hotel)</td>
<td>10:00 – 21:45</td>
<td>10:00 – 21:45</td>
<td>10 – 15 mins</td>
</tr>
<tr>
<td>Old Taipa Village (Nearby Rua do Cunha)</td>
<td>11:00 – 21:00</td>
<td>11:00 – 21:00</td>
<td>10 – 15 mins</td>
</tr>
<tr>
<td>City of Dreams</td>
<td>11:00 – 23:00</td>
<td>11:00 – 23:00</td>
<td>10 – 15 mins</td>
</tr>
<tr>
<td>Venetian Macao</td>
<td>10:00 – 23:00</td>
<td>10:00 – 23:00</td>
<td>10 – 15 mins</td>
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<tr>
<td>Sands Cotai Central</td>
<td>10:00 – 23:00</td>
<td>10:00 – 23:00</td>
<td>10 – 15 mins</td>
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</tbody>
</table>

Galaxy Macau™ Internal Route

| Hotel Okura Macau / Banyan Tree Macau          | 09:00 – 23:45                       | 09:00 – 23:45             | 15 mins            |

Airline Check-in Service

Guests who are flying out of Macau through Macau International Airport with the following airlines can check in at the Airport Counter located at the Shuttle Bus Lobby at Galaxy Macau™

- Air Macau / Jin Air / Shenzhen Airlines
- China Eastern Airline / Philippine Airlines / Transasia Airways
- Eva Air / Shanghai Airlines / Xiamen Airlines

Guests must check in at least 2 hours prior to flight departure time and arrive at the airport for boarding 45 minutes before flight departure.
Conference Venue Floor Plan (28F)
Business and Economics I/ Management/ Operations

Research I

2013/08/29 Thursday 08:45-10:15 Orchid 1
Session Chair: Prof. Guohao Zhao

ICSSB 6061
Forecasting the Coke Price Based on Kalman Filtering Algorithm.
Guohao Zhao ︱ Shanxi University of Finance & Economics
Meifeng Zhu ︱ Shanxi University of Finance & Economics
Jing Shentu ︱ Shanxi University of Finance & Economics

ICSSB 6052
The Impact of Quality and Process Standards on Senior Executive Compensation: A Research Agenda
Andy C. L. Yeung ︱ The Hong Kong Polytechnic University
Hugo K. S. Lam ︱ The Hong Kong Polytechnic University

ICSSB 6073
Assessment Study of Perceived Service Value in Natural Sceneries Based on IPA Model—A case of Dinghu Mountain
Juan Tang ︱ Macau University of Science and Technology
Tao Zeng ︱ Macau University of Science and Technology

ICSSB 6051
Customer Service Index (CSI) in the Zhuhai, PRC Regions: A preliminary study to validate CSI constructs
Anthony Shu Chuen Tsui ︱ United International College
Mark X James ︱ United International College
Berry Kwock ︱ United International College

ASMOR 758
Patent output and Network Position in the Internet Business Method
Chun-Yao Tseng ︱ Tunghai University
ASMOR 80
Defining the Manufacturing Process (MP) for a Single Server, Multiple Product Kanban Controlled System (SS/MP/KCS)
Alvin Ang Ntu | Nanyang Technological University

ICSSB 6047
An Assessment of Forms and Conditions To Establish Strategic Alliances in Higher Education
Xiaqing Li | Northumbria University
ICEAI 432
Data Mining Model: IT-based System with Dynamic Pricing Algorithm
David S Kung | University of La Verne
Linda C Gordon | University of La Verne
Frank Lin | California State University, San Bernardino
Tapie Rohm | California State University, San Bernardino

ISEANS 26
On (-1, 1) Weakly Novikov Rings
Jaya Lakshmi Karamthot | JNTUA University

ISEANS 192
Internal Resonances of An Euler-Bernoulli Beam Supported by Quadratic Spring and Compressed by Axial Load
Mei-Feng Liu | I-Shou University

