Cordially invite you to the

12th European Academic Research Conference on Global Business, Economics, Finance and Banking (EAR18Swiss Conference)
THEME: Ensuring Monetary and Financial Stability in Europe!
Back to the Future!!

&

International Conference on Marketing, Tourism & Hospitality
(MTC18Swiss Conference)
THEME: The Power of Social Media!

&

International Conference for Multiple Academic Disciplines
(MAD18Swiss Conference)
THEME: Research in the New Millennium!

&

International Conference on Education, Teaching & Learning
(ICE18Swiss Conference)
THEME: Education in the 21st Century! Changing Paradigms!!

July 13-15, 2018

Venue: Crowne Plaza Zurich, Zurich-Switzerland

Conference Organized by
GBRJ & Greater Vision Conferences & Seminars Organizing, Dubai - UAE

Proudly Co-sponsored by
J.A. Alpha Business Research & Publishers Pvt. Ltd., Chennai - India

Conference Program Handbook

Greater Vision Conferences & Seminars Organizing,
Mobile: +971 55 1696221
www.globalbizresearch.org
Dear & Distinguished Delegates,

Hearty welcome!

I am pleased to extend a warm welcome to Zurich, Switzerland which is one of the fabulous tourist destinations in the World.

Also, we are immensely pleased to present the Twelfth European Academic Research Conference on Global Business, Economics, Finance and Banking & International Conference on Marketing, Tourism & Hospitality & International Conference for Education to you all!

**Zurich, a Great Paradise on Earth!**

Zurich, indeed, is a very vibrant global city with a very rich cosmopolitan outlook. It is a busy city with multiple shopping arcades, gourmet restaurants, nightclubs and interesting sight-seeing attractions. Zurich is a beautiful city, indeed! Most of Zurich's sites are located within the area on either side of the Limmat river, between the main railway station and Lake Zurich. The churches and houses of the old town are clustered here, as are the most expensive shops along the famous Bahnhofstrasse. The Lindenhof in the old town is the historical site of the Roman castle, and the later Carolingian Imperial Palace.

**EAR18Swiss Conference!**

**Financial Stability and Monetary Policy! A must for a Stable World!**

The world has witnessed many turmoil in the past which includes economic crisis, financial melt-downs, sovereign crisis and instability of banking and financial institutions. Global financial meltdown indicates that monetary and other important economic policy measures would not work effectively when there is financial instability. Research on global economy and markets indicate that when an economy suffers from instability, it disturbs normal functioning of the markets, affects banking and financial institutions, more particularly, the asset-liability structures, which in turn, distorts lending functions to the core-sectors of the economy. Again, another important cause as to why ‘financial instability’ affects an economy is owing to the fact that there would be visibly noticeable ‘asset bubbles’ building up on account of irrational price-increases in asset values. When the bubbles start bursting down, a huge volume of ‘toxic assets’ appear on the balance-sheets of the banks thus forcing them to resort to reduction in their lending. Understandably, all these unsavoury developments further complicates the monetary and financial systems.

‘Excessive-risk taking’ leads to Financial Instability!

Yet another lesson to be learnt from the financial meltdown is that excessive risk-taking resorted to by banking and financial institutions has caused a kind of negative ‘spill-overs’ on the macro economy. So, a highly stable financial system is central to monetary and other economic policy initiatives of the government. Also, the leverage levels of banking and financial institutions should be kept at prudent levels in order to address issues such as ‘too-big-to-fail’ and ‘toxic assets’. What we are highlighting here are some crucial parameters although there are many aspects and good practices have to be implemented by the regulators and the financial institutions.
Europe and Financial Stability!

The European Central Bank (ECB) had to take a few hard decisions which includes advising banks to remove the ‘toxic assets’ hugely prevalent on their balance sheets in the form of write-offs. Undoubtedly, this drastic step has caused huge pressure on the profit-margins of the banking and financial institutions.

International Conference on Marketing & Tourism!

Social media!

Social media are computer-mediated technologies that facilitate the creation and sharing of information, ideas, career interests and other forms of expression via virtual communities and networks. With the millions of apps, websites and other platforms for people to communicate through media that are all over the Internet these days, this is truly the age of social media. Social media is a huge part of our culture.

