2019 TAIPEI
CONFERENCES ABSTRACT

August 15-17, 2019
Ming Chuan University, Taipei, Taiwan

2019 3rd International Conference on E-Society, E-Education and E-Technology
(ICSET 2019)

2019 5th International Conference on Culture, Languages and Literature
(ICCLL 2019)

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WELCOME REMARKS

We welcome you to Taipei, Taiwan to attend 2019 3rd International Conference on E-Society, E-Education and E-Technology (ICSET 2019) and 2019 5th International Conference on Culture, Languages and Literature (ICCLL 2019). We're confident that over the next three days you'll get theoretical grounding, practical knowledge, and personal contacts that will help you build long-term, profitable and sustainable communication among researchers and practitioners working in a wide variety of scientific areas with a common interest in E-Society, E-Education and E-Technology, and Culture, Languages and Literature.

The conferences received submissions from more than 10 different countries and regions, which were reviewed by international experts, and about 60% papers have been selected for presentation and publication.

We hope that your work and that of your institution or company will be enhanced both by what you learn and by those with whom you connect over the next 3 days. Our field is enriched by the dialogue among colleagues from around the world which occurs during presentation sessions as well as informal conversations. We hope this is a memorable, valuable, and enjoyable experience!

On behalf of conference chair and all the conference committee, we would like to thank all the authors as well as the Program Committee members and reviewers. Their high competence, their enthusiasm, their time and expertise knowledge, enabled us to prepare the high-quality final program and helped to make the conference a successful event. We hope that all participants and other interested readers benefit scientifically from the proceedings and also find it stimulating in this process. Finally, we would like to wish you success in your technical presentations and social networking.

Once again, thanks for coming to this conference. for coming to this conference. We are planning more and better international conference experiences. We will sincerely listen to any suggestion and comment; we are looking forward to meeting you next time.

Conference Chair
Prof. Hui-Wen Vivian Tang
Ming Chuan University, Taiwan

Conference Venue

Ming Chuan Hotel

（铭传会馆）

http://jihe.mcu.edu.tw/en/node/347
Add: 130 Ji-He Rd. Taipei, Taiwan
T: 02 2882-4564 ext 8088, 7000, 7001
Email: hotel@eta.mcu.edu.tw

Ming Chuan Hotel is located on Jihe Rd. adjacent to Jiantan MRT and Shilin night maket. its convenient location allows you to access most of the sightseeing spots in Taipei by MRT or buses.

The MC Jihe Hotel is located on the 7th and 8th Floor of Jihe Complex, the heart of Taipei city, Ming Chuan Hotel is conveniently accessible from the Yangmingshan and Jiantan MRT station exit 1, which lies on the MRT Danshui line. Centrally located within Shihin's busy financial, business, cultural, and shopping districts, at the Hotel's doorstep is access to a multitude of buses, which provide easy access to all of Taipei's hot spots and tourist attractions including art museums, bustling night markets, and more. So regardless if you are here for sightseeing, business, or pleasure, you can conveniently experience all that Taipei has to offer.

There are 44 guest rooms: Western-style Presidential Suite, Chinese-style Royal Suite, Classical Japanese-style Suite, two Family Suites, 15 Deluxe Suites, and 24 Superior Twin Rooms. Other facilities include a Business Center, Fitness Room, and Dining Area.

How to get there?

1. Taoyuan International Airport

It is recommended that you take public transportation to reach the Hotel. There are several buses that are in service from 5:00AM to 8:30PM. Shuttles and buses with a stop at Minquan West Road MRT station to Taoyuan International Airport.

2. High Speed Rail (HSR)

Take the High Speed Rail to the Taipei Station; transfer to the Metropolitan Rapid Transit(MRT) and take the red line towards Danshui, exit at Jiantan station, exit 1. Walk to Ji-He Road and contin straight to Ji-He Road. Walk a total of approximately 5 minutes, the Hotel will be on your left.

3. Bus Information
Buses: 529, 41, Red-9, 620, Red-30, 290, 303; exit at the Ming Chuan U. Jihe Campus bus stop, walk approximately 2 minutes to reach the hotel.

4. Metropolitan Rapid Transit (MRT)
Take the red Danshui line, exit at Jiantan station, exit number 1. Walk to Ji-He Road and continue straight to Ji-He Road. Walk a total of approximately 5 minutes, the Hotel will be on your left.

5. Parking
The hotel provides parking services. Guests are also welcome to park in the B3 parking garage.

INSTRUCTIONS FOR PRESENTER

◆ On-Site Registration

1) Your paper ID is required for the registration.

2) Conference Materials Collection.

3) *Certificate of Listener can be collected at the registration counter.

4) *Certificate of Presentation can be collected from the session chair at the end of each session.

5) You can register on July 22 whole day and July 23 morning at the registration counter.

6) The organizer won't provide accommodation, and we suggest you make an early reservation.

◆ Oral Presentations

1) Devices Provided by the Conference Organizer: Laptops (with MS-Office & Adobe Reader) Projectors & Screens

2) Laser Sticks

3) Materials Prepared by the Presenter

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

5) Duration of each Presentation

6) Keynote Speech: 40 Minutes of Presentation, including Q&A

7) Author Presentation: 15 Minutes of Presentation, including Q&A

◆ Poster Presentation

1) Materials Provided by the Conference Organizer: The place to put poster

2) Materials Provided by the Presenter: Home-made Posters

3) Maximum poster size is A1

4) Load Capacity: Holds up to 0.5 kg

◆ Best Presentation Award

1) One Best Oral Presentation will be selected from each presentation session, and the Certificate for Best

2) Oral Presentation will be awarded at the end of each session on July 23, 2019.

◆ Dress Code

Please wear formal clothes or national representative clothing.

◆ Important Note

The author is requested to attend the meeting on time and stay at the meeting place throughout the whole conference so as not to miss important matters.

INTRODUCTIONS FOR PUBLICATIONS

All accepted papers for the Taipei conferences will be published in the journal or proceeding below.

✦ 2019 3rd International Conference on E-Society, E-Education and E-Technology (ICSET 2019)

Accepted papers will be published in the International Conference Proceedings Series by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by EI Compendex and Scopus and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-7230-5

ICSET 2017 Conference Proceedings ✦ ISBN: 978-1-4503-5376-2 ✦ ACM Conference Proceedings ✦ Indexed by: EI Compendex, Scopus

ICSET 2018 Conference Proceedings ✦ ISBN: 978-1-4503-6528-4 ✦ ACM Conference Proceedings ✦ Indexed by: EI Compendex, Scopus

✦ 2019 5th International Conference on Culture, Languages and Literature (ICCLL 2019)

International Journal of Culture and History (IJCH)
ISSN: 2382-6177
DOI: 10.18178/ijch
Indexing: Google Scholar, doi System, Crossref, ProQuest.

INTRODUCTIONS FOR KEYNOTE SPEAKERS

Prof. Rong Zhang
Nishinippon institute of Technology, Japan

Rong Zhang is currently a professor at Faculty of Design, Nishinippon Institute of Technology, Japan. She holds a master degree in education from University of Teacher Education Fukuoka, and a doctor degree in educational engineering from Waseda University, Japan. Rong Zhang has been teaching both English and Chinese for more than twenty years in about ten universities. Her research field includes intercultural communication, foreign language acquisition and e-learning. She has been focusing on the various social issues in Japan and made suggestions from the perspective of globalization and development.

Speech Title: *Enhancement of Intercultural Communication Education ---- Determinants of Globalization and Growth Prospects in Japan*

Abstract: Due to the rapid decline in the birthrate, Japan has become one of the most aged society in the world. Its economic situation has been significantly affected by this demographic change. In order to sustain economic dynamics and boost domestic growth, Japan has rectified its immigration policy and started to accept more foreign travelers and migrant workers. Japan has eased its visa restrictions for tourists from China, India and other Asian countries in recent years. This visa alleviation allowed more than 31.19 million travelers to enter Japan in 2018 and generated $40 billion revenue for its national economy. Furthermore, Japan revised its Immigration Control Law in April 2019 and started to issue working visas to those who are involved in low-skilled work. Unable to staff positions from the domestic labor force, many companies have turned to the foreign labor market to fill the gap of labor shortage. The government hopes to attract more than 345,000 foreign laborers to nursing, shipbuilding, lodging as well as construction and agricultural industries in the coming 5 years.

The number of foreigners within its border is experiencing sharp increase. However, since Japan boasts of its own tradition and places high priority on its cultural identity, it remains questionable whether it is well-prepared as a hosting country for this large-scale population flow. Japan has opened its door to foreign tourists and migrant workers, but still shows strong resistance towards foreign cultures. Intercultural communication education should be enhanced to strengthen the residents' intercultural awareness, and improve their intercultural communication competence as well. More efforts are needed to embrace diversity if Japan wants to find solutions to its social problems by accepting more foreign travelers and migrant workers.

Prof. Donald Chang
Metropolitan State University of Denver, USA

Dr. Donald Chang received his MBA and Ph.D. in marketing from University of Missouri-Columbia, BBA from National Chengchi University, Taiwan. He has taught at several universities in the United States and Taiwan, including University of Missouri, University of Wisconsin, National Chengchi University, Tunghai University, Fengchia University, Loyola University, University of Maryland, and currently a senior full professor at the Metropolitan State University of Denver, Colorado, USA. He has also been a visiting professor and guest lecturer to universities in Russia, India, Taiwan, among others as well as a Fulbright Scholar. He has published in top marketing and business journals, such as JAMS, International Marketing Review, Psychology & Marketing, Journal of Services Marketing, Supply Chain Management: An International Journal, among many others. One of his recent co-authored paper was awarded the journal paper of the year by the International Journal of Business & Economics.

Professor Chang has been involved in e-education since late 1990s when online education started to emerge and appear in higher education landscape. As one of the first faculty members to embrace the internet technology, he foresaw the inevitability of the deployment of online platform in higher education. Through early engagement in the early discussion on the pitfalls and opportunities of e-education, he helped build robust online curriculum with the goal of achieving high quality education through internet technological means. Dr. Chang has been on a number of e-education task force and committees on e-education policy, quality assurance, online program assessment, online platform reviews, among others. He has shared his experience in e-education by giving workshops and speeches at a number of universities, as well as mentoring other faculty members and providing constructive peer reviews. In practice, he has offered various online marketing courses at the graduate and undergraduate levels at the University of Maryland and Metropolitan State University of Denver with outstanding track records.

Speech Title: *An Update on e-Education in the U.S. Higher Education Landscape: 1990s to Present*

Abstract: The rapid advancement and deployment of digital technologies has facilitated numerous innovations in digital classroom experience and instructional design that empower higher education institutions to meet with the challenges faced by today's learners. Since late 1990s, the buildup of the vast computing and communication power, particularly in data warehousing, adaptive learning, instant interactivity, and artificial intelligence, has transformed the way we educate and share knowledge with others. Trendsetting developments in big data applications have massive implications for higher education institutions to rethink and to remake the learner experience. This study examines the multiple ways that digital technology evolution has fundamentally changed the U.S. higher education landscape using actual case studies from a number of U.S. universities that have played the leading roles in tapping into the fast-growing field of e-Education. These examples offer objective measures to university educators and officials with the real-world implications and applications.

Prof. Hui-Wen Vivian Tang
Ming Chuan University, Taiwan

Hui-Wen Vivian Tang Professor of the Teacher Education Center of Ming Chuan University, Taiwan. In 2007, she received an Ed.D degree from the educational leadership program of Texas A & M University, Kingsville, Texas, USA. Her current research focuses on leadership development, emotional intelligence, cross-cultural studies, multiple criteria decision making and teacher education. She is currently the Chair of Teacher Education Center of Ming Chuan University, a lifelong member of the Emotional Intelligence Training and Research Institute (EITRI) organized by a collegial association located in Corpus Christi, Texas, USA, and formerly the chief editor of "Journal of Applied English". Prof. Tang's recent publications include "Forecasting performance of Grey Prediction for education expenditure and school enrollment" published in 2012 by Economics of Education Review (SSCI), "On the fit and forecasting performance of grey prediction models for China's labor formation" published in 2013 by Mathematical and Computer Modelling (SCI), "Constructing a competence model for international professionals in the MICE industry: An analytic hierarchy process approach" in 2014 by Journal of Hospitality, Leisure, Sport & Tourism Education (SSCI), "Developing a short-form measure of personal excellence for use among university students in Taiwan" in 2015 by Total Quality Management & Business Excellence (SSCI) and "Critical factors for implementing a programme for international MICE professionals: A hybrid MCDM model combining DEMATEL and ANP" in 2016 by Current Issues in Tourism (SSCI).