ICSSB 6064
How one’s Online Activities Influence Impression Formation on Social Networking Sites
Chong Guan | SIM University
Zhan Xiong Sean Lee | The University at Buffalo, The State University of New York

ICSSB 6085
The Growth of Scientific Research in Macao: Bibliometrics and Network Analysis
Roger S. Chen | Chinese Culture University
Chong-Hei Shaw | Chinese Culture University
Education and Psychology I

2013/08/29 Thursday 10:30-12:00 Orchid 1

Session Chair: Prof. Marguerita Nina Imperial Kanapi

ICSSB 6098
Children’s Spontaneous Responses to Reduced Array Selection Task
Kenji Oura | Waseda University

ICSSB 5997
Teaching in an Accounting Context: Motivating Students by Intrinsic Factors
Yuet-Ngo Mok | City University of Hong Kong

ICSSB 6140
Development and Validation of a Special Education Teacher Aptitude Test
Marie Grace Avelino Gomez | University of the Philippines
Lynna Anna Laurel | University of the Philippines

ICSSB 6142
Computer-assisted Instruction and Baking Skills of Adolescents with Autism
Lynna Anna Laurel | University of the Philippines
Marie Grace Avelino Gomez | University of the Philippines

ICSSB 6029
Development of Educational Therapeutic Story Books for Children with Cancer
Marguerita Nina Imperial Kanapi | University of the Philippines
Ilene Ivy Lobrin | University of the Philippines
Ariel G Santos | University of the Philippines
Melissa Pamintuan | University of the Philippines
Environmental Engineering/ Civil Engineering/ Energy Engineering

2013/08/29 Thursday 10:30-12:00 Orchid 3
Session Chair: Prof. Tuncay Neyisci

ISEANS 286
A Critical Assessment on the Environmental Investments for a Developing Country
Tuncay Neyisci︱ Akdeniz University

ISEANS 140
Huada Daniel Ruan︱ Beijing Normal University- Hong Kong Baptist University

ISEANS 100
Uses of Biochar Derived From Waste Materials in Environmental Applications: Pb Immobilization and Acidic Soil Quality Improvement
Deok Hyun Moon︱ Chosun University
Yoon-Young Chang︱ Kwangwoon University
Kyung Hoon Cheong︱ Chosun University
Hoon Rho︱ Kwangwoon University
Jaekyu Yang︱ Kwangwoon University
Im-Soon Kim︱ Kwangwoon University
Agamemnon Koutsospyros︱ University of New Haven
Yong Sik Ok︱ Kangwon National University

ISEANS 133
Analytical Model for the Initial Rotational Stiffness of a Double Split Tee Connection
Jae-Guen Yang︱ Inha University
JooWoo Kim︱ Semyung Univ.
Min-Chang Back︱ Inha University

ISEANS 175
Review Paper on Thermoelectric Generator (TEG)
Zi Yang Adrian Ang︱ Newcastle University
Ehsan Mesbahi︱ Newcastle University
Communication and Culture I
2013/08/29 Thursday 13:30-15:00 Orchid 1
Session Chair: Prof. Daniel Jong Schwekendiek

ICSSB 6037
Understanding South Korea’s Global Brand Value: A Content Analysis of German News Coverage on Korea
Daniel Jong Schwekendiek | Sungkyunkwan University

ICSSB 6070
Communication Behavior and Thematic Analysis in Online Hakka Community
Chen-Chi Chang | National United University
Yan-Chun Zhang | National United University

ICSSB 6066
To Understand The Hakka Culture and Language Teachers’ Motivation of Language Promotion and Working Status
Ruey-Ming Chao | National United University
Yu-Chi Huang | National United University
Chen-Chi Chang | National United University

ICSSB 6068
The Value of Hakka Cultural Archive and Sustainable Business Model
Ruey-Ming Chao | National United University
Yao-Chung Chang | National United University
Chen-Chi Chang | National United University

ICSSB 6069
Sustainable Development and Business Model for Hakka Cultural Park
Ruey-Ming Chao | National United University
Chih-Wei Yu | National United University