Different Forms of Social Media!

Social media technologies take many different forms including blogs, business networks, enterprise social networks, forums, microblogs, photo sharing, products/services review, social bookmarking, social gaming, social networks, video sharing, and virtual worlds. The development of social media started off with simple platforms such as sixdegrees.com. Unlike instant messaging clients such as ICQ and AOL’s AIM, or chat clients like IRC, iChat or Chat Television, sixdegrees.com was the first online business that was created for real people, using their real names. However, the first social networks were short-lived because their users lost interest. The Social Network Revolution has led to the rise of the networking sites. Research shows that the audience spends 22 percent of their time on social networking sites, thus proving how popular social media platforms have become. This increase is because of the smart phones that are now in the daily lives of most humans.

International Conference on Education, Teaching & Learning!

The skills gained in the past, undoubtedly, is of no use in the 21st century and technology has made greater transformations in the way we teach. More emphasis is accorded to core skills such as e-learning, virtual education, critical thinking, problem-solving and a few other related aspects.

Bill Gates, the technology guru, has once observed that his aim would be ensure, ‘Paperless Office’ and ‘Teacherless Classrooms’. A few countries have already started holding virtual classes without a teacher and it is going on quite successfully. Days are not far enough before Robots replace human elements/teachers from the classroom. So, there is a compelling need to change the way we offer education to our children. Teachers of 21st Century are slowly becoming facilitators rather than teachers. The challenge is that in this fast-changing global educational landscape, teachers have to prove to the students that whatever they impart has relevance to the issues and problems being faced by humanity/ business community today and also ensure that his teaching would help them to hone their skills perfectly synchronizing with the needs and requirements of the industry. Unless critical thinking, communications skills, problem-solving skills, research skills, ability to apply technology and the appetite to solve the global issues are taught, students may not be attentive in the classroom. Undoubtedly, teachers have to hone their skills appropriately before it becomes too late.
In addition, we are going to witness a few papers from multiple academic disciplines. This is quite necessary at this juncture as many universities keep encouraging interdisciplinary research, as well.

**We are pleased to extend a warm welcome to every one of you!**

Our sincere thanks to you all for your valuable presence and participation at the conference. Enjoy your stay in Switzerland.

Of course, I have taken the privilege of requesting some of our esteemed colleagues to support us chairing a few paper presentation sessions. Our sincere thanks to them, all.

Also, please do not fail to visit places of interest in Zurich, Switzerland.

Have a great academic, networking and tourism experience in Zurich, Switzerland.

Once again, my big welcome to you all!

Best regards,
Dr. Elango Rengasamy,
Honorary Director,
Honorary Executive Editor,
www.globalbizresearch.org

**List of Participating Countries**

We are extremely proud to welcome delegates from the following countries: Canada, Costa Rica, Finland, France, India, Indonesia, Israel, Japan, Jordan, Korea (South), Netherlands, South Africa, Taiwan, Thailand, Turkey, UK, USA & Zambia.

**Kindly refer to these instructions given below**

**Registration**

Upon arrival at the Conference venue, please proceed to the Meeting Room to complete the registration. There will be signage/written direction to help you to locate us. You may also inquire at the Security Gate/Gazebo for directions to the Conference room.

The registration desk will be open from **8.30 am to 9.30 am on July 13, 2018.**

Please report either to Dr. Elango Rengasamy, Honorary Director or the volunteer Ms. Ranjani for completing your registration. If you have already remitted the conference fee, you will receive a folder comprising conference items and agenda.

**Conference proceedings**

Conference proceedings will be available ‘online.’ All the papers that are listed in the Conference handbook will be available online at www.globalbizresearch.org the exact link will be emailed to you within week after the conclusion of the conference.

**Presentation Rooms**

July 13 & July 14 sessions will be held at the PATIO & FRIEDRICH BURKLI Meeting Room.
What should you bring along for your presentation?

Please bring the PowerPoint file¹ and/or Adobe pdf of your research paper in a flash/pen-drive. If possible, please print about 10-12 copies of your full paper and hand them to the chair and participants of the session at the beginning of your presentation. If you have already sent your PowerPoint to us, it will be ready for presentation. Each author will have about **15 minutes** for presentation and **5 minutes** for questions and discussion. Kindly adhere to the allocated time limits. The meeting room has an LCD projector and a laptop computer for you to make your presentation.