Speech Title: *Conceptualizing Organizational Climate of Schools*
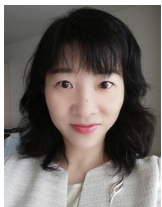
Abstract: Enlightened by earlier efforts done by industrial and organizational psychology, organizational climate of schools has been undergone intense research for over five decades, with many early efforts of its kinds generalized a growing body of research studies on the conceptualizing specific domains and components that make up school climate constructs for detecting the impacts of school climate on a variety of academic, behavioral, and socio-emotional outcomes, such as safety, healthy relationships, engaged learning and teaching, school improvement efforts, and so on. The current study aimed to make a generic review of pioneering and promising new perspectives on defining the nature and enduring quality of organizational climate of schools. Conclusions drawn from this line of research also claimed that profound linkages do exist between positive school climate and a wide range of sustainable school development and improved student outcomes. Future studies may be carried on to investigate the perceived goodness of the psychosocial subsystems of schools and their integrated effects on enhancing organization behaviors and the health of their members.

CONFERENCE TIME SCHEDULE

Day 1(August 15): Registration Only

J312 (3rd Floor)	10:00-17:00	Registration & Conference materials collection

Day 2(August 16): Conference

J316 **(3rd Floor)**	09:10-09:15		Opening Remarks **Prof. Hui-Wen Vivian Tang** **Ming Chuan University, Taiwan**
	09:15-10:00		Keynote Speech 1 **Prof. Rong Zhang** **Nishinippon institute of Technology, Japan** Speech Title: *Enhancement of Intercultural Communication Education ---- Determinants of Globalization and Growth Prospects in Japan*
	10:00-10:20	Coffee Break & Photo Session	
	10:20-11:05		Keynote Speech 2 **Prof. Donald Chang** **Metropolitan State University of Denver, USA** Speech Title: *An Update on e-Education in the U.S. Higher Education Landscape: 1990s to Present*
	11:05-11:50		Keynote Speech 3 **Prof. Hui-Wen Vivian Tang** **Ming Chuan University, Taiwan** Speech Title*: Conceptualizing Organizational Climate of Schools*
Dining Hall **(8th Floor)**	11:50-13:00	**Lunch**	
J317 **(3rd Floor)**	13:00-15:15	**Session 1** Theme: Education and Computer Technology Session Chair: **Asst. Prof. Sherman Lee** Hong Kong Shue Yan University, Hong Kong	

J312 **(3rd Floor)**	13:00-15:15	**Session 2** Theme: Teaching and Educational Research Session Chair: **Asst. Prof. Wariya Lamlert** The National Institute of Development Administration, Thailand
J316 **(3rd Floor)**	13:00-17:00	**Session 3** Theme: Electronic Commerce and Digital Economy Session Chair: **Assoc. Prof. Hao-Wei Yang & Assoc. Prof. Yi-Ling Lee** Chaoyang University of Technology, Taiwan
3rd Floor	15:00-15:45	**Coffee Break**
J317 **(3rd Floor)**	15:30-18:30	**Session 4** Theme: Linguistics and Culture Session Chair: **Prof. Dagmar H.A. Reichardt** Latvian Academy of Culture, Germany
J312 **(3rd Floor)**	15:30-18:15	**Session 5** Theme: Literature and Language Teaching Session Chair: **Assoc. Prof. Yu-chih Wang** Shih Hsin University, Taiwan
Dining Hall **(8th Floor)**	18:30-20:00	**Dinner Banquet**

AUTHORS' PRESENTATIONS REVIEW

Session 1: Education and Computer Technology   17-20
Time: 13:00-15:15
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AU0041-A 13:00-13:15	Making a Difference: Promoting Intercultural Awareness and Competence through an EMI General Education Course ***Sherman Lee***
AU1022-A 13:15-13:30	English for Academic Purposes (EAP) Teaching and Implications on Course Design ***Noble Lo***
AU2007 13:30-13:45	The Analysis of Primary School Pupils' Science Conceptual Understanding by Using Edmodo As Online- Based Learning ***Dewi Renita Sari***
AU2026 13:45-14:00	Mining the Patterns of Graduate Students' Self-regulated Learning Behaviors in a Negotiated Online Academic Reading Assessment ***Hercy Nien-Heng Cheng***
AU2045 14:00-14:15	The Impacts of Emerging Technologies and Education to Creative Industry and Inspired Economies ***Haishang Wu***
AU3020 14:15-14:30	Microelectromechanical Noise Filtering for Commercial Grade Navigation System Using Extended Kalman Filter ***Ralph Victor Antonio C. Gonzalvo***
AU2030-A 14:30-14:45	Automatic Cloud Class Schedule System ***Tsai Yi-Lin***
AU2008-A 14:45-15:00	Modified Baptista Symmetric Chaotic Cryptosystem Using Crossover Techniques Idea ***Muhamad Azlan Bin Daud***
AU3011 15:00-15:15	Spoc-based Flipped Classroom Teaching Mode the Effectiveness of the Application of the "Human Resource Management" Course ***Chih- Hung Chou***

Session 2: Teaching and Educational Research   21-24
Time: 13:00-15:15
Conference Room: J312

AU2027 13:00-13:15	Problems of Patentibility and Inventoship for Inventions Created by Artificial Intelligence ***Wariya Lamlert***
AU3006 13:15-13:30	Implementation of the Reciprocal Teaching Approach in an English Listening Course ***Lu-Fang Lin***
AU3018-A 13:30-13:45	The Impact of Perceived Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Relationship Continuity and Doctrine of Mean ***Joseph Lok Man Lee***
AU2010-A 13:45-14:00	Reinstatement Support from School Truancy of Elementary School and Junior High School Students - Development of Learning Habits - ***Rina Dakeshita***

AU2025 14:00-14:15	Bridging Distances with Life Reviews: A Study on Intergenerational Learning in the History Alive Program **Chun-ju Chang**
AU2036 14:15-14:30	Improvement of the Learning Process and Skills of Writing Poetry through the Model Think Talk Write **Sumayyah**
AU3017 14:30-14:45	The Influence of Problem-Based Learning on University Students' Chinese Writing Ability by Applying Substance-Field analysis Method **Chih-Hung Chou**
AU3015 14:45-15:00	Learning Simalungun's Traditional Music for Senior High School in Indonesia: Rhythm Pattern of Gonrang Sipitu-Pitu **Rosenta Girsang**
AU0006 15:00-15:15	An Analysis of Conjunctions as Cohesive Devices in High School Students' English Writing **Yingle Li**

Session 3: Electronic Commerce and Digital Economy   *25-30*
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Conference Room: J316

AU2017 13:00-13:15	The Utility of Social Media as Information platforms for Public Food Safety Assurance – the Perspectives of Users **Yi-Ling Lee**
AU2011 13:15-13:30	Is Politeness Correlated to Shoppers' Satisfaction with Online Merchants? **I-Ching Chen**
AU3008 13:30-13:45	Research on the Service Quality, Customer Satisfaction, Customer Loyalty in the Cosmetics Industry- Taking LANEIGE as an Example **Yi-Ying Chen**
AU2018 13:45-14:00	The Application of Assets to Life Cycle and Sustainable Management **Yu-Fan Chen**
AU2001 14:00-14:15	Development of Web-based Application for Forming an Optimized Group of buyers by Genetic Algorithm **Anon Sukstrienwong**
AU2024 14:15-14:30	Enterprise Innovation Marketing and Counseling Diagnosis-Taking Kinmen Royal Liquor as Example **Chunh-Hong Kuo**
AU2032 14:30-14:45	Dynamic Smart Retailing Innovation from an Evolutionary Perspective **Keng-Hua Chuang**
AU2003 14:45-15:00	Wearable Ground Plane Hazards Detection and Recognition System for the Visually Impaired **Lau Bee Theng**
AU2035 15:15-15:30	Knowledge Interdependence for Sustaining Smart Retailing Innovation Ecosystem? **Bing-Lun Tsai**
AU2042 15:30-15:45	The Impact of Online Branding and E-Service Quality on Fan Trust and Loyalty: A Case of Thai Soccer Club **Ploy Sud-on**
AU2037 15:45-16:00	How Smart is Retailing? **Ang-Lu Lin**

AU2006 16:00-16:15	The Factors Affecting Internet Financial Reporting Application in Indonesian Listed Manufacturing Company ***Sasya Sabrina***	
AU3005 16:15-16:30	GM(1,N) Analysis of the Influence of E-service Quality on Customer Satisfaction of Mongolian E-commerce ***Kuei-Chien Chiu***	
AU2039 16:30-16:45	Analysis of the linkage between China's exchange rate and stock price index - Based on Wavelet Analysis ***Hsin Pei Hsueh***	
AU2015 16:45-17:00	Blockchain Technology: Enhancing Appropriate Patent Application ***Pattaraporn Yenbutra***	

Session 4: Linguistics and Culture   *31-35*
Time: 15:30-18:30
Conference Room: J317

AU0037 15:30-15:45	The Nonverbal Language of Italian Fashion ***Dagmar H.A. Reichardt***
AU0035 15:45-16:00	The Study on Thematic Progression Patterns in Economic Journalistic Texts from China Daily ***Xiangyun Zhang***
AU0012-A 16:00-16:15	An Intonational Analysis of the Word in the Speech Discourse from the Perspective of Relevance Theory ***Yunjie Huang***
AU0024 16:15-16:30	Cognitive Inferences in Social Media Advertising A Case Study of Advertisings on Sina Weibo and Facebook ***Xiaohong Zhang***
AU0031-A 16:30-16:45	Publication in Language and Linguistics: Opportunities and Challenges ***Ali H. Al-Hoorie***
AU0011 16:45-17:00	A Case Study on Positive Function of Intentional Ambiguity in English ***Ying Liu***
AU1003-A 17:00-17:15	The Impacts of Society Traditions on the Architecture ***Abdullah M. Al Nafeesi***
AU0015 17:15-17:30	A Corpus-based Comparative Analysis of Cohesive Devices in Two English Translations of The Analects of Confucius ***Yuqiu Hou***
AU3001-A 17:30-17:45	Strategy for the Future of Tourism Architecture ***Abdullah. M. Alnafeesi***
AU1001 17:45-18:00	A Cross-cultural Analysis of Chinese Traditional Culture and Western Culture Elements of the Movie of Guasha Treatment ***Dou Chen***
AU2041 18:00-18:15	Effects of Visitors' Novelty Seeking and Flow Experiences on Place Attachments in Taiwan's Night Markets ***De-Yen Liu***
AU0021 18:15-18:30	Language and Power: A Critical Discourse Analysis of the Political Speech ***Tianqi Li***

Session 5: Literature and Language Teaching
Time: 15:30-18:15
Conference Room: J312

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AU3019-A 15:30-15:45	A Hierarchical Taxonomy of Business English High-frequency Vocabulary in Quantitative Easing Articles **Yu-chih Wang**
AU0019-A 15:45-16:00	Time for Tea: An Exploration of Postcolonial and Chinese Diaspora Identities in Chuah Guat Eng's Echoes of Silence. **Cheng Fai Goh**
AU0025 16:00-16:15	Revolution, Love and Discourse: On Yan Lianke's 'Hard as Water' **Yifan Cao**
AU0036 16:15-16:30	Interpretation of the Heroine in Letter from an Unknown Woman with Freud's Psychoanalytic Theories **Siyu Wang**
AU1021-A 16:30-16:45	The Sun as a Motif in Titles in Modern Arabic Literature **Mohammad Hamad**
AU0005 16:45-17:00	Analysis of the Thematic Progression of English Prose Youth **Wang Qingwei**
AU0038-A 17:00-17:15	From boardroom to classroom: Interactional competence in a meeting assessment task **Priscilla Shak**
AU0022 17:15-17:30	The Cognitive Semantics of Particle "out" and its Phrasal Verbs **Li Fan**
AU2014-A 17:30-17:45	Travel English 2.0: The Affordances and Challenges of the Mobile Application (Google Maps) on Taiwanese Adult Learners' English Reading and Writing Abilities **Hsin-Jung Li**
AU1018 17:45-18:00	The Study on Chinese Character Acquisition Errors of Foreign Students **Junhua Gan**
AU1009-A 18:00-18:15	Negation Formation without NegP. Evidence from Negation in Standard Arabic **Nasser Alhorais**