ICSSB 6165
Facebook Usage Among Muslim Youth in Malaysia
Muhamad Zaki Mustafa | University Sains Islam Malaysia
ASMOR 782
Immigrants as Entrepreneurs: From Mynmar to Thailand
Pusanisa Thechatakerng | Maejo University
ICEAI 465
Sara A Dawood | Curtin University
Tushar Kanti Sen | Curtin University
Chi Phan | Curtin University

ISEANS 152
Solid State Reactions in the System Ga-O-N
Manfred Martin | RWTH Aachen University

ISEANS 63
Measurement Concentration of Uranium and Thorium in Fertilizers by using Neutron Activation Analysis
Murtadha Shakir Aswood | Universiti Sains Malaysia-Penang
Mohamad S Jaafar | Universiti Sains Malaysia- Penang
Sabar Bauk | Universiti Sains Malaysia- Penang
ICSSB 6056
Creativity in Malaysian Schools: Policy and Implementation
Huzaina Abdul Halim | University of Malaya

ICSSB 6147
Is Mind Reading Expectancy just Illusion? : Differences between Mind Reading Expectancy and Illusion of Transparency
Taekyun Hur | Korea University
Shinhwa Suh | Korea University
Monica Kim | Korea University
Jongwon Lee | Korea University
Holly Oh | Korea University
Judy Eo | Korea University

ICSSB 6167
Organ Donation Promotional Materials: The Role of Persuasion
Yu-Hung Chien | National Taiwan Normal University
Wan-Li Wei | Ming-Chuan University
ICEAI 430
Performance Improvement of the System Angle Control in the MLRS Platform
Applying Ziegler - Nichols tuning PID Controller Method
Parkpoom Chokchairungroj | Defence Technology Institute

ISEANS 117
E-Nose, Developing a Standard Product.
Nevrus Kaja | University of Michigan
Lubna Alazzawi | University of Michigan
Ghanem Ahmed Raishouni | University of Michigan

ICEAI 431
An Application of Bore Sight Calibration Equipments for the Multiple Launch Rocket System
Auttapoom Loungthongkam | Defence Technology Institute

ICEAI 434
Parametric Study of Welding Process using Response Surface Methodology : Case Study of Military Manufacturer
Piangpen Puasopis | Defence Technology Institute

ICEAI 474
A Study of Cross-sectional Imaging of a Warhead With X-ray Tomography System
Kedit Jaidee | Defence Technology Institute
ICSSB 6163
A Qualitative Study of Conceptualizing Jajonshim
Shinhwa Suh | Korea University
Min Han | Woosong University
Soo hyun Lee | Korea University
Seongyeul Han | Korea University

ICSSB 6071
Factors Motivating People Who are HIV Positive to Rise Confronting Discrimination
Tience Debora Valentina | Udayana University
Ni Putu Natalya | Udayana University

ICSSB 6187
Understanding of and Attitude Toward People With Disabilities in An Engineering and Technological College in The Philippines With Inclusive Education Program Model
Karen Develos Sacdalan | University of the Philippines

ICSSB 6097
The Effect of Concept Mapping on Student Learning
To-ming Ho | City University of Hong Kong
Biology

2013/08/30 Friday 8:45-10:15 Orchid 3

Session Chair: Prof. Sreeramanan Subramaniam

ISEANS 55

Agrobacterium-Mediated Transformation of wwin1 and wwin2 Genes in Dendrobium sonia-28
Sreeramanan Subramaniam | Universiti Sains Malaysia
Advina Lizah Julkifle | Universiti Sains Malaysia

ISEANS 58

Insect Control for Hairy Basil
Suwimon Chiangtong | KMITL
Sayomporn Pleansri | KMITL
Suvarin Bumroongsook | KMITL

ISEANS 227

Evaluation on the Efficacy of Microbial Approach in Managing Ganoderma Boninense Colonization and Its Effect to Soil Microbial Community
Khim Phin Chong | Universiti Malaysia Sabah
Arnyitte Alexander | Universiti Malaysia Sabah