Coffee and Lunch Break

Coffee and snacks will be served twice (morning and evening) in Lobby. Lunch will be served at the Restaurant.

Best Paper Award

‘Best Paper’ is selected on the basis of a set of selected criteria. Reviewers’ report is the key factor in selecting the best research papers. The best paper awards will be announced once the reviewers confirm it.

Best Presenter Award (Only for Research Scholars)

Best Presenter Awards will be presented only to research scholars/young researchers who make outstanding presentations in each track which will be based on the recommendations of the Chair/Observers of the respective technical sessions. If a sufficient number of research scholars do not participate, this award would not be presented.

Publication of your Paper

All the accepted papers will be published in the form of ‘Conference proceedings.’ The accepted papers may be published in our journals provided you have opted for it and made required revisions on the papers in light of the Reviewers’ reports/suggestions.

Whom to Contact?

For any queries/issues and concerns regarding the Conference matters, please contact Ms. Aarthy on +91 8220055161 (Indian Mobile Number) or Dr. Elango Rengasamy on +971551696221 – (Dubai Mobile). The fastest way to receive a response is by writing an email to swissconf@globalbizresearch.org or editor@globalbizresearch.org.

WhatsApp Contact: +971 55 1696221

You may also send ‘WhatsApp’ messages to the above mobile number (messages only). We would try our best to respond, as early as possible. While sending messages, kindly indicate the conference (Zurich Conference and your name, as well).

Upcoming Conferences

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If you would like to participate in our future/upcoming conferences, please keep visiting our website www.globalbizresearch.org to find out more information. You will also receive regular updates from us.

**Conference Team**
Dr. Elango Rengasamy, Honorary Director  
Ms. Dhanapackiam, Conference Coordinator  
Ms. Aarthy S.A, Conference Secretary & Events Coordinator  
Ms. Priya Kala R, Conference Secretary & Events Coordinator  
Ms. Lavanya P, Editorial Assistant  
Ms. Keerthiga R, Editorial Assistant  
Mr. Benker Dinesh, Launch Web Dreams  
Ms. Ranjani, Volunteer

**Chair - Technical Sessions**
Dr. Elena Lvina, St. Joseph's University, USA.  
Prof. Paul Miller, University of Haifa, Israel.  
Dr. Vijai Nath Giri, IIT Kharagpur, India.  
Prof. Marc Fetscherin, Rollins College, USA.  
Dr. Meena Prasad, L.N. Mithila University, India.  
Prof. Tsai-Feng Cheng, National Kaohsiung Normal University, Taiwan.  
Dr. Simon Yang, Adelphi University, USA.  
Prof. Cheng Joo Eng, Min-Hwei Junior College of Health Care Management, Taiwan.  
Assoc. Prof. Dr. H. Eylem Kaya, Süleyman Demirel University, Turkey.

**Scientific Advisory & Review Board**
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Dr. Hesley Machado Silva, University Center of Formiga, Brazil.  
Prof. Ismail KERVANKIRAN, Suleyman Demirel University, Turkey.  
Dr. Maria Elizabeth Arlene Ubarra Castel, University of Buraimi, Oman.  
Dr. Nizar Al Sharari, United Arab Emirates University, UAE.  
Dr. Qian Long Kweh, Institute of Management Technology Dubai, UAE.  
Dr. René Haarhoff, Central University of Technology, South Africa.  
Dr. Revenio Jalgat, Jr., Al-Zahra College for Women, Oman.  
Dr. Samir Aguenou, Al Akhawayn University, Morocco.  
Dr. Sang-Uk Jung, Hankuk University of Foreign Studies, Korea (South).
**GBRJ’s Swiss Conference**

**Program Outline**

Venue: **Crowne Plaza Zurich, Zurich-Switzerland.**

**Friday, July 13, 2018**

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<td>Coffee Break <em>(Lobby)</em></td>
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<td>Technical sessions 1 &amp; 2 – Paper Presentations</td>
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<td>12.45 - 13.30</td>
<td>Lunch Break &amp; Networking</td>
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<td>Interactive Panel Discussion</td>
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**Presentation Room**: Meeting Rooms: PATIO & FRIEDRICH BURKLI