AUTHORS' PRESENTATIONS (AUG. 16, 2019)

Session 1
Time: 13:00-15:15
Conference Room: J317
Theme: Education and Computer Technology
Session Chair: Asst. Prof. Sherman Lee
Affiliation: Hong Kong Shue Yan University, Hong Kong

AU0041-A 13:00-13:15	Making a Difference: Promoting Intercultural Awareness and Competence through an EMI General Education Course Sherman Lee **Presenter:** Sherman Lee Hong Kong Shue Yan University, Hong Kong Abstract: An essential attribute that today's graduates need for both personal and professional success is intercultural communicative competence. This is variously defined as the ability to effectively engage and interact with others from different countries and cultures, based on one's linguistic and intercultural knowledge, skills and attitudes, in addition to the ability to think and act critically, and negotiate the complexities of today's world (e.g. Byram & Wagner, 2018). Higher education institutions play an important role in fostering this sense of intercultural awareness and understanding among their students, and to help them become "intercultural citizens" (Byram, 2008). One way of doing so is by incorporating intercultural learning into the curriculum, such as through general education (GE) programmes, which have become an integral part of the undergraduate learning experience. This paper aims to explain the motivations and challenges behind the design of a new English-medium-instructed GE course on intercultural communication (ICC) offered to Chinese undergraduates at a liberal arts university in Hong Kong, as well as describe and evaluate key teaching, learning and assessment activities from the syllabus. Drawing on Gudykunst et al's (1991) formative paper which details the major issues that instructors must encounter when designing and delivering an ICC course, I consider among other concerns, the relevance of the participant identities in the classroom, including my own, as well as my personal and professional background, and teaching style. English was adopted as the medium of instruction, as it is the lingua franca used in cross-cultural interactions involving non-Chinese participants in this multilingual city. It is learned as a second language by local Chinese students from kindergarten through to tertiary level. However, linguistic competence is not equated with communicative competence, nor does it by itself lead to intercultural competence. The English-medium GE course thus aims to provide students with ample opportunities to practise their linguistic skills while exposing them to intercultural themes that emphasise the intricate relationship between language, culture and identity, including sensitive issues such as prejudice and racism. While it is difficult to measure precisely how much intercultural learning students on the course were able to attain, student outcomes as reflected in their group projects, individual assignments and course-end self-reflections showed that the majority benefited immensely from taking the course, with many reporting that the course made a difference in helping them to become more interculturally aware and competent.
AU1022-A 13:15-13:30	English for Academic Purposes (EAP) Teaching and Implications on Course Design Noble Lo **Presenter:** Noble Lo The Hong Kong Polytechnic University, Hong Kong

Abstract: One major problem raised by college students who read for English for Academic Purposes (EAP) courses is that the course per se may be too general and not related to their own disciplines. It is compulsory for all college students to complete a credit-bearing EAP course before they graduate. However, many universities in Hong Kong merely offer an EAP course which covers generic academic writing skills in English. It is crucial to develop different tailor-made EAP courses for their corresponding majors in order to motivate and benefit their studies. This paper will examine the key factors when planning an EAP course for business students, which include self-directed Learning development, materials and assignments, lesson diversity and fair assessment.

As a matter of fact, learning strategies, learner training and learner development continue to be a focus of interest in the recent literature on autonomy (Evans 2002; Evans Nachi 2003; Gao 2003; Jiménez Raya & Lamb 2003; Mizuki 2003; Huang 2006; Mozzon-McPherson & Dantec 2006; Lo & Mok 2019). According to Graves, it is a continuing or developing process that investigates "what the learners know, and can do, and what they need to learn or do" (1997: 12). Therefore, the design of course outlines and teaching materials should be based on their language proficiency, personal lives and academic background. Moreover, communication and IT broaden the range of tasks with online resources (Skehan 2003; Stone & Wilson-Duffy 2009), boost the motivation for task implementation (Sadler 2009; González-Lloret 2003), and promote student ownership of and agency in the tasks (Kern 2006; Kern, Ware, & Warschauer 2004; Reinders & White 2010). As Sadler (2009: 807) suggests, fair assessment includes the notion of "grade integrity", reflecting the degree to which scores correspond to the quality, breadth and depth of students' academic achievement. Results are generated from primary research, my own experience as well as collection of secondary data. This paper will also draw upon examples of different curricula for evaluation.

AU2007 13:30-13:45	The Analysis of Primary School Pupils' Science Conceptual Understanding by Using Edmodo As Online- Based Learning Dewi Renita Sari, Hertien K Surtikanti and Shofiyatun Nurlaili **Presenter:** Dewi Renita Sari Indonesia University of Education, Indonesia Abstract: Edmodo is a free online learning application that can be applied by teachers to create and manage classroom. The purpose of this study is to analyze primary school pupils' science conceptual understanding by using Edmodo as online-based learning. This study used descriptive qualitative method. Tests and interviews were used as data collection techniques. Tests were used to collect data related to pupils' science conceptual understanding, while interviews were conducted to gain supporting data. The results showed that primary school pupils have mastered the concept about negative impacts of human activities that could affect water quality, however pupils have low understanding about how to reduce the negative impacts of human activities that affect water quality. Based on the study result, the researchers concluded that Edmodo as online-based learning help teachers to analyze primary school pupils' conceptual understanding of science fast and accurately.
AU2026 13:45-14:00	Mining the Patterns of Graduate Students' Self-regulated Learning Behaviors in a Negotiated Online Academic Reading Assessment Xiaotong Zhang and Hercy N.H. Cheng **Presenter:** Hercy Nien-Heng Cheng Central China Normal University, China Abstract: Academic reading can help graduate students improve their academic ability. However, in the process of reading a paper, graduate students often have problems of grasping the key points, recognizing the structure of the article and realizing the relationship between the paragraphs, and thus cannot effectively and efficiently understand the content

	of the paper. Online reading assessments can test students' reading ability, while the results of tests as a feedback can help students reflect on their own ability, realize their weaknesses, and then take actions to improve their ability. These behaviors form the basis of self-regulated learning ability. Students with high self-regulated learning ability can effectively supervise and regulate their learning activities, while students with low self-regulated learning ability are not. In this paper, a negotiated online reading assessment system is developed to provide students with the function of self-assessment and reflection. For designing the system, the authors use the concept of a negotiated learner model, so that students may negotiate with the system and try to reach an agreement. Besides, the system may help students further reflect themselves, recognize their abilities, and improve the accuracy of the learner model. In order to explore the differences in students' learning behaviors in such a system, the authors used the hidden Markov Model to construct the behavioral model of students' self-regulated learning ability. Furthermore, the authors differentiated the negotiation behaviors of students with high and low self-regulated learning ability in the reading assessment system. The results showed that the students in the high and low self-regulated learning ability groups shared the behaviors of peer comparison and retesting. The high self-regulated learning group tended to transit among retesting, peer comparison, test reflection, and self-assessment. The students in the low self-regulated learning group tended to transit among retesting, peer comparison, viewing grades, and self-reflection. The results indicated that the students tended to re-test to negotiate with the system, and that the students in the high self-regulated learning group may reflect on learning through negotiation and further plan their learning strategies.
AU2045 14:00-14:15	The Impacts of Emerging Technologies and Education to Creative Industry and Inspired Economies Haishang Wu and Raymond Wu **Presenter:** Haishang Wu Waseda University, Japan Abstract: It has been decades that creative industry produced significant values and boosted nation-identity. Through globalization of education and emerging technologies, culture can be economized by creative industry to develop prosperity. From non-economic perspectives; creative industry augments global exposure, and ameliorates international relation. In order to promote the globalization of creative industry, an approach was proposed to align education and technologies into a transformation platform, to intensify education and training and establish a common model of global collaboration.
AU3020 14:15-14:30	Microelectromechanical Noise Filtering for Commercial Grade Navigation System Using Extended Kalman Filter Stephanie Nicole M. Cristobal, Ralph Victor Antonio C. Gonzalvo, Dominic Dei O. Jabillo and Mary Jane C. Samonte **Presenter:** Ralph Victor Antonio C. Gonzalvo Mapúa University, Philippines Abstract: Noise is a major issue in signal processing as it limits the performance of the device and it is an issue in signal processing devices still face today. This research aims to eliminate sensor noise of a 3D tracking engine for mobile devices that utilize the gyro sensors and accelerometers. The study determined the weight of each variable on a noise filter tailored 3D inertial navigation system and measured the accuracy of Inertial Measurement Units (IMU) data. A comparison was made with base Kalman Filter and Extended Kalman Filter to find out which among these filters are more useful for 3D Inertial Navigation Systems (INS) Microelectromechanical Systems (MEMS) IMU's. The results showed the most significant variables that affect the removal of sensor noise.

AU2030-A 14:30-14:45	Automatic Cloud Class Schedule System Tsai Yi-Lin and Lin Yi-Nan **Presenter:** Tsai Yi-Lin Ming Chi University of Technology, Taiwan Abstract: The scheduling system is widely used, for example, the school schedules for each semester, the company's shipping form, or the delivery of TV programs. This system takes Ming Chi University of Science and Technology as an example. The conditions to be considered include teaching subjects, instructors, classrooms, class and classroom equipment, etc., integrating the above conditions and needs, and discussing with senior class administrators. The content of the course arrangement, through the computer computing design algorithm and the use of Petri net system verification to complete a set of high-reliability customized scheduling system, to assist the school's teaching administrators to use each class during the semester to improve the efficiency of manpower scheduling.
AU2008-A 14:45-15:00	Modified Baptista Symmetric Chaotic Cryptosystem Using Crossover Techniques Idea Muhamad Azlan Bin Daud, Asbullah Muhamad Asyraf and Abdul Rasit Mohamad Rafley **Presenter:** Muhamad Azlan Bin Daud Universiti Malaysia Sabah, Malaysia Abstract: A chaos-based, cryptography system that uses the ergodicity property of the simple lowdimensional and chaotic logistic equation was proposed by M.S Baptista in 1998. In the cryptography system, each "letter" has a particular site in the interval (0, 1). However, previous studies have shown that the cryptosystem is predictable and vulnerable to attacks and in fact it is has been discussed widely. Besides that, the non-uniform distribution of cipher texts and succumbing to the one-time pad attack (which is a type of chosen plaintext attack) are among the weaknesses of the cryptosystem. Therefore, the objective of this study is to modify the Baptista's chaotic scheme that has been proposed previously. In order to avoid the cryptosystem succumbed to the one-pad attack, the crossover techniques was employed.
AU3011 15:00-15:15	Spoc-based Flipped Classroom Teaching Mode the Effectiveness of the Application of the "Human Resource Management" Course Ning Xu, Sheng-Chieh Chou, Chih- Hung Chou, Ching-Te Lin and Tsui-Feng Huang **Presenter:** Chih- Hung Chou Chaoyang University of Technology, Taiwan Abstract: This research is based on the teaching unit of the "Employee Recruitment" in the "Human Resource Management" course supported by the digital teaching platform. Using SPOC online teaching combined with the practice of flipping classroom teaching mode to evaluate and reflect on teaching effectiveness, through four semesters and four professional departments, the teaching of more than 700 students, Through the implementation of this teaching model, from the questionnaire analysis of teaching satisfaction, it is found that it is enough to promote teacher-led, student-centered teaching and learning. At the same time, it can strength the application function of digital teaching platform, and enhance the learning interaction between teachers and students. In order to improve the quality of teaching and solve the lack of online teaching, this article is expected to provide reference for the majority of educators.