ISEANS 77

The Study of RNAi Suppression of Glutamate Decarboxylase (GAD) Gene in Tissue Cultured Transgenic Tomato (Solanum lycopersicum)
Bee Lynn Chew | Universiti Sains Malaysia
Graham B Seymour | University of Nottingham
Forgiveness as a Missing Link in the Relationship between Procedural Justice and Organizational Citizenship Behaviors
Monica Law | Hong Kong Shue Yan University

The Effect of Structural Empowerment on Work Effectiveness Among Nurses in a Local Hospital in Hong Kong
Fanny Yuet Ming Ng | Caritas Medical Centre/ Hospital
Andrew Chin Pang Yeung | Caritas Medical Centre/ Hospital
Vicky Woon-Kam Lui | Caritas Medical Centre/ Hospital
Catherine Siu Man Leung | Caritas Medical Centre/ Hospital
Annemarie Hor Wan Cheung | Caritas Medical Centre/ Hospital

Learning From the Previous Winning Bids in A Repeated First-Price Discrete Auction
Shlomit Hon-Snir | The Max Stern Academic College of Emek Yezreel

A Study of Determinants of Capital Structure-Is anything new for listed firms in China
Yang Ying | University of Malaysia
Che Hashim Bin Hassan | University of Malaysia
Choong Kwai Fatt | University of Malaysia

The Time Expectation Gap between Auditors and Clients
Lu Huang | Macquarie University
Andreas Hellmann | Macquarie University
Medhat Endrawes | Macquarie University
ICSSB 6221
Concentration of Portfolios on The Zimbabwe Stock Exchange after Currency Reform
Batsirai Winmore Mazviona | National University of Science and Technology

ASMOR 68
The Impacts of Supply Chain Disruption on Financial Performance: Evidence from China
Xiaoming Ding | Xian Jiaotong-Liverpool University
Zhenhuan Li | Xian Jiaotong-Liverpool University
ICEAI 408
Development of a Simulation Model to Predict the Optimum Machinery Requirement for Cutting, Loading and Transporting Of Sugarcane
Abdelkarim D. Elfadil | University of Gezira Wadmedani

ICEAI 409
Development of a Simulation Model to Predict the Total Cost of Cutting, Loading and Transporting Of Sugarcane
Abdelkarim D. Elfadil | University of Gezira Wadmedani
Mamoun Ibrahim Dawelbeit | Agric. research Corporation
Abdalla Suliman Abdalla | University of Gezira Wadmedani
Yosof Elnaeem Yosof | University of Gezira Wadmedani

ISEANS 180
Methods of Cash Flow Forecasting Using the Project Planner Software
Hyojin Ahn | Chungbuk National University
Hyungkeun Park | Chungbuk National University
ICSSB 6105
Communication for maintaining Thai Culture: The Documentary Survey
Khanittha Jitsaeng | Khon Kaen University

ICSSB 6080
Translation Information Literacy Measurement and Training
Zhengguo He | Jiaying University
Mark X James | United International College

ICSSB 6035
Patient Information Seeking, Gender and Effects on Satisfaction in a Medically Underserved Nation
Payal Mehra | Indian Institute of Management Lucknow

ICSSB 6026
Is Mining Reconcilable With Human Rights?
Feliece Yeban | Philippine Normal University

ICSSB 6166
The Effectiveness of Antidrug Media Campaign Strategy in Malaysia
Zainol Abidin Ahmad | Universiti Sains Islam Malaysia(USIM)
Musa Abu Hassran | Universiti Sains Islam Malaysia(USIM)
Abdul Halim Mohd Hussn | Universiti Sains Islam Malaysia(USIM)
Muhamad Zaki Mustafa | Universiti Sains Islam Malaysia(USIM)
Mohd Zaliridzal Zakaria | Universiti Sains Islam Malaysia(USIM)
ICEAI 437

Development of a Wireless ECG Monitoring System Integrated with Smartphone Platform at Home
Praewpohn Pongpakdee | Chulalongkorn University
Arporn Teeramongkonrasmeee | Chulalongkorn University
Apiwat Lek-uthai | Chulalongkorn University