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**Saturday, July 14, 2018**

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<td>Coffee Break</td>
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<td>Technical session 9 - Paper Presentations</td>
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<td>15.30 - 16.00</td>
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<td>Zurich Conference Concludes.</td>
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**Presentation Room**: Meeting Room: PATIO
Day 1
Friday, July 13, 2018

9.30 – 10.15  
Inaugural Session  
Meeting Room: PATIO

Inaugural Session/Keynote Address

Welcome Address: Dr. Elango Rengasamy, Honorary Director

Keynote Address: Prof. Marc Fetscherin, Rollins College, USA.
Topic: Writing Award-Winning Research Papers! Some Interesting Insights!!

Guest of Honor: Prof. Faye Zhu, Rowan University, USA.
Topic: Impact of Technology on Service Quality! Emerging Trends!!

10.15 – 10.45  
“Coffee Break”  
(Lobby)

10.45 – 12.45  
Technical Session – 1  
Meeting Room: PATIO

Track: (Education)

Session Chair: Dr. Elena Lvina, St. Joseph’s University, USA.
ID_ZE877: The Conditional Effects of Hard and Soft Skills in Student Virtual Teams: Elena Lvina, St. Joseph’s University, USA.
ID_ZE871: Linking Teaching and Learning with Assurance of Learning in Undergraduate Business Quantitative Courses: F. X. Zhu, Rowan University, USA.
ID_ZE829: A Quest for Contextual Factors in Academic Writing: Ebru A. Damar, Uudağ University, Turkey.
ID_ZE834: Exploring the Cross-Cultural Practice of Transnational Community in Taiwan: Ya-Hsuan Wang, National Chung Cheng University, Taiwan.
ID_ZE872: The Theory of Planned Behavior and Japanese Student Intent to Study Abroad: Andrew Nowlan, Kwansei Gakuin University, Japan.

10.45 – 12.45  
Technical Session - 2  
Meeting Room: FRIEDRICH BURKLI

Track: (Education)

Session Chair: Prof. Paul Miller, University of Haifa, Israel.
ID_ZE881: The Relation between Metalinguistic Awareness and Reading Comprehension: The Case of the Prelingually Deaf Reader: Paul Miller, University of Haifa, Israel.

ID_ZE806: Technological Mediation in the University Classroom: Lindsay Chaves Fernández & Ana Cristina Solís Solís, Universidad Nacional, Costa Rica.


ID_ZE8103: Exploring the Factors Influencing Different Cognitive Style Elementary Higher Graders’ Flow Experience in Blended Game Based Learning Environment: Han Yun Fan, Yun Chen Liu, National Taipei University Of Education, Taiwan & Tzu Hua Huang, University Of Taipei, Taiwan.

ID_ZE898: The Construction and Research of the Aboriginal Game-Based Number Sense Learning System: Tzu-Hua Huang & Ching-Hua Chien, University of Taipei, Taiwan.

ID_ZE8102: Feeling Mathematics and Falling in Love With Math: Wu Chiati, National Taipei University of Education, Taiwan.

ID_ZM896: The Influence of Country Image on Consumers’ Evaluations and Purchase Intention in the Full Service Restaurant Sector: Chonlada Sajjanit, Kasetsart University, Thailand.

ID_ZE878: The Effect of Computer-Generated Feedback on Writing Performance: Young-Ju Lee, Hanbat National University, Korea (South).


ID_ZE817: The Quintessential Kalastajatorppa Revisited a Cinematic Journey into a Time and a Space: Matti Itkonen, University of Jyväskylä, Finland.

10.45 - 12.45 Poster Session Meeting Room: PATIO

12.45 – 13.30 Lunch Break & Networking Restaurant West

13.30 – 14.00 Panel Discussion Meeting Room: PATIO

Topic: "Building self-confidence in young minds! Do teachers have any role to play?"

Inputs from Interested Delegates!