Session 2
Time: 13:00-15:15
Conference Room: J312
Theme: Teaching and Educational Research
Session Chair: Asst. Prof. Wariya Lamlert
Affiliation: The National Institute of Development Administration, Thailand

AU2027 13:00-13:15	Problems of Patentibility and Inventorship for Inventions Created by Artificial Intelligence Wariya Lamlert **Presenter:** Wariya Lamlert The National Institute of Development Administration, Thailand Abstract: This study examines the expected interference of artificial intelligence (AI), which challenges the fundamental legal standards used in two principal aspects to protect the patent law: first, if any modification is required to promote the AI innovation under the current patent subject eligibility standard; and, second, if the inventions created by the AI must be patentable are crucial in order to patent issues of imminent disorder and merit discussion. The research also reviews the legal question of whether AI inventions can be properly protected without human intervention under the current patent scheme. To explore the discussion, the research starts with the methodology of "doctrinal" or "black letter law". The study is also based on a comparative method to examine, where appropriate, the patentability and the problems of inventorship on the invention generated by the AI. The feasible recommendation is therefore that the patent system must find ways to help achieve its primary goals. This means that the definition of the individual, inventor and individual specified in patent law needs to be reviewed to ensure a valued identification of patentability and of an inventorship in the rapid development of the technology.
AU3006 13:15-13:30	Implementation of the Reciprocal Teaching Approach in an English Listening Course Lu-Fang Lin **Presenter:** Lu-Fang Lin National Taiwan Ocean University, Taiwan Abstract: This study presents a peer-interaction listening curriculum integrated with a social network tool, and further examines its effects on the participants' listening comprehension ability. A comparison of two instructional treatments was conducted. Two classes of undergraduate university students were randomly assigned to the experimental and control treatment conditions. The experimental group was taught with an English listening curriculum based on the reciprocal teaching (RT) approach, whereas the control group did not use this approach. The participants in the RT treatment were divided into small groups, and a group of participants collaboratively took turns to report their written responses according to the four strategies. The non-RT group was instructed using the teacher-centered lecture method. The two groups completed listening comprehension pre- and post-tests, and follow-up tests. The statistical results show that the RT group achieved significantly higher mean scores on a follow-up test than the non-RT group. Instructional recommendations for a web-based RT English listening course are presented.
AU3018-A 13:30-13:45	The Impact of Perceived Justice on Post-recovery Satisfaction in Higher Education: The Moderating Effects of Relationship Continuity and Doctrine of Mean Joseph Lok-Man Lee **Presenter:** Joseph Lok Man Lee The Hong Kong Polytechnic University, Hong Kong Abstract: There is a paucity of research that has attempted to study the role of Chinese traditional culture in the service recovery context in recent years for higher education

	institutions. To fill the research gap, the current study attempts to provide new insights regarding the impact of relationship continuity and doctrine of mean on student reactions with different study majors to service recovery. It examines the moderating impact of the Chinese cultural variables in the perceived recovery justice - post-recovery satisfaction link in the higher educational service domain. A scenario and a field survey study will be conducted with over 600 self-finance students by using the partial least square of structural equation modelling.
AU2010-A 13:45-14:00	Reinstatement Support from School Truancy of Elementary School and Junior High School Students - Development of Learning Habits - Hitoshi Sasaki and Rina Dakeshita **Presenter:** Rina Dakeshita Takushoku University, Japan Abstract: Nowadays, there are many problems with school sites such as bullying and school refusal in Japan. According to a survey by the Ministry of Education, Culture, Sports, Science, and Technology Japan, the number of school truancy students in 2017 exceeds 140,000. This number is the largest ever. This result means that about 5.4 per 1,000 students in elementary school and about 32.5 in secondary school are not attending school. In the public and private sectors, various efforts are being made to help such children and students return to school. However, there are far from easy to resolve this situation. "TAKAOSAN School" is a set of specially designed public elementary and secondary schools for truancy students. In this school, teachers are helping students to reinstate to general primary and secondary schools. For some students who have not studied for a long time, learning support is very important. Students who are not familiar with the basic learning habits may find it difficult to be seated during class, though. In order to improve academic ability, teachers must first solve this problem. In this presentation, we describe a learning support tool that aims to help students acquire basic learning habits. It recognizes and analyzes a student's posture in real time. A student feels like playing a game where the score increases by concentrating time. On the other hand, it informs a teacher about the situation if a student is focused on learning and decides whether to encourage to take care.
AU2025 14:00-14:15	Bridging Distances with Life Reviews: A Study on Intergenerational Learning in the History Alive Program Chun-ju Chang, Chih-Yuan Lin and Kuei-Chien Chiu **Presenter:** Chun-ju Chang Chaoyang University of Technology, Taiwan Abstract: This study employed six senior citizens from the Chaoyang Changching Day Care Center, 53 first-year students from the Chaoyang University Department of Business Administration Class A taking the Corporate Social Responsibility and Service Learning course, and 6 fourth-year student volunteers from the Department of Golden-Ager Industry Management as research targets. The study discusses the physical, psychological, and spiritual benefits of the History Alive program for senior citizens and the changes between the relationship of senior citizens and college students after their interactions and mutual learning process. The History Alive program mainly consists of two parts. During the first 8 weeks, the senior citizens told their stories. In the following 5 weeks, they shared life reviews with students in the courses. This study adopted qualitative and quantitative research methods to collect data and conduct analysis on recordings of course activity observations, the activity feedback of college students, and the researchers' reflection. Study results revealed that the History Alive program improved the physical, psychological, and spiritual aspects of senior citizens and promoted intergenerational interaction, understanding, communication, and learning. Most importantly, the History

	Alive program changed the stereotypical image that college students had of senior citizens. It is suggested that technology assistance, such as webpages, website presentations, videotapes, reports, etc. can be stored on the Internet in the future, which helps circulation sharing and digitizes life reviews. Let the life story of the senior citizens be preserved for a long time. At the same time, it is also possible to combine the social network platform, such as Facebook and social software to display the life story of the senior citizens, and enhance the sense of accomplishment and self-worth of the senior citizens through the praise rate of netizens.
AU2036 14:15-14:30	Improvement of the Learning Process and Skills of Writing Poetry through the Model Think Talk Write Sumayyah, Mutia Handayani and Harun **Presenter:** Sumayyah Universitas Negeri Yogyakarta, Indonesia Abstract: This research aims to enhance the learning process and the skills of writing poetry based on the problems in Basic Competence of Curriculum 2013, 3.4 and 4.4 about Peristiwa dalam Kehidupan. The result of the evaluation showed that the fifth-grade students of SDN Sekaran 02 Semarang have not reached the least completeness criteria (KKM) set ie 65 with the data from 28 students, the total of 14 students (50%) reached the KKM. While other students, 14 students have scores below the KKM. The research design uses a classroom action research conducted in 2 cycles, which each cycle consists of two meetings. The research subjects are the teachers and fifth-grade students of SDN Sekaran 02 Semarang. The techniques of collecting data used data test and non-test. The data were analyzed by using descriptive qualitative and quantitative. The results showed that (1) the learning process of the first cycle gets 29 at the good category and the second cycle gets 35 at the very good category. The writing poetry skill of the first cycle reached the average of the score, 59.8 and the second cycle reached 68.2. Mastery learning classical in the first cycle is as much as 53.6% and the second cycle is 78.6%. It is concluded that the application of Model Think Talk Write can enhance the learning process and skills of writing poetry.
AU3017 14:30-14:45	The Influence of Problem-Based Learning on University Students' Chinese Writing Ability by Applying Substance-Field analysis Method Shang-Pin Li, Ying-Hsiang Lin, Sheng-Chieh Chou, Chih-Hung Chou and Tsui-Feng Huang **Presenter:** Chih-Hung Chou Chaoyang University of Technology, Taiwan Abstract: Expansion of higher education is a key for improving economic participation in response to global competition, and enterprises are in a more urgent need for high quality talents from universities. Therefore, how to effectively assist students in developing their employability in universities has become a key policy of universities in many countries. Improving students' employability to achieve a successful school-to-work transition has become an inexorable trend in talent development for higher education. This study combined the 6-sigma DMAIC improvement model with the "S-Fields" of TRIZ and with "Problem-Based Learning (PBL)" as the subjects. Through PBL teaching, students' Chinese autobiography writing ability (Cpk) value improved from 0.51 to 2.22. It can be concluded that PBL teaching helped contribute to improving students' Chinese autobiography writing ability. The research result is in line with the core value of PBL focusing on learners' problem-solving ability proposed and showing its contribution to improving learners' self-directed learning ability.

AU3015 14:45-15:00	Learning Simalungun's Traditional Music for Senior High School in Indonesia: Rhythm Pattern of Gonrang Sipitu-Pitu Rosenta Girsang, Rita Milyartini and Yudi Sukmayadi **Presenter:** Rosenta Girsang Universitas Pendidikan Indonesia, Indonesia Abstract: Gonrang Sipitu-pitu is a seven-percussion or rhythmic musical instrument played at the death ceremony of the Simalungun tribe. To play this percussion instrument you have to use two small sticks like a drummer. The method used in this research is descriptive-qualitative. The results of the discussion in this article are the stages of learning the gonrang rhythm pattern that starts with the rhythm pattern that belongs to gonrang ting-ting, jangat, and panongah. There are three players found in the gonrang of playing that in the ensemble of gual. Each player plays a different rhythm pattern. In this learning which is about music ensemble. It is gual sayurmatua. Uniquely, this gual is presented in a slow tempo (andante) and between three musical instruments complement each other. Specifically, there are three types of rhythm patterns that are played in the gonrang that are in the basic rhythm patterns and varied rhythm patterns. Ting-ting as a rhythm pattern that is equipped with rhythm patterns. Jangat as basic rhythm patterns, and panongah as different varied rhythm patterns with a basic rhythm pattern.
AU0006 15:00-15:15	An Analysis of Conjunctions as Cohesive Devices in High School Students' English Writing Yingle Li and Xueai Zhao **Presenter:** Yingle Li Northwestern Polytechnical University, China Abstract: Cohesion and coherence have long been considered as important features of a good essay. Therefore, in many writing tests (e.g, IELTS, TOEFL, CET4, CET6), cohesion and coherence of articles are usually given a larger proportion of grade. This emphasis on cohesion and coherence has prompted English teachers to place special emphasis on the use of cohesive devices in English writing. Studies of cohesion and coherence have been conducted all over the world since the publication of Halliday and Hasan's Cohesion in English in 1976. In particular, the use of cohesive devices in English writing has been a significant topic. However, the impact of the use of these devices on writings' quality is unclear. Therefore, this paper aims to explore whether high school students use cohesive devices in English writing appropriately, with a particular focus on the issue of conjunction use. According to a considerable number of studies, the number of cohesive devices and the quality of writing barely have utilitarian purposes. The results of the present study show that the frequency of conjunctions has little to do with the quality of English writing. In addition, it is not the frequency of cohesive items that makes a text structured, but rather the appropriate use of conjunctive markers.

Session 3
Time: 13:00-17:00
Conference Room: J316
Theme: Electronic Commerce and Digital Economy
Session Chair: Assoc. Prof. Hao-Wei Yang & Assoc. Prof. Yi-Ling Lee
Affiliation: Chaoyang University of Technology, Taiwan

AU2017 13:00-13:15	The Utility of Social Media as Information platforms for Public Food Safety Assurance – the Perspectives of Users Kuan-Chuan Tao, Yi-Ling Lee, Bo-Jun He and Li-Wei Liu **Presenter:** Yi-Ling Lee Chaoyang University of Technology, Taiwan Abstract: Food is the daily necessity of the people. In order to maintain basic physiological and life needs and pursue health and nutritional value, people must absorb nutrients needed Consumers' awareness regards to food safety is rising. Therefore, reliable information platforms which provide the information of the freshness, nutrition, hygiene and health of food are desirable nowadays. Certain internet platforms can be used to provide important food safety information to the public effectively. A food safety promotion group named the Food Safety Youth Army (FSYA) was founded by Taichung Hygiene Bureau in order to deliver important food safety information to the public. Facebook, Line and App were established to post the information of the latest food safety issues happened in Taiwan. Through the uses of these E-channels, the public can get correct food safety information and knowledge. This study tries to understand the audiences' perceptions regards to the utilities of food safety information through these social media platforms. The results show that consumers have a high recognition of these E-channels and are willing to share the information with others. It was found that people did learn food safety information through these E-channels. 43% people reported they were highly satisfied with the information through these E-platforms; 45% are satisfied. Users are satisfied with the convenience and instantaneity of the food safety information E-platforms delivered especially when major food safety issues happened. They also hope the public sectors can provide more food safety related knowledge through all the popular social medias. Based on the research findings, we suggest that the public can take advantage of the features of social medias to deliver public interest related information.
AU2011 13:15-13:30	Is Politeness Correlated to Shoppers' Satisfaction with Online Merchants? I-Ching Chen and Shueh-Cheng Hu **Presenter:** I-Ching Chen ZhaoQing University, China Abstract: Politeness is a key factor affecting service business success. However, very few works have been done to study politeness issues in virtual commercial contexts, even visiting online storefronts already is common in people's daily life. In this work, the relationship between politeness of online storefronts and their customers' satisfaction was investigated. Research findings indicate that polite storefronts most likely satisfy their customers according to the ASCI model. The major implication to e-commerce administrators is that when they are dealing with online storefronts, they need to pay attention not only on issues like visual design, contents, performance, but also on politeness issues. Another implication is that politeness instrument is an ideal alternative to customer satisfaction index, and vice versa.