ISEANS 87

Computer Evaluation of Glenoid Bone Loss from MR Image
Bo-I Chuang | National Cheng-Kung University
Bo-An Chen | National Cheng-Kung University
Chiang-Kuo Wang | National Cheng Kung University Hospital
Wei-Jen Su | National Cheng Kung University Hospital
Yung-Nien Sun | National Cheng-Kung University

ISEANS 38

Process Optimization for Shake Flask Bio-treatment of Disperse Yellow 9 Textile Dye with White-rot Fungi and their Enzymes
Muhammad Ramzan | University of Agriculture Faisalabad
Program – Poster Sessions

Business and Economics/ Education and Psychology/ Finance and Accounting/ Information Management and Technology

Management/ Society

2013/08/29 Thursday 10:00-11:00 Orchid 2

ICSSB 6141
Clinical Outcome of the Adult Translaryngeal Intubated ICU Patients Requiring Mechanical Ventilation More than 14 days and Tracheostomy not Favored by the Attending Physician
Shu-Chen Hsing | Chi Mei Medical Center
Mei-I Sung | Chi Mei Medical Center
Kuei-Ling Tseng | Chi Mei Medical Center
Chun-Chieh Yang | Chi Mei Medical Center

ICSSB 6175
The Analysis of Medical Resource Utilization and Outcome of Patients Using High-Frequency Oscillation Ventilator
Yueh-Chih Chung | Chi Mei Medical Center
Kuo-Chen Cheng | Chi Mei Medical Center
Shu-Chen Hsing | Chi Mei Medical Center
Mei-Chen Huang | Bureau of National Health Insurance

ICSSB 6113
Effects of Technology-Enhanced Cooperative Learning on Achievement of Geography and Attitude toward Learning Geography for the Ninth Graders: An Experimental Study
Yuen-kuang Cliff Liao | Chinese Culture University
Hsin-Ho Tsao | Institute for Information Industry
Shih-Hsin Hu | Institute for Information Industry
ICSSB 6145
How Much Do Others Pay?: The Role of Social Comparison on Perceiving Tax Fairness
Jin an Lee | Korea University
Seung-Hyuk Choi | Korea University
Taekyun Hur | Korea University
So Eun Choi | Korea University

ICSSB 6144
Who Have to Pay More Taxes?: Irrationality and Selfishness in Imposing Taxes
Jin an Lee | Korea University
Seung-Hyuk Choi | Korea University
Taekyun Hur | Korea University
Seungkyung Baek | Korea University

ICSSB 6156
The Psychological Characteristics of Illegal Gamblers: Individual Disposition, Attitudes towards Gambling Law, and Misconception on Illegal Gambling
JunBok Lee | Korea University
Sun Kyung Lee | Korea University
Sangyeon Yoon | Korea University
Taekyun Hur | Korea University

ICSSB 6153
The Predicting Variables of Bullying among Early Adolescents: Focusing on Students Authoritarian Personality and Homeroom Teachers’ Gender
Hye Jin Kim | Korea University
Steve Jong-Won Lee | Korea University
Sangyeon Yoon | Korea University
Taekyun Hur | Korea University

ICSSB 6011
Effects of Information Disclosure on Hospital Governance Efficiency: A Comparative Study of the First and Second Generations of Nation Health Insurance
Yu Hua Yan | Tainan Municipal Hospital
ICSSB 6161
Satisfaction Survey of a Nursing Information System at a Regional Hospital in Southern Taiwan
Yu-Hsia Wang | Tainan Municipal Hospital

ICSSB 6181
Qualitative Analysis on Constructing a Systematic Innovative Design Model: a Pilot Survey
Wan-Li Wei | Ming Chuan University
Yu-Hung Chien | National Taiwan Normal University
Shu-Feng Tsai | Mackay Medical College
Ya-Fen Tsai | Ming Chuan University
Ching-Chang Chuang | Ming Chuan University