14.00 – 15.45 Technical Session – 3 Meeting Room: PATIO

Track: (Management, Marketing & Tourism)

Session Chair: Dr. Vijai Nath Giri, IIT Kharagpur, India.


ID_ZE817: The Quintessential Kalastajatorppa Revisited a Cinematic Journey into a Time and a Space: Matti Itkonen, University of Jyväskylä, Finland.
ID_ZE823: An Evaluation of the Quality of Graphical Representations in Electronic Science Textbooks in Taiwan: Pei-I Chou, National Sun Yat-sen University, Taiwan.

ID_ZM869: Market Penetration Strategy of O2O Service Provider in Platform Business: Yong June Kim, SKK University, South Korea.

ID_ZM891: How to Establish Quality of Worklife in Workplace?: Sutaphat Chanprasert, Rajamangala University of Technology Suvarnabhumi, Thailand.


Track: (Global Business, Economics & Sustainability)

Session Chair: Prof. Marc Fetscherin, Rollins College, USA.

ID_ZT810: A Dynamic Analysis of Brand Hate and Brand Forgiveness: Marc Fetscherin & Alexandra Sampiedro, Rollins College, USA.

ID_Z866: IT Governance in a Mobile Environment: Ensuring Governing Bodies Discharge their Responsibility Effectively: Lize-Marie Sahd, Stellenbosch University, South Africa.


ID_ZE887: Building Transition Partnerships in Rural Areas for Employment Readiness: Kimberly J. Osmani & Leslie A. Mathews, University of Oklahoma, USA.

ID_ZM892: Factors Influencing Company’s Logistics Performance in Industrial Areas, Phra Nakhon Si Ayutthaya Province, Thailand: Sirarat Saiyawut, Rajamangala University of Technology Suvarnabhumi, Thailand.


ID_Z8131: Corporate Governance and Sustainability Reporting: Evidence From Listed Palm Oil Companies in Indonesia Stock Exchange: Ria Nelly Sari, Vince Ratnawati & Rita Anugerah, Universitas Riau, Indonesia.
14.00 – 15.45  Poster Session  Meeting Room: PATIO

ID_ZE824: School Curriculum Leadership and Development under Transformation in Taiwan: Meiju Chen, National Tsing Hua University, Taiwan.

ID_ZE825: A Case Study on School Curriculum Development Evaluation: Indicator Construction and Evaluation of a High School’s Featured Curriculum Development Strategies in Taiwan: Chaoyu Guo, Chengchi University, Taiwan.


ID_ZM8109: Long-Term Care Platform based on Semantic Web and Cloud Computing Technologies: Kai-Xiang Zhuang & I-Ching Hsu, National Formosa University, Taiwan & Siang-Lei Syu, National Chung Cheng University, Taiwan.

15.45 – 16.00  “Coffee Break”  (Lobby)

16.00 – 17.45  Technical Session – 5  Meeting Room: PATIO

Track: (Education)

Session Chair: Dr. Meena Prasad, Samastipur under L.N. Mithila University, India.

ID_ZE8118: Evaluation of Student Satisfaction through Survey Research in Northern India: Meena Prasad, Women’s College, Samastipur under L.N. Mithila University, India.


ID_ZE812: An Investigation of the Effect of Web-assisted Learning on Students’ Academic Achievement and Attitudes: Hesham Alomyan, University of Petra, Jordan & Greg Yates, University of South Australia, Australia

ID_ZE868: The Development of Tablet-Based Learning Model with Problem-Based Learning: Passkorn Roungrong, Naresuan University, Thailand.

ID_ZE885: Focused Fidgeting: Teachers’ Perceptions of Using Fidgets to Focus Attention of Students with Attention-Deficit Hyperactivity Disorder: Leslie A. Mathews & Kimberly J. Osmani, University of Oklahoma, USA.

ID_ZE894: The Effect of Creative Reading Studies on Reading Comprehension Performance: Fatma SUSAR KIRMIZI & Demet KASAP, Pamukkale University, Turkey.