AU3008 13:30-13:45	Research on the Service Quality, Customer Satisfaction, Customer Loyalty in the Cosmetics Industry- Taking LANEIGE as an Example Kai-Fu Yang, Hao-Wei Yang, Yi-Ying Chen and Chia-Chen Fan **Presenter:** Yi-Ying Chen Chaoyang University of Technology, Taiwan Abstract: The purpose of this study is to assess service quality, customer satisfaction and customer loyalty of Taiwan's LANEIGE and to find out if the brand image has a positive effect on customer satisfaction and customer loyalty. The results confirmed that service quality has a positive direct effect on customer satisfaction as well as customer satisfaction to customer loyalty and service quality to customer loyalty. In addition, brand image has a positively moderating effect between customer satisfaction and customer loyalty. The results from the study include 57 male respondents and 173 female respondents. In addition, the study includes reliability analysis, factor analysis, regression analysis and descriptive statistical analysis.
AU2018 13:45-14:00	The Application of Assets to Life Cycle and Sustainable Management Chun-Hung Chen, Kuan-Wei Chen, Yu-Fan Chen, Yu-Hsin Su **Presenter:** Yu-Fan Chen National Tsing Hua University, Taiwan Abstract: This research extends the paper of Chen and Su (2019), which aims at examining the model of industrial policy in sustainable management and life cycle. We analyze the optimum trade strategies of industrial economics. This research will distinguish the economic meaning with abundant directionality and exposition of tactic and profit of enterprise when these discoveries are expected to offer to the government in the planning industrial strategies and develop the industrial policy, a fine and valuable suggestion and policy. In other words, it is superior to hiring a talent manager instead of hiring many inefficient managers.
AU2001 14:00-14:15	Development of Web-based Application for Forming an Optimized Group of buyers by Genetic Algorithm Anon Sukstrienwong, Jirawat Ruenanukul and Kantapon Limsrisakul **Presenter:** Anon Sukstrienwong Bangkok University, Thailand Abstract: Presently, many online sellers prefer to use pricing strategies for selling a large number of products. The central idea of these strategies is to encourage buyers to buy in greater quantities. Vendors often charge a buyer high prices if they buy products separately, but they might offer a bundle or a set of mixed products for a discounted price. As we can see in today's markets, this method attracts the most price-conscious of buyers to purchase more goods than they are expected at the first time. Buyers can be trapped easily, and they either have to choose individual items or limiting their options. In order to cope with this vendor strategy, buyers have consolidated the individual demand to receive the best possible price. In this paper, the heuristic algorithm, called genetic algorithm, is employed to search for the optimized solution for a group of buyers in terms of the profit for the group of buyers. Hence, the proposed algorithm was implemented as a web-based application forming an optimized group of buyers to demonstrate how it could employ in the real world.
AU2024 14:15-14:30	Enterprise Innovation Marketing and Counseling Diagnosis-Taking Kinmen Royal Liquor as Example Hao-Wei Yang, Kai-Fu Yang, Hsiao-Tung Liang and Chunh-Hong Kuo **Presenter:** Chunh-Hong Kuo Chaoyang University of Technology, Taiwan

	Abstract: Since Taiwan abolished the tobacco and alcohol monopoly system in 2002, the market for tobacco and alcohol has been open to the public. Whether it is a public winery or a private winery, it must not only face the competition of imported liquor, but also face the attack of foreign opponents. For the challenges and obstacles, Kinmen Royal Liquor must find the superior ability to ensure sustainable operation and maintain good competitiveness in the market. In this highly competitive era, the Kinmen Royal Liquor not only needs to increase its brand image and expand its customer base, but also uses different marketing techniques to let more consumers know about the brand. The biggest problem facing the Kinmen Royal Liquor is that it is still high in age, which will lead to an increase in the age of drinking sorghum, and the younger people will be less exposed to Kinmen sorghum. This phenomenon will cause the age of the sorghum consumers to break, which will not be able to operate forever, and the gold wine industry is bound to go even harder in the future. This research proposed several suggestions: 1. The popularity of today's smart devices is also an important way for the public to obtain media information and advertisements. 2. This research believes that the company needs to expand the scale of internal marketing personnel within limited resources. 3. The bottles or packages on the market of Kinmen Royal Liquor are not significantly different from other competitors. 4. This research believes that Kinmen Royal Liquor can hold outdoor activities in places to increase the reputation of both companies through the popularity of both parties, to achieve synergy.
AU2032 14:30-14:45	Dynamic Smart Retailing Innovation from an Evolutionary Perspective Keng-Hua Chuang, Yun-Wei Hung, Hsin-Ning Su and Hsin-Lun Chiang **Presenter:** Keng-Hua Chuang National Chiao Tung University, Taiwan Abstract: Technological advancement allows transforming conventional retailing into smart retailing to improve business development. The objective of this research is to analyze technological trajectory of retailing which gradually become smart after the maturity of IOT or AI. To understand such smart revolution underpinned by technological innovation. This study utilizes patent analysis together with social network analysis to depict the trajectory of smart retailing related technology. It is found that US and Japan are two most important countries and IBM, Microsoft, Sony are three most important companies which play critical roles in global smart retailing industry.
AU2003 14:45-15:00	Wearable Ground Plane Hazards Detection and Recognition System for the Visually Impaired Aylwin Chai Bing Chun, Abdullah Al Mahmud, Lau Bee Theng and Almon Chai Wei Yen **Presenter:** Lau Bee Theng Swinburne University of Technology Sarawak, Malaysia Abstract: An electronic travel aid is capable of enhancing the orientation and mobility of the visually impaired to travel independently, especially in unfamiliar environments. Despite the technologies advancement in the area of assistive devices dedicated to the visually impaired community, the substitution devices remain a challenging problem and have not been widely adopted. One of the biggest challenges within the travel difficulties for visually impaired people is checking the ground plane. In this paper, we present a ground plane hazards detection algorithm based on a single laser range finder system to provide a frontal ground plane condition to the visually impaired in real time. The developed prototype is evaluated through different ground plane hazards combination and it achieves an average recognition accuracy of 93.28%. The ground plane hazards combination includes staircases, ramps, drainage, potholes, and steps scenarios. The detection and recognition results demonstrate the efficiency of the proposed algorithm to perform in real time.
15:00-15:15	**Coffee Break**

AU2035 15:15-15:30	Knowledge Interdependence for Sustaining Smart Retailing Innovation Ecosystem? Bing-Lun Tsai, Yun-Wei Hung, Hsin-Ning Su and Hsin-Lun Chiang **Presenter:** Bing-Lun Tsai National Chiao Tung University, Taiwan Abstract: Smart retailing has become increasingly critical in modern retailing industry. This study aims to assess the competitiveness of five leading smart retailing firms, i.e. Alibaba, Amazon, eBay, Google and Microsoft by analyzing their technological capability and technological knowledge flows. To obtain the objective of this study, technological knowledge of these five firms were characterized and knowledge interdependence network was created. It is found that Microsoft could serve as the most significant knowledge source that are both novel and fundamental in the smart retailing innovation ecosystem underpinned by the five leading firms. In this innovation ecosystem, the ranking of knowledge influence from these companies is: (1) Microsoft, (2) Google, (3) Amazon, (4) eBay and (5) Alibaba.
AU2042 15:30-15:45	The Impact of Online Branding and E-Service Quality on Fan Trust and Loyalty: A Case of Thai Soccer Club Preeyatorn Lomsap and Ploy Sud-on **Presenter:** Ploy Sud-on Mahidol University International College, Thailand Abstract: Digital marketing has gained popularity among the professional sport organisations. The team-sport clubs nowadays have their own online channel to enhance fan trust and loyalty. Despite the large investment in time and resources to drive online branding, research devoted to sport-fan engagement on online channel is still very limited. Thus, this study examines the influence of online channel on brand, e-service quality and image of Thai soccer clubs. A total of 500 questionnaires were collected from a group of soccer fan club of SCG Muangthong United. The respondents had regularly visited the club's website with in a period of consecutive three months; to either get information or watch the football matches online. The findings revealed the positive relationship between brand involvement, brand attitude, e-service quality and online trust of which turned into customer loyalty. Nonetheless, the website image was found to have no congruence influence on online trust in the case of SCG Muangthong United.
AU2037 15:45-16:00	How Smart is Retailing? Ang-Lu Lin, Yun-Wei Hung, Hsin-Ning Su and Hsin-Lun Chiang **Presenter:** Ang-Lu Lin National Chiao Tung University, Taiwan Abstract: Smart retailing has become increasingly critical in modern retailing. The paper aims to understand how traditional retailing technology can become smart retailing technology. ANOVA test and Logistic regression modeling were utilized to understand: 1) how to distinguish between non-smart retailing technology and smart retailing technology, 2) the likelihood for non-smart retailing technology to become smart-retailing technology, from the perspective of R&D strategies systematically characterized by a total of 18 patent indicators. It is found that intensified knowledge sourcing, industrial knowledge novelty and firm level knowledge influence increase the probability of becoming smart retailing technology. In addition, R&D results with wide applicability and strong invention scope are necessary for protecting innovation of smart retailing technology.

AU2006 16:00-16:15	The Factors Affecting Internet Financial Reporting Application in Indonesian Listed Manufacturing Company Sasya Sabrina, Adelia Lisandra, Meiryani and Bambang Leo Handoko **Presenter:** Sasya Sabrina Bina Nusantara University, Indonesia Abstract: The purpose of this research is to examine the factors affecting the internet financial reporting (IFR) application in manufacturing companies. Independent variables used are firm size measured by total assets, leverage measured by debt to equity ratio (DER) and profitability measured by return on asset (ROA). The dependent variable used is IFR. This research uses secondary data obtained from IDX and company's website. The results indicate that firm size significantly affect IFR application. Leverage and profitability have no significant effect on IFR application.
AU3005 16:15-16:30	GM(1,N) Analysis of the Influence of E-service Quality on Customer Satisfaction of Mongolian E-commerce Chih-Sung Lai, Kuei-Chien Chiu and Baljinnyam Otgonsuren **Presenter:** Kuei-Chien Chiu Chaoyang University of Technology, Taiwan Abstract: The objective of this study is to employ e-service quality measures to explore the influencing factors of customer satisfaction in Mongolian e-commerce. Customer satisfaction and six e-service quality dimensions of e-commerce including website usability, information quality, reliability, responsiveness, assurance, and personalization are used to design a questionnaire with five-point Likert scale system. An online survey using Google Spread Sheet was conducted by convenience sampling with 293 valid participants among 310 respondents. The collected data were analyzed by GM(1,N) analysis to find out the weight of each factor of e-service quality for customer satisfaction of e-commerce. As the findings of GM(1, N) analysis reveals, personalization and website usability rank as the first and second most important factors in terms of their strong weighting towards customer satisfaction, In contrast, assurance, responsiveness, reliability, and information quality rank as the third to sixth place. That means the more customized and usable websites are, the more satisfactory customers will be. On the contrary, no matter how many efforts have been made to enhance the function or image of assurance, responsiveness, reliability, or information quality, customer satisfaction will still remain in the low level, especially for information quality. It is suggested that these four attributes have reached ceiling level. More improvement in these attributes will not increase customer satisfaction. The conclusion could be made as follows that the interface and function of e-commerce should been focused more on personalization to improve customers' individual experience and then emphasized on website usability to improve the experience of user-friendly.
AU2039 16:30-16:45	Analysis of the linkage between China's exchange rate and stock price index - Based on Wavelet Analysis Hsin-pei Hsueh, Fangjhy Li and Cheng-Feng Wu **Presenter:** Hsin Pei Hsueh Hubei University of Economics, China Abstract: This study is based on the correlation between China's exchange rate and Shanghai A-share stock price index, and explores its leading backward relationship. The research period is from October 1996 to December 2016. We use wavelet analysis as the research method. Empirical studies show that there is a significant correlation between China's exchange rate and the Shanghai A-share stock price index.