ICSSB 6044
Comments on Policy Implementation
Lu Zhang | Shanxi Normal University
Yaowen Xue | Shanxi Normal University

ICEAI 475
Generalized Dynamic Linguistic Weighted Averaging Operators Applied to Decision Making
Jin Han Park | Pukyong National University
Min Yoon | Pukyong National University
ISEANS 185
Effect of Activation Protocols on Pronuclear Formation and in Vivo Development in Canine Parthenotes
Hyun Ju Oh | Seoul National University
Byeong Chun Lee | Seoul National University
Min Jung Kim | Seoul National University
Geon A Kim | Seoul National University
Jin Choi | Seoul National University
Young Kwang Jo | Seoul National University

ISEANS 102
Control Measures for Cercospora Leaf Spot on Centella asiatica
Saengmanee Chingduang | Horticultural Research Institute
Sunitra Kameesak | King Mongkuts Institute of Technology Ladkrabang
Suvarin Bumroongsuk | King Mongkuts Institute of Technology Ladkrabang

ISEANS 153
Seasonal Reproductive Activity in Free-Living Male Saharan Sand Vipers, Cerastes Vipera (Viperidae) in the Negev Desert, Israel
Avi Rosenstrauch | Academic College Achva
Jaim Sivan | Academic College Achva

ISEANS 181
Generation of Alzheimer Disease Model Dog by Intracerebroventricular Injection of Streptozotocin
Geon A Kim | Seoul National University
Hyun Ju Oh | Seoul National University
Min Jung Kim | Seoul National University
Young Kwang Jo | Seoul National University
Jin Choi | Seoul National University
Byeong Chun Lee | Seoul National University
ISEANS 82
Analysis of Isoliquirtin and Isoliquiritigenin from Insampaedoksan Fermented by Lactobacillus plantarum
Min Jung Gu | Korean Institute of Oriental Medicine
Kwang Jin Lee | Korean Institute of Oriental Medicine
Pil Mun Jung | Korean Institute of Oriental Medicine
Chun Liang | Korean Institute of Oriental Medicine
Jin Yeul Ma | Korean Institute of Oriental Medicine

ISEANS 83
Simultaneous Determination of Seven Marker Components in Sagunja-tang via HPLC-DAD
Nayoung Song | Korean Institute of Oriental Medicine
Kwang Jin Lee | Korean Institute of Oriental Medicine
Hye Jin Yang | Korean Institute of Oriental Medicine
BoHyung Lee | Korean Institute of Oriental Medicine
Pil Mun Jung | Korean Institute of Oriental Medicine
Chun Liang | Korean Institute of Oriental Medicine
Jin Yeul Ma | Korean Institute of Oriental Medicine

ISEANS 101
Development and Validation of skeletal muscle relaxant Metaxalone in human plasma by LC-MS/MS : application to a Pharmacokinetic study
Chandrasekhar Kothapalli Bannoth | JNTUA University

ISEANS 154
Determination of Iron and Chromium Concentration in Some Brands of Tea Sold in Gharian-Libya
Fathi Al Harari | AlJabel Algerbi University
Mohamed Elazumi | Elzitone University
Abdunnaser Magrahi | Tripoli University
Al Nageh Al Taib | Tripoli University
ISEANS 194
Direct and Derivative Spectrophotometric Determination of Palladium(II) using 2,4-dimethoxy Benzaldehyde 4-Hydraoxy Benzoyl Hydrazone(DMBHBH)
Viswa Natha Goud | Jawaharlal Nehru Technological University
Nayakanti Devanna | Jawaharlal Nehru Technological University
Marappareddy Hymavathi | Jawaharlal Nehru Technological University

ISEANS 14
Estimating the Effect of Wind Load on Innovative VMS with a Ventilative-type LED Module
Suk Ki Lee | Korea Institute of Construction Technology
Jun Hwa Jeong | Korea Institute of Construction Technology
Jae Pil Moon | Korea Institute of Construction Technology
Young Rok Kim | Korea Institute of Construction Technology