16.00 – 17.45  Technical Session – 6  Meeting Room: FRIEDRICH BURKLI

Track: (Education)

Session Chair: Prof. Tsai-Feng Cheng, National Kaohsiung Normal University, Taiwan.
ID_ZE843: The Study of the Investigation in the Current Situation of Self-evaluation Capacity Building for Vocational High Schools in Taiwan: Tsai-Feng Cheng & Shu-Fen Tseng, National Kaohsiung Normal University, Taiwan, Shi-Jer Lou, National Pingtung University of Science and Technology, Taiwan, Long-Ann Shen National Kaohsiung Normal University, Taiwan, Ru-Chu Shih, National Pingtung University of Science and Technology, Taiwan.

ID_Z886: Lights and Shadows of Private Tutoring in South Korea: From an inside point of view: Jae-bong Yoo & Jeong-In Lee, Sungkyunkwan University, South Korea.

ID_ZE842: Study on the Learning Effectiveness in Project Research by Students of a Higher Vocational School from the Perspective of Integration of Positive Emotions into PBL-A Case Study of the Project of Motor Vehicle Fuel Saving: Cheng-Lung Tsai, National Kaohsiung Normal University, Taiwan, Chih-Chao Chung, Fortune Institute of Technology, Taiwan, Tsai-Feng Cheng, National Pingtung University of Science and Technology, Taiwan, Shu-Fen Tseng, National Kaohsiung Normal University, Taiwan & Shi-Jer Lou, National Pingtung University of Science and Technology, Taiwan.

ID_ZE827: Teacher Professional Development for Global Education: From an In-service Teacher’s Perspective: Su, Meng-Huey & Chou, Pei-I, National Sun Yat-sen University, Taiwan.

ID_ZE8125: How are Student’s Abilities Limited? Mabanza Lumanisa, ACTC Computer Training, South Africa.

Day 2
Saturday, July 14, 2018

9.00 - 10.45 Technical Session – 7 Meeting Room: PATIO

Track: (Finance, Management & Marketing)
Session Chair: Dr. Simon Yang, Adelphi University, USA.

ID_ZM884: Is Volatility Good for Daily Returns of S&P 500 Index?: Simon S.M. Yang, Adelphi University, USA.

ID_Z826: How Monetary Policy can Influence the Lending Channel in Turkey: Bayesian Estimation: Elmira Partovi, University of Kent, UK.

ID_Z808: Quality Management Practices: A Taiwan Experience: Li-Fei Chen, Fu Jen Catholic University, Taiwan & Chao-Ton Su, National Tsing Hua University, Taiwan.

ID_Z849: A Qualitative Study on Physician Resistance to Implement EHRs in Taiwan Hospital: Kit Hong Wong & Hsin Hsin Chang, National Cheng Kung University, Taiwan & Cheng Joo Eng, Min-Hwei Junior College of Health Care Management, Taiwan.

ID_Z8113: The Enthusiasm and Exhausted of Social Enterprise Work in Taiwan: Study Based on Job Characteristics: Chin-Lun Tsai, Hsin-Peng Shiahou & Ping-Cheng, Liu, Fu-Jen University, Taiwan.
ID_Z8114: The Empirical Study in the Pathways Perspective of Dynamic Capabilities of Taiwanese companies: Yun Wen Huang, Hsin-Peng Shiahhou & Chin-Lun Tsai, Fu-Jen University, Taiwan.

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<tr>
<td>9.00 - 10.45</td>
<td>Poster Session</td>
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<th>Time</th>
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<tr>
<td>10.45 – 11.00</td>
<td>“Coffee Break”</td>
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<tr>
<td>11.00 – 11.30</td>
<td>Invited Lecture</td>
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<td></td>
<td>Dr. Elango Rengasamy,</td>
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<td></td>
<td>Honorary Director &amp; Executive Editor, Global Business Research Journals (GBRJ)</td>
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<td></td>
<td><strong>Topic: HONING THE RIGHT SKILLS!</strong></td>
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<td>How to make your students employable? Your role as a mentor!</td>
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<td>11.30 – 13.00</td>
<td>Technical Session – 8</td>
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Track: (Education)

Session Chair: Prof. Cheng Joo Eng, Min-Hwei Junior College of Health Care Management, Taiwan.