	Except for the correlation between 2000-2004 before the exchange rate was loosened, there was a significant linkage in the later period. In the high-frequency (short-term 1-4 years), China's short-term exchange rate has a constant positive correlation with the Shanghai A-share stock price index. In the low frequency (long-term 4-8 years), after we added the control variables (interest rate), the lead-lag relationship between the exchange rate and the Shanghai A-share stock price index was affected by the 2008 financial crisis, and the structural change of the stock market did affect its leading-back relationship. JEL classification: F31, G01, G12
AU2015 16:45-17:00	Blockchain Technology: Enhancing Appropriate Patent Application Pattaraporn Yenbutra and Kiarttiphorn Umpai **Presenter:** Pattaraporn Yenbutra The National Institute of Development Administration, Thailand Abstract: In this paper, the purpose is to scrutinize the two main obstacles to patent registration, which are associated with novelty and non-obviousness identification and patent pendency. Another purpose is to investigate the potential impact of blockchain technology management on analyzed patent big data results. From the results of this documentary study, it can be assumed that blockchain technology management can resolve these two-point limitation and drive the potential for improved patent application searches. The advantage lies in a blockchain advancement that can foresee smart contracts and track the stages of decentralized patent applications. Nevertheless, some impediments may be anticipated to the patentability on such a blockchain technology: namely, the problem of scope and the hardship of creating a lawful framework for gathering and presenting the blockchain result.

Time: 15:00-15:45

Session 4
Time: 15:30-18:30
Conference Room: J317
Theme: Linguistics and Culture
Session Chair: Prof. Dagmar H.A. Reichardt
Affiliation: Latvian Academy of Culture, Germany

AU0037 15:30-15:45	The Nonverbal Language of Italian Fashion Dagmar H.A. Reichardt **Presenter:** Dagmar H.A. Reichardt Latvian Academy of Culture, Germany Abstract: If we start from the axiom that diversity is more and more visible in our lifeworlds around the globe nowadays and that – in reaction to this – societies tend to control, regulate and stereotype this multitude of otherness in order to stick to standards, then we will find that the (philosophical and spiritual) sense and the (physical and body-related) senses of fashion – in plural – mark a most appropriate, suitable and practical approach to look at sociopolitical and artistic ways of how to negotiate between individuals and society as well as how to promote emancipatory social discourses around the globe. In this presentation, focusing on transcultural Italian habitus and Karl Lagerfeld's fashion show for Fendi in 2016 in the methodic frame of Cultural Studies as a symptomatic case study, I will connect transmedia content and the nomadic lifestyle in postmodern times, pinpointing the history of how the nonverbal, yet communicative language of fashion and body language has been translated into postmodern, postcolonial and global public life throughout Italian, European, and both western and eastern history worldwide, thus creating significant communication tools and a global, empirically evident diversity from today's perspective. Based on the fashion theories spanning from from Roland Barthes to Pierre Bourdieu, and from Fernando Ortiz to Wolfgang Welsch, I will mainly argue that fashion is – and potentially always has been – heterogenous, even if it's only in the third millennium that this might become completely clear and undeniable. In fact, fashion has always been able to deconstruct and to uniform individuals and societies at the same time, as it also always has operated with subversive, transgressive and polyphonic implications, embracing the top as well as the bottom of global societies.
AU0035 15:45-16:00	The Study on Thematic Progression Patterns in Economic Journalistic Texts from China Daily Xiangyun Zhang **Presenter:** Xiangyun Zhang Northwestern Polytechnical University, China Abstract: Thematic Structure theory is one of the most important methods for analyzing texts. Based on the research of thematic structure, Danes proposed the concept of thematic progression pattern. Linguists at home and abroad have used thematic progression patterns to study various types of discourse. However, the research on the theme and thematic progression patterns of economic journalistic texts is rare. Based on this, this paper selects three articles of economic news from China Daily and uses quantitative method. Thematic progression patterns (TP patterns) used in economic journalistic texts and the frequency of occurrence of each thematic progression pattern (TP pattern) were analyzed in this paper. The aim of this paper is to help readers to understand economic journalistic texts, grasp the author's intention and discourse mechanism.

AU0012-A 16:00-16:15	An Intonational Analysis of the Word in the Speech Discourse from the Perspective of Relevance Theory Yunjie Huang,Yi Zhang **Presenter:** Yunjie Huang Northwestern Polytechnical University, China Abstract: On account of the autosegment-metrical theory and the relevance theory, intonational characteristics and corresponding pragmatic significance of the word "home" from Queen Elizabeth II's 2017 speech are explored. The study finds that different use of intonation contours (H* L-L% and L-H%) has a close connection with discourse cohesion and can usefully attract hearers' attention. When the word "home" is in the middle of the sentence, the conversion of tones (L- and H* L-) accentuates the separation between two intermediate phrases that is helpful for hearers to understand the content and framework of the discourse. Distinct pitch events are used by the Queen to create a stimulus so as to create the mutual belief between the speaker and hearers as well as display a set of assumptions. Moreover, flexible intonation makes the speech more cordial and friendly.
AU0024 16:15-16:30	Cognitive Inferences in Social Media Advertising A Case Study of Advertisings on Sina Weibo and Facebook Junhong Dong and Xiaohong Zhang **Presenter:** Xiaohong Zhang Northwestern Polytechnical University, China Abstract: With the development of the Internet, social media advertising as a special form of language gets linguists' more and more attention. This study aims to focus on analyzing Fast Moving Consuming Goods (FMCG) advertising language on Chinese and American most mainstream social media platforms, Sina Weibo and Facebook. Commercials on social media have great influence on people's consumption behavior. Therefore, it is necessary to study how spontaneous inferential comprehension occurs through advertising language and find out whether there are any inferential differences between Chinese and American people. Advertising is a unique form of communication, and interpretation of the advertisements from the perspective of the cognitive inference is an interesting practice and the findings can help consumers have a positive understanding of various commercials.
AU0031-A 16:30-16:45	Publication in Language and Linguistics: Opportunities and Challenges Ali H. Al-Hoorie **Presenter:** Ali H. Al-Hoorie English Language Institute, Saudi Arabia Abstract: This presentation discusses the different types of publication outlets available for language researchers and the advantages and disadvantages of each. More specifically, it details the requirements of publishing books, edited volumes, book chapters, journal articles, and conference proceedings. The challenges inherent in each is discussed along with their value toward professorial promotions. Ultimately, the presentation aims to help the audience make an informed decision about the most suitable publication outlets for their research.
AU0011 16:45-17:00	A Case Study on Positive Function of Intentional Ambiguity in English Ying Liu **Presenter:** Ying Liu Northwestern Polytechnical University, China

	Abstract: Ambiguity as a universal linguistic phenomenon is concerned with every aspect of language, and it can be classified into various types in different standards and perspectives. According to the utterance motivations and effects, ambiguity can be classified into intentional and unintentional ambiguity belongs to pragmatic failure, which influences the normal communication and needs to be disambiguated. Intentional ambiguity is necessary for people to pay some special attention to writing and chatting. The research objective of the paper is intentional ambiguity and the paper is going to research and analyze the positive function of intentional ambiguity from advertising, literary works, daily talks, political speeches, etc. The paper aims to state the positive function of intentional ambiguity and then find out the potential value of it in communication. Meanwhile, the necessity and importance of intentional ambiguity in English would be realized by people.
AU1003-A 17:00-17:15	The Impacts of Society Traditions on the Architecture Abdullah M. Al Nafeesi **Presenter:** Abdullah M. Al Nafeesi College of Basic Education, Kuwait Abstract: In recent years, it has become increasingly common for social anthropologies, other social scientists and architects to examine extant buildings in terms of arrange of cultural and social dimensions. The concept of privacy has become a subject of growing concern for people, architects, urban designers, landscape architects and social scientists. Architecture can play an integrating and innovation role in implementation issues of privacy. This paper focuses on the effects of privacy which influenced by the Islamic Religion, affect the organization of boundaries and architecture planning.
AU0015 17:15-17:30	A Corpus-based Comparative Analysis of Cohesive Devices in Two English Translations of The Analects of Confucius Yuqiu Hou and Yu Sun **Presenter:** Yuqiu Hou Northwestern Polytechnical University, China Abstract: The translation of discourse, as an important part of the translation field, is the application of the theory of discourse linguistics in translation studies. In text translation, cohesion theory has to be mentioned as an important branch and component of text linguistics, which has already received extensive attention at home and abroad and also shows that there are certain differences between the two languages in English and Chinese, since its first introduction of Halliday and Hasan in 1976. Because of this difference, the use of cohesive devices in translation also affects the quality of the versions of translation. Moreover, in order to spread Chinese traditional culture and construct Chinese national image, the translation of Chinese classic works has gained a lot of attention of the whole society. Among these Chinese classic works, The Analects of Confucius is one of the most important and well-known works which has a great influence on Chinese thoughts and cultures. So in this paper, the author chooses two translation versions translated by Legge and Ku Hungming and uses the corpus statistics tool to study the cohesive devices in these versions. This paper wants to find some similarities and differences in these two versions and may also give some implications for Chinese-English translation.
AU3001-A 17:30-17:45	Strategy for the Future of Tourism Architecture Abdullah. M. Alnafeesi **Presenter:** Abdullah. M. Alnafeesi College of Basic Education, Kuwait

	Abstract: Tourism becomes an increasingly important sector of the world economy. This paper aim to identify tourism architecture as growing factor and its positive impact on the hospitality industry caused by increasing promotion of tourism. This paper shed light on the nature of architecture, its technological and cultural ramification on tourism industry. The purpose of this paper is also to introduce and create a strategy of tourism architecture and demonstrate how it will lead tourism to a new paradigm and present the perspective and experience of architecture in tourism development.
AU1001 17:45-18:00	A Cross-cultural Analysis of Chinese Traditional Culture and Western Culture Elements of the Movie of Guasha Treatment Dou Chen and Zhao Shou **Presenter:** Dou Chen Northwestern Polytechnical University, China Abstract: With the rapid development of globalization and the increasing frequency of cross-cultural communication, the input and output of culture has become the focus of people's attention. The film "Guasha"is the reappearance of life and culture. Through the film, we can see the fierce conflict between different cultures and life. The film describes about the misunderstanding of traditional Chinese therapy in the United States. This essay will take the film "Gusha" as the carrier, analyzing the fierce conflict between Chinese and western culture and the root causes of this conflict, aiming at overcoming cultural conflicts in cross-cultural communication and improving the ability in cross-cultural communication.
AU2041 18:00-18:15	Effects of Visitors' Novelty Seeking and Flow Experiences on Place Attachments in Taiwan's Night Markets De-Yen Liu, Cheng-Tsung Cheng, Chun-Feng Huang and Tso-Yen Mao **Presenter:** De-Yen Liu National Taiwan Normal University, Taiwan Abstract: Objectives: The night market is one of the most important attractions in Taiwan and is the place where visitors can learn about local specialties, historical culture and humanistic allusions. However, the key factor that influences the tourists' visiting to the night market still needs further research. This study uses mainly the ideas of "novelty seeking", "flow experience" and "place attachment" to explore the reasons why tourists visit Taiwan's night markets. Methods: The subjects were the tourists who visited Taiwan's night markets and a purposive sampling was used to distribute surveys. A total of 400 questionnaires were investigated. There were 336 valid questionnaires, achieving an 84% effective recovery rate. Results: Novelty seeking has a positive impact on place attachment, especially with respect to escape from boredom and amazing experience, both showing a significant and positive correlation. Flow experience has a positive impact on place attachment, and total concentration and change in the sense time manifest a significant and positive correlation. The R2 of the overall model was 0.39. Conclusions: This study verifies that the novelty seeking and flow experience have a positive impact on place attachment. The night market offers an escape from boredom, an amazing experience, total concentration and a change in the sense of time, all of which are important factors influencing the tourist visiting Taiwan's night markets. This study offers travel agencies a reference for future planning of night market visits.
AU0021 18:15-18:30	Language and Power: A Critical Discourse Analysis of the Political Speech Tianqi Li, Yi Zhang **Presenter:** Tianqi Li Northwestern Polytechnical University, China

Abstract: Critical discourse analysis is a linguistic trend developed from the late 1970s to the early 1980s. Its source is critical linguistics. Representatives include mainly anti-mainstream linguistics and sociolinguists in the UK, France, and Germany, such as M. Fourcault, N. Fairchlugh, G. Kress, R. Fowler, and others. It is a socially oriented discourse analysis method based on Halliday's systemic functional linguistics. They see society as an organic whole, and all its components are a reflection of some kind of power.