ISEANS 92
Development of Highway Accident Prediction Model for Crest Vertical Curve Based on the Concept of Design Consistency
Wonbum Cho | Korea Institute of Construction Technology
Dokyeong Kim | University of Seoul

ISEANS 189
CFD Simulation of Liquid-Filled Solar Window for Building Energy Saving
Chunying Li | BNU-HKBU United International College
Huada Daniel Ruan | BNU-HKBU United International College

ISEANS 239
Enhancement of Astrocyte Activity Cultured on Spirulina Extract-Embedded PCL Nanofiber Mat
Hwa Sung Shin | Inha University
Engineering/ Environmental Engineering/ Industrial Engineering/ Information Engineering/ Mathematics and Statistics/ Electrical Engineering

2013/08/30 Friday 10:00-11:00  Orchid 2

ICEAI 461
Temperature Effect on the Conductivity of the Wearable Electronic Knitted Fabrics
Li Li | The Hong Kong Polytechnic University
Ding Feng | The Hong Kong Polytechnic University

ISEANS 47
Risk Assessment on Bioaerosols of Natural Ventilated Residential Buildings in Hong Kong
Kwok-Wai Mui | The Hong Kong Polytechnic University
Ling-Tim Wong | The Hong Kong Polytechnic University
Man-Yan Chu | The Hong Kong Polytechnic University
Wai-Yee Chan | The Hong Kong Polytechnic University

ISEANS 81
Ensiling of Agricultural and Food Processing by-Products for Biogas Production
Gopi Krishna Kafle | University of Idaho
Sang Hun Kim | Kangwon National University

ISEANS 99
A Study of Structure-Borne Sound Power Transmission through a Dual-Layer Beam Structure Rectifying with Transverse Connection
Cheuk Ming Mak | The Hong Kong Polytechnic University
Yi Yun | The Hong Kong Polytechnic University
ISEANS 10
A Study of Plasma-induced Ozone Treatment on the Colour Levelness of Cotton Fabric
Hing-fu Cheung | The Hong Kong Polytechnic University
Yan-sheung Lee | The Hong Kong Polytechnic University
Chi-wai Kan | The Hong Kong Polytechnic University
Chun-wah Marcus Yuen | The Hong Kong Polytechnic University
Joanne Yip | The Hong Kong Polytechnic University

ISEANS 95
Behavior of Oxides on Steels during Hot-Dip Galvanizing
Ho-Jong Lee | Sunchon University

ICEAI 492
An Image Authentication via Robust Synchronization Channel of Uncertain Unified Chaotic Systems
Chao-Jung Cheng | Kun Shan University

ISEANS 93
Development of the Recognition System for a Golf Ball Picking Robot
Zhu Jia Qi | Chonnam National University

ISEANS 78
Application of the Thurstone’s Method of Paired Comparisons in Dental Education
Hai Ming Wong | The University of Hong Kong

ISEANS 76
A study on mechanical behavior of radiation-induced polymer modified kenaf fiber reinforced cement composite
Joon-Pyo Jeun | Korea Atomic Energy Research Institute
Du-young Kim | Korea Atomic Energy Research Institute
Hyun-Bin Kim | Korea Atomic Energy Research Institute
Seung-Hwan Oh | Korea Atomic Energy Research Institute
Phil-Hyun Kang | Korea Atomic Energy Research Institute
ISEANS 300
Development of A Novel Colorimetric Cr(VI) Nanosensor from Protein Nanofibers for Rapid On-Site Cr(VI) monitoring
Pak-Ho Chan ︱*The Hong Kong Polytechnic University*
Wai-Hong Leung ︱*The Hong Kong Polytechnic University*
Wai-Hung Lo ︱*The Hong Kong Polytechnic University*

ICEAI 511
DTM Simulation of Water-cooled Heat sink Applied to Power Electronic Equipment
Ming Quan Leng ︱*Guangzhou Goaland Energy Conservation Tech.Co., Ltd.*
Jian Ye Chen ︱*Tsinghua University*
Zheng Guo Zhang ︱*South China University of Technology*