ID_ZE850: The Moderating Effect of Family Function on the Relationship between Resilience and Perceived Stress among Junior College Students: Cheng-Joo, Eng, Min-Hwei Junior College of Health Care Management, Taiwan, Hsiang-Chu, Pai, Chung-Shan Medical University, Taiwan, Kit-Hong, Wong & Hsin-Hsin, Chang, National Cheng Kung University, Taiwan.

ID_ZE8120: Teaching Mathematical Verbal Problem Solving Through Teacher Action Research: Yaşare AKTAŞ ARNAS & Şule SARIBAŞ, Cukurova University, Turkey.

ID_ZE8121: Novice Early Childhood Education Teachers' Stresses and Strategies to Cope with Stress: Mustafa YAŞAR, Şule SARIBAŞ & Nazmiye TEMİZ, Cukurova University, Turkey.

ID_ZE8111: Preservice Preschool Teachers' Verbal Problem Posing Skills: Kamuran TARIM, Yaşare AKTAŞ ARNAS & H. Beyza CANBAZOĞLU, Cukurova University, Turkey.

ID_ZE8112: An Examination of Gifted Students' Perceptions of Self-Efficacy in Mathematics Literacy and Mathematical Literacy Achievements: Kamuran TARIM, Kemal BAYPINAR & H. Beyza CANBAZOĞLU, Cukurova University, Turkey.
ID_ZE8116: Views on Classroom Management Teachers’ who Works with Gifted Students: M. Sencer BULUT ÖZSEZER, Kamuran TARIM & H. Beyza CANBAZOĞLU, Çukurova University, Turkey.

13.00 – 14.00  Lunch Break & Networking  Restaurant West

14.00 - 15.30  Technical Session – 9  Meeting Room: PATIO

Track: (Education & Management)

Session Chair: Assoc. Prof. Dr. H. Eylem Kaya, Süleyman Demirel University, Turkey.

ID_ZM840: Critical Sociology of Lifelong Learning: H. Eylem Kaya, Süleyman Demirel University, Turkey.

ID_Z8123: Advertising, Shareholder Base and Firm Value: Hee-Joon Ahn, Sungkyunkwan University, South Korea & Hyung Chul Lee, Chungbuk National University, South Korea.

ID_Z8117: Reserv Options Mechanism in Turkey: Yusuf AKAN, Atatürk University, Turkey & Bilge KÖKSEL, Gaziantep University, Turkey.

ID_ZM8122: Value Added Tax in International Transportation and an Application: Ceyda Kukrer, Afyon Kocatepe University, Turkey.

15.30 – 16.00  “Coffee Break”

16.15  Zurich Conference Concludes

GBRJ’s Zurich Conference

List of Participants

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<tr>
<td>Z808</td>
<td>Prof. Chao-Ton Su</td>
<td>National Tsing Hua University</td>
<td>Taiwan</td>
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- Continue on A51. Take A1L and Route 4 to Hardbrücke in Zürich 10 min (9.4 km). Merge onto A51 (2.1 km). At the 63-Zürich-Nord junction, Use the left 2 lanes to follow signs for E41/E60/A1/A4 towards Zürich City/St.Gallen/Schaffhausen (1.3 km). At the 64 junction, Use the right 2 lanes to follow signs for Zürich-City (550 m). Continue onto A1L (1.9 km). Use the right 2 lanes to take exit Unterstrass towards Chur/Luzern/Unterstrass (450 m). Continue onto Hirschwiesenstrasse/Route 1/Route 17. Continue to follow Route 1 (750 m). Keep left to continue on Bucheggstrasse/Route 1/Route 4. Continue to follow Route 4 (2.4 km).
Follow Hardstrasse to Badenerstrasse 3 min (1.1 km). Keep left to continue on Hardbrücke (97 m). Continue onto Hardstrasse (600 m). At the roundabout, take the 1st exit onto Badenerstrasse. Destination will be on the right (350 m).

By Transit: → From Zürich Flughafen travel by S16 Herrliberg-Feldmeilen train 8 min (2 stops) step down at Zürich Hardbrücke. Walk about 1 min to Bahnhof Hardbrücke from there catch a Bus 72 Zürich, Morgental 3 min (2 stops). Step down at Albisriederplatz walk about 5 min, 400 m you will reach the destination Crowne Plaza, Zurich

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