This paper is devoted to study the interpersonal function of Donald Trump's and Teresa May's speeches from the perspective of critical discourse analysis by Systematic-Functional Grammar (SFG) established by M.A.K Halliday. The study reveals that political speakers tend to employ far more modal operators of medium value to realize interpersonal functions for political and power needs.

The critical discourse analysis of political speech not only contributes to the establishment of a different perspective of the discourse analysis but also helps to the cultivation of the critical thinking ability, which can shed light on the further studying and research.

Session 5
Time: 15:30-18:15
Conference Room: J312
Theme: Literature and Language Teaching
Session Chair: Assoc. Prof. Yu-chih Wang
Affiliation: Shih Hsin University, Taiwan

AU3019-A 15:30-15:45	A Hierarchical Taxonomy of Business English High-frequency Vocabulary in Quantitative Easing Articles Yu-chih Wang **Presenter:** Yu-chih Wang Shih Hsin University, Taiwan Abstract: An analysis of high-frequency business English vocabulary in American Quantitative Easing (QE) articles documents uniquely forms of language usage. American QE policy was chosen because it had lasted for five years and through successive three periods of QE1, QE2, and QE3, presenting a large body of work for analysis. Moreover, this high-value policy greatly impacted interest rates, stock and futures market prices, deflation, inflation, investment, and employment rates, all of which influence global economic development. Big data methods were used in this study to collect 119 QE policy-related articles and analyze QE vocabulary terms. Business English terms have semantic relations of hypernyms and hyponyms which form unique hierarchical taxonomies. By analyzing them, learners can get a better idea of the semantic relations, which implies specific cultural factors and professional knowledge in business English. Therefore, it is worth analyzing for business English learners.
AU0019-A 15:45-16:00	Time for Tea: An Exploration of Postcolonial and Chinese Diaspora Identities in Chuah Guat Eng's Echoes of Silence. Cheng Fai Goh **Presenter:** Cheng Fai Goh Hong Kong Baptist University, Hong Kong Abstract: Tea, the second most consumed beverage in the world, originates from China, and was brought all over the world through trade, affecting the many different cultures that it encounters. The way a person takes their tea can often reveal parts of their cultural identity and upbringing. This paper aims to examine the representations of the hybrid identities of the Chinese Diaspora in Malaysia through a close reading of tea scenes and tea culture in Chuah Guat Eng's first novel, Echoes of Silence: A Malaysian Novel, first published in 1994. The novel explores the complex race relations and postcolonial politics and identity in Malaysia and provides an excellent springboard for the examination of Malaysian literary cultural politics, as well as postcolonial issues such as cultural hybridity, and the way that culture spreads and is spread from one part of the world to another, and is manifested in diaspora identities. Through such an exploration, I hope to examine the negotiation between the hybridizing culture of being overseas Chinese as well as a British subject simultaneously in relation to representations of tea consumption and culture in Anglophone literature, which may provide more insight into the mentality of Anglophone Malaysian writers concerning issues of cultural identity and diaspora.
AU0025 16:00-16:15	Revolution, Love and Discourse: On Yan Lianke's 'Hard as Water' Yifan Cao, Yi Wang and TianQi He **Presenter:** Yifan Cao HuaZhong University of Science and Technology, China

	Abstract: This study aims to investigate the relationship between 'Revolution', 'Love' and 'Discourse' in 'Hard as Water' by means of close reading. It is found that 'Hard as Water', different from previous 'Revolution and Love' novels, deconstructed the dualistic framework of 'Revolution' and 'Love' by adding 'Discourse' as a new dominant factor into the novel. Instead of criticizing the 'Cultural Revolution' directly with the method of highlighting the passionate 'Love' as the symbol of humanity liberation, 'Hard as Water' constructed an unstable society under the reign of 'revolution discourse', which exposed the absurdity of revolution discourse and thereby went a step further in introspecting the mistakes made by the 'Cultural Revolution'.
AU0036 16:15-16:30	Interpretation of the Heroine in Letter from an Unknown Woman with Freud's Psychoanalytic Theories Siyu Wang **Presenter:** Siyu Wang Northwestern Polytechnical University, China Abstract: The Austrian novelist Zweig's Letter from an Unknown Woman is a well-known novella and one of his masterpieces. The heroine loved the man for lifetime and tried again and again and gave multiple hints to let him recognize her, but he didn't. This paper will analyze the heroine in Letter from an Unknown Woman and discuss the deep reason hiding behind her amazing affection to the novelist from the perspective of Freud's Psychoanalytic Theories.
AU1021-A 16:30-16:45	The Sun as a Motif in Titles in Modern Arabic Literature Mohammad Hamad **Presenter:** Mohammad Hamad Al-Qasemi Academic college of Education, Israel Abstract: The titles system is so significant in modern literature, since a title is considered a critical practice of the author, towards his own created work, and the title is considered as one of the most notable Para-texts, in addition to it representing the text and creating a first impression to the reader about the nature of the work. The sun is considered a symbol in universal literature in general, and in modern Arabic literature specifically. Arab authors included the symbol of the sun in titles of narrative texts (65% percent) and in poetry (35% percent). This paper depends on 144 titles of poetry works, and narratives including plays, short stories and flash prose. The research question of this paper is: What are the symbolic significances of the sun as a motif in the titles of modern Arabic literature? By classifying titles into different categories, this study concludes that the sun has several significances which are: the freedom of the nations after struggling to get independence from colonists, emotional warmth against coldness, and light against darkness: meaning to reveal the truth and expose the false. Hopes and dreams and the ultimate goal sought by either an individual or people. Imbalance and impossibility of things, expressing suffering in reality and the world, writing history with letters of light, representing the utopian city and the positive values of the political system, and finally indicating fertility and production.
AU0005 16:45-17:00	Analysis of the Thematic Progression of English Prose Youth Wang Qingwei **Presenter:** Wang Qingwei Northwestern Polytechnical University, China Abstract: This article takes the famous English prose poem of Youth written by Samuel Ullman as an example to analyze the relationship between thematic progression and characteristic of the passage. Result of the study shows that the article is logically coherent and well-connected under the influence of the staircase pattern. The radioactive

	pattern, convergent pattern and parallel pattern form the prominent subject and swift narration. Together with the parallel pattern, the comparison between clauses makes the demonstration sharp and powerful. At the same time, the article also discussed the subtle relationship between the genre and thematic progression, that is, different genres have different preferences for the thematic progression. Great ideas need to be expressed in appropriate genres, and specific genre calls for the corresponding thematic progression.
AU0038-A 17:00-17:15	From boardroom to classroom: Interactional competence in a meeting assessment task Priscilla Shak **Presenter:** Priscilla Shak The University of Auckland & Universiti Malaysia Sabah, New Zealand Abstract: Assessing second language (L2) learners' interactional competence (IC) is a complex undertaking, often requiring diligent task setting and meticulous execution on the part of the testers. Towards this effort, conversational tasks that are representative of the target domain are at times brought into the English for Specific Purposes classroom and adapted for assessment use to gauge the leaners' IC; a crucial aspect of oral proficiency. The use of a meeting assessment task to assess L2 communicative abilities, while may be viewed as unconventional by some, is promising as the task simulates real-life communication, thus, improving the authenticity of the task. This case study investigated the feasibility of the use of a meeting task to assess learners' IC for workplace interaction. To accomplish this, audio recorded data of undergraduate students participating in a meeting assessment task of an English for Occupational Purposes course in a higher learning institution in Malaysia were obtained and subjected to a conversation analysis (CA). The CA of the test-takers' discourse revealed that the assessment task was able to engage the test-takers in interactions that enabled them to demonstrate their IC through topic development, turn-taking and contingency of their group interactions. The empirical findings also demonstrated that the elicited discourse reflected one that is representative of this institutional genre, hence, providing some validity evidence supporting the use of the meeting task to assess the learners' IC. Some pedagogical implications of the findings and recommendations for further research are discussed.
AU0022 17:15-17:30	The Cognitive Semantics of Particle "out" and its Phrasal Verbs Li Fan and Feng Zongxiang **Presenter:** Li Fan Northwestern Polytechnical University, China Abstract: English phrasal verbs are one of the key and difficult parts in English learning. Since the traditional linguistics holds that English phrasal verb is an integral thing that cannot be analyzed, learners can only perform rote tasks of memorization which is time-consuming and inefficient. However, cognitive linguistics holds that the semantics of phrasal verbs and their constituents, verbs and particles, are both prescriptive and analytical. These dual attributes of phrasal verbs require researchers using the relevant theories of cognitive linguistics to analyze the cognitive semantics of phrasal verbs, so that learners can master phrasal verbs systematically and efficiently. Out is situated in the second place of the usage frequency of the particle in English phrasal verbs; and the meaning of it is enormous and complex which gives much trouble and burden to leaners. The current research in the cognitive linguistics field on the particle "out" and its phrasal verbs are mainly based on spatial schema, while those without in- out spatial meaning still lacking the pursuable explanation. While conceptual metaphor and conceptual integration theory build the broader prospect for studying semantics of particle "out" and its phrasal verbs. They have a great deal of cognitive explanatory power for analyzing particle "out" and its phrasal verbs with the prototype theory and image schema.

AU2014-A 17:30-17:45	Travel English 2.0: The Affordances and Challenges of the Mobile Application (Google Maps) on Taiwanese Adult Learners' English Reading and Writing Abilities Hsin Jung Li **Presenter:** Hsin Jung Li Nantou Community College (Puli branch), Taiwan Abstract: Mobile technologies, with the increasing capabilities—high-speed Internet access, location detection, and multimedia presentation (text, visuals, audios)—have facilitated Mobile-Assisted Language Learning (MALL). Worldwide MALL studies have discovered positive outcomes across language skills, age groups, and educational settings. However, there is limited research on applying wildly-accessible mobile applications in Taiwan's adult EFL contexts. Therefore, this study aims to investigate the effects of integrating Google Maps, a free mapping mobile application, in a Taiwanese (Puli, Nantou) community college Travel English course. The course design is based on Constructivism theories and Inquiry-Based Learning to emphasize learner autonomy, collaboration, and reflectivity. Grouped based on their destinations (English-speaking countries), the learners were trained to use Google Maps to (1) search for and mark places and nearby facilities they wish to visit, (2) apply reading skills to comprehend locale information and visitors' feedbacks, (3) search for appropriate means of transportation and mark their routes, and (4) learn and apply writing strategies to present a written project: an organized and informative travel plan. Learners were constantly encouraged collaborate and negotiate to personalize their travel plans. By observing, surveying and interviewing the learners, this study demonstrates substantial improvement in the learners' English reading and writing proficiencies and engagement in collaborative trip-planning. Some learners also indicated that more language training and support would invigorate them to read more authentic English texts, which future researchers and application developers for MALL could take into consideration.
AU1018 17:45-18:00	The Study on Chinese Character Acquisition Errors of Foreign Students Junhua Gan **Presenter:** Junhua Gan Nanjing Normal University, China Abstract: As (being ideographic system, Chinese characters are different from the phonetic system. Therefore, for the learners of non-Chinese character culture circle, the role of Chinese character teaching must be emphasized. According to the characteristics of Chinese characters, this paper systematically summarizes Chinese character acquisition errors of foreign students.
AU1009-A 18:00-18:15	Negation Formation without NegP. Evidence from Negation in Standard Arabic Nasser Alhorais **Presenter:** Nasser Alhorais Qassim University, Saudi Arabia Abstract: Pollock (1989, and much subsequent work) has developed the well-known idea that sentential negation receives its own functional projection, NegP. That is, neg is an element which is syntactically encoded as a functional head, on a par with tense, agreement, mood and aspect. Although the NegP approach has been adopted and is widely accepted in most current generative studies, some recent studies have attempted to argue against the universality of this approach for all languages sentential negation. Negation in Arabic can add supportive evidence in favor of these studies. In this respect, I argue that Arabic negative markers: laa and its variants maa, lam, lammaa, lan and laysa do not project a NegP. Instead, they are first merged with T since there is co-occurrence restriction between them and both the temporal adverbs and the form of

| | the verb as these negatives mark the tense of the sentence. This means that T headed by these negatives has the following features: [+ neg] and [+ modal]. The latter is satisfied by the adjacency requirement between these negatives and the verb via moving the verb from V to T so that meets the requirements of mood assignment and gets tensed. |
| | If we opt for analysing these negatives as modals, the obligatoriness of the adjacency between the negative markers and the verb can be simply justified because the hallmark property of modals in this language is their adjacency requirement to the verb. |

POSTER SESSION

AU1016	Schema Refreshment in Nostromo Jiang Ning and Niu Yajun **Presenter:** Jiang Ning Xidian University, China Abstract: This paper examines Conrad's treatment of time through a study of the textual structure of Nostromo. Based on a cognitive reading process that highlights the role of schema in meaning production, it argues that Conrad's achronology operates as a strategy to lead the reader beyond the text in order to remake the narrative schemata of time and history. It argues, through detailed sample analysis of passages from the novel, that Conrad's refashioned schemata view of time and history is multidimensional and repetitive.
AU1023	The Value of Rudyard Kipling's Kim -- A Ethnocentric Perspective Xin Yuan **Presenter:** Xin Yuan Southwestern University of Finance and Economics, China Abstract: Kim is the representative novel of Rudyard Kipling, with which he won the Nobel Prize in Literature in 1907. The story is about an Anglo-Indian boy Kim who encounters a series of adventures during the pilgrim of looking for the River of Arrow with a Tibetan lama and finally grows to adulthood. In this novel, Kipling vividly depicted the images of the British colonizers and Indians and brought the Anglo-Indian group into the public's sight. Generally, ethnocentrism emphasizes on the group division and advocates the positivity of the in-group and negativity of the out-group. However, descendants of colonizers, like Anglo-Indian, are easily trapped into a go-between identity, thus, forming a faith stuck between ethnocentrism and attachment to the colonized culture, which is different from the ethnocentrism that colonizers usually believe in. Therefore, based on ethnocentrism, this paper aims to discover the ethnocentrism of the protagonist Kim by studying the novel Kim. One the one hand, he is ethnocentric about the British national culture, manifested in the superiority of ethnicity and the advocation of colonization. On the other hand, his ethnocentrism is both complemented and sometimes contradicted by his attachment to the Indian culture, embodied in his gratitude to Indians and profound love to this country.
AU2044	Exploring the Users Behavior Intention on Mobile Payment by Using TAM and IRT Chih-Wei Lin, Su-Shiang Lee, Kai-Yu Tang, Yue-Xuan Kang, Chih-Chien Lin and Yu-Sheng Lin **Presenter:** Chih-Chien Lin Chaoyang University of Technology, Taiwan Abstract: The purpose of this study is to explore the willingness of consumers on using mobile payments through the Innovation Resistance Theory (IRT) and Technology Acceptance Model (TAM). The research subjects weretheTaiwan mobile payment users,distribute surveys by using purposive sampling method from online. A total of 430 surveys were issued, 363 valid surveys were collected and achieving84.41% effective response rate. Collected data were analyzed through the confirmatory factor analysis, structure equation model and descriptive statistics. The results of this study are as follows: The model of user's behavior intention on mobile payment by using TAM and IRT has good compatibility; Innovation Resistance has a significant negative impact on perceptual usefulness and perceived ease of use; Perceptual usefulness and perceived

	ease of use has a positive impact on the behavior intention; Perceptual barriers can effectively influence innovation resistance. This study found that the. mobile payment users are negatively impacted on Innovation Resistance. The TAM is positively affecting the subsequent behavior intention,it can establish a brand image and increase consumer confidence in mobile payments.
AU3012-A	Assessing intercultural sensitivities: Readiness in adapting to cross-cultural environment Kawamura Michelle **Presenter:** Kawamura Michelle Ritsumeikan University, Japan Abstract: This research was conducted to explore Japanese readiness in accepting and co-existing with foreigners. A new policy of increasing foreign residents for the shrinking population and labor force in Japan was passed by in 2018. This law took effect in April 2019 and it expected a maximum of 345,150 people over the five years to fill the Japanese labor market. Controversial opinions of this law were discussed among Japanese politicians and citizens. This study is a pilot conducted to evaluate Japanese university students' intercultural sensitivity using adapted scales and displaying pictures of virtual cross cultural interactions. Utilizing mixed-method quantitative and qualitative assessments, the results reflected a gap between self-perceived intercultural sensitivity and actions selected in the virtual situations. The findings of the research suggest expanding the scale of this research from students to general public.
AU2038	Visual annotation reading in a smart environment——Teaching mode construction pointing to deep dialogue Ningyu Yang, Zengzhao Chen, Zhang Jing, Mengya Xiao and Hong Liu **Presenter:** Ningyu Yang National Engineering Center for E-Learning, China Abstract: Reading as a key skill in learning has always received much attention. However, in traditional reading, students passively accept the knowledge taught by teachers, reading still remains superficial, lacking the experience of personal emotions, in-depth thinking and the cultivation of creative thinking, thus lacking deep dialogue between people and texts. In addition, the psychological state of the reading process is difficult to capture, and can only be detected from the final score, thus lacking a deep dialogue between people. In recent years, the deep integration of information technology and education has brought vitality to education. In order to break the predicament of reading teaching. This paper explores a visual reading teaching model supported by a smart environment, which aims to strengthen the deep dialogue of multiple objects in the reading course, so as to achieve the purpose of deep reading.
	18:30-20:00, August 16, 2019 **Dinner Banquet**

LISTENERS' LIST

Listener 1	**Tso-Yen Mao**, Chaoyang University of Technology, Taiwan
Listener 2	**Dominic Dei O. Jabillo**, Mapúa University, Philippines
Listener 3	**Phatchara Phantharakphong**, Khon Kaen University, Thailand
Listener 4	**Benjaporn Laowangsee c**, Khon Kaen University, Thailand
Listener 5	**Narueporn Wuttipan**, Khon Kaen University, Thailand
Listener 6	**Piyada Sudathip**, Khon Kaen University, Thailand
Listener 7	**Sakaodoen Sathum**, Khon Kaen University, Thailand
Listener 9	**Narumol Inprasitha**, Khon Kaen University, Thailand
Listener 10	**Lisa Yinghong**, J. F. Oberlin University, Japan
Listener 11	**Shu-wen Lin**, Sojo University, Japan

UPCOMING CONFERENCES

2020 the 11th International Conference on E-Education, E-Business, E-Management, and E-Learning (IC4E 2020) in **Ritsumeikan University, Osaka, Japan** from **January 10 to 12, 2020**.

It is conferences like this which brings us closer as researchers and friends worldwide. Researchers can learn from each other and build a more globalized scholastic platform. As researchers we should find the links between different disciplines and backgrounds. With passion and collaboration, we can reach a broader realm of understanding and benefit our societies from more holistic research results.

Publication

The excellent papers accepted by IC4E 2020 will be published in conference proceeding by ACM, which will be archived in the ACM Digital Library, and sent to be indexed by *EI Compendex and Scopus* and submitted to be reviewed by Thomson Reuters Conference Proceedings Citation Index (ISI Web of Science).

ISBN: 978-1-4503-7294-7

Topics

Topics of interest for submission include, but are not limited to:

Systems, Design and Technologies	Ambient intelligence
Practices and cases in e-education	Future work environments for e-Business
Systems and technologies in e-education	Business process integration
Applications and integration of e-education	e-Work
Academic participation and freedom	Inter-workflow
Learner autonomy	Mobile business
Security and confidentiality	Payment Technologies for e/m-Services
Self-learning integrated methodology	Middleware for e/m-Services

Submission Methods

1. Email: ic4e@iedrc.org
2. Electronic Submission System: http://confsys.iconf.org/conference/ic4e.2020

Important Dates

Submission Deadline	November 10, 2019
Acceptance Notification	December 5, 2019
Registration Deadline	December 25, 2019
Conference Date	January 10-12, 2020

www.ic4e.net

2020 The 7th International Conference on Linguistics, Literature and Arts (ICLLA 2020) will be held in **Dong A Unviersity, Da Nang, Vietnam** during **January 06-08, 2020**. The Annual International Conference for Linguistics, Literature and Arts aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Linguistics, Literature and Arts Management, and discuss the practical challenges encountered and the solutions adopted, which will examine the various issues and factors that intervene at the interface of language, literature and arts, not least, the diverse cultural context(s) in which all of these are situated.

Publication

The accepted excellent papers by ICLLA 2020 will be recommended to international journals whose topics are related to the paper. Which journal to be recommended will be updated after your paper passed the review process. If you submitted a full paper, your paper will be through two rounds of reviewing, including a plagiarism check and a peer-to-peer review by the relevant professional of the conference committee. Generally, the whole review procedure will take 2-4 weeks (or more). If your submission was accepted, we would like to send an official notification of acceptance to all authors, as well as the review report form. Please look out for your email from the conference secretary.

Topics

Topics of interest for submission include, but are not limited to:

Text mining and information extraction	Special hardware and software for Asian language computing
Language, Identity and Culture	Research on legal language teaching
Language and Literature	Linguistics
Teaching Translation	Applied Linguistics
Language and ICT	Discourse Analysis
Theoretical research on forensic linguistics	Language for Specific Purposes
English for Specific Purposes (ESP)	Language Education
Construction of corpus for forensic purposes	

Submission Methods

1. Email: iclla@iedrc.net
2. Electronic Submission System: http://confsys.iconf.org/conference/iclla2020

Important Dates

Submission Deadline	November 05, 2019
Acceptance Notification	November 25, 2019
Registration Deadline	December 15, 2019
Conference Date	January 06-08, 2020

www.iclla.org

Welcome to **the 2020 The 9th International Conference on Language, Medias and Culture (ICLMC 2020)**, which will be held during **April 24-26, 2020**, in **Nishinippon Institute of Technology, Fukuoka, Japan.** ICLMC 2020 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Language, Medias and Culture, 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 Language, Medias and Culture and related areas. For more details of the conference schedule, please feel free to contact us at iclmc@iedrc.org. The full version of program will be given by early of April 2020.

Publication

The accepted excellent papers by ICLMC 2020 will be recommended to international journals whose topics are related to the paper. Which journal to be recommended will be updated after your paper passed the review process. If you submitted a full paper, your paper will be through two rounds of reviewing, including a plagiarism check and a peer-to-peer review by the relevant professional of the conference committee. Generally, the whole review procedure will take 2-4 weeks (or more). If your submission was accepted, we would like to send an official notification of acceptance to all authors, as well as the review report form. Please look out for your email from the conference secretary.

Topics

Topics of interest for submission include, but are not limited to:

New Varieties of English
English for Specific Purposes (ESP)
Language, Identity and Culture
Language and Literature
New Writings in English
Women's Writings
Teaching of Language and Literature

Social and Human Factors of Entertainment
Self Reflecting Entertainment
Sound, Music, Creative Environments
Aesthetics, Ontology and Social Reflection
Art, Design and Novel Media
Augmented, Virtual and Mixed Reality
Computer Animation

Submission Methods

1. Email: iclmc@iedrc.org
2. Electronic Submission System: http://confsys.iconf.org/submission/iclmc2020

Important Dates

Submission Deadline	Feb.25, 2020
Acceptance Notification	Mar. 20, 2020
Registration Deadline	Apr. 10, 2020
Conference Date	Apr. 24-26, 2020

www.iclmc.org

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