2015 IEDRC KUALA LUMPUR CONFERENCES SCHEDULE

Kuala Lumpur, Malaysia

January 17-18, 2015

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IEDRC KUALA LUMPUR CONFERENCES PROGRAM

January 17-18, 2015, Kuala Lumpur, Malaysia

Ambassador Row Serviced Suites, Kuala Lumpur
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Day 1:

Duta Room	January 17 10:00-17:00	Registration

Day 2:

Venue Tembusu 1	January 18 9:00-12:00	9:00—9:15	Opening Remarks
		9:15—10:00	Keynote Speech 1 (Dr. WEN-SHAI HUNG)
		10:00—10:30	**Group Photo & Coffee break**
		10:30—11:15	Keynote Speech 2 (Dr. YIP MUM WAI)
		11:15—12:00	Keynote Speech 3 (Prof. BENG ONG)

Restaurant	January 18 12:00-13:30	Lunch

Venue Tembusu 1	January 18 13:30-18:00	13:30–14:45	Session 1 (6 persons)
		14:45–16:10	Session 2 (7 persons)
		16:10–16:35	Coffee Break
		16:35–18:00	Session 3 (7 persons)

Restaurant	January 18 19:00-22:00	Dinner

Instructions for Oral Presentations

Devices Provided by the Conference Organizer:
Laptops (with MS-Office & Adobe Reader)
Projectors & Screen
Laser Sticks

Materials Provided by the Presenters:
PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)
Duration of each Presentation (Tentatively):
Regular Oral Session: about 9-12 Minutes of Presentation, 2-5 Minutes of Q & A
Keynote Speech: 30-45 Minutes of Presentation, 5-10 Minutes of Q&A

Registration Only: January 17, 2015 (Saturday)

Venue: Ambassador Row Serviced Suites, Kuala Lumpur

http://kualalumpur.lansonplace.com/

Item	Time	Place
Arrival and Registration	10:00-17:00	Lobby

(1) Please print your registration form before you come to the conference.

(2) You can also register at anytime during the conference.

(3) CertificateofParticipationcanbecollectedattheregistrationcounter.

(4) Please tell the conference receptions your paper ID.

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

(6) One Best Paper will be selected from each oral session. The Certificate for Best Papers will be awarded in the Closing Banquet on January 18, 2015.

Conference: Morning, January 18, 2015 (Sunday)

Venue: Tembusu 1

9:00-9:15	Opening Remarks ***Dr YIP MUM WAI*** Department of Mechanical Engineering, Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College, Malaysia
9:15-10:00	Keynote Speaker Speech 1 ***Dr. WEN-SHAI HUNG*** Department of Business Administration，Providence University, Taiwan **Title: The Traditional Chinese Culture in Asia: The Stories of Five Blessings** **Abstract:** Prior to World War I, no government and private sectors collected data to compute Gross National Product (GNP), and Simon Kuznets changed all that. With work that began in the 1930s and stretched over decades, Kuznets broke it down by industry, by final product, and by use. Then, he received the 1971 Nobel Prize for his measurement in National Income Accounting. Joseph Stalin (1878-1953) and Mao Zedong (1893-1976) controlled the Soviet Union and the People's Republic of China with planned economic development, who combined the ideas from Karl Marx and V. I. Lenin to develop industry and agriculture, but in practice the one-sided emphasis on giving priority to the development of heavy industry, agriculture, and light industry. They missed the valuations from services. Bhutan has famously adopted the goal of Gross National Happiness (GNH) rather than GNP. The limitations of GNP are as a measure of well-being. The GNH was coined in 1972 by Bhutan's King, who developed a sophisticated survey instrument to measure the population's general level of well-being. And this paper will talk about some ideas about the traditional Chinese culture: five blessings, also known as the "Five Happiness" or "Five Good Fortunes", which refer to longevity, wealth, health and

	composure, love of virtue, and the desire to die a natural death in old age (or timely death).
10:00-10:30	**Group Photo & Coffee Break**
10:30-11:15	Keynote Speaker Speech 2 *Dr YIP MUM WAI* Department of Mechanical Engineering, Faculty of Engineering and Built Environment, Tunku Abdul Rahman University College, Malaysia **Abstract:** The transition from the production based economy to knowledge based economy has driven many organisations to recognize the importance of creativity and innovation management. Many innovation tools have been applied in order to sustain the creativity and innovation in organisation. One of the innovation tools is Theory of Inventive Problem Solving (TRIZ). However, many studies found that not all of the TRIZ initiatives were successful implemented. One of the reasons was due to the lacking of culture of innovation in an organization. The objective of this study is to examine the relationship between the success factors, i.e. culture of innovation with the benefits of TRIZ. A case study of implementation of TRIZ culture in one of the organisations will be presented. Finding revealed that culture of innovation is the critical success factor of TRIZ.
11:15-12:00	Keynote Speaker Speech 3 *Prof. BENG ONG* California State University, Fresno, California, USA **Title: Case of Taxi Apps in Beijing: Alleviating or Aggravating the Problem of Taxi Availability during Rush Hours?** **Abstract:** Considering China's economy, Beijing's growing population, and its expanding city boundary, the availability of taxis in Beijing during rush hour is a serious

	transportation issue. An interesting development in the last few years was taxi apps which allow customers to 'hail' for a cab via their smart phones. The two largest taxi apps in China are Kuadi Dache and Didi Dache competed aggressively to gain dominant market share in Beijing. The apps and two companies' marketing strategies appeared to have some benefits and adverse impacts on Beijing cab consumers as well as taxi drivers. This taxi situation in Beijing makes an interesting case study with the debate spearheaded by whether the taxi apps alleviate or further aggravate the taxi availability problems. The case would conclude with highlights and analyses of some alternative peak hour transportation solutions (including more environmentally sustainable options) being experimented in Beijing.

12:00-13:30	**Lunch**

Afternoon, January 18, 2015 (Sunday)

SESSION–1

Venue: Tembusu 1

Session Chair: *Prof. BENG ONG*

Time: 13:30-14:45

ID	Title+Author's name
Economy	
K031	A Geographical Perspective on Monetary Imagery
	Radu Dimitriu, Daniel Tudora and Alexandru Rusu
	Lecturer, Alexandru Ioan Cuza University, Iasi, Romania
	Abstract. Typically, currency and images presented on it, fall among external symbols which prove (or claim) the presence of a sovereign and independent authority over a territory. Leaving currency's examination role, as a financial instrument, in the care of economists, it is noted that imagery analysis shows that the currency is used as an additional tool of territoriality impregnation. Often, these images are induced through the collective mind ideas that will be put into practice, ideals and goals or it is encouraged a type of social behavior appropriate to state authority. Imagery's methods and means by which these principles can be illustrated are diverse, and their analysis can be made including human-geographic positions. Applying this approach enables us to distinguish a number of distinct categories and typologies, underlying logic decryption and psychology that regulates this type of territoriality marking.
E00003	The Determinant of Consumer Price Index in Malaysia
	Saravanan Venkadasalam
	Lecturer, Malaysian Maritime Academy, Malaysia

Abstract: This study tries to notice out the significance of macroeconomic variables such as broad money, gross domestic product and household final consumption expenditure towards the consumer price index in Malaysia on long run economy. Augmented Dickey-Fuller with lag length on Schwarz Info Criterion and Phillips-Perron with Newey West Bandwidth used to test the stationarity of the data. Johansen-Juselius system co-integration test applied to find the stationary linear combination of the non-stationary variables. The Long run relationship between dependent and independent variables estimated on Vector Error Correction (VEC) model. The results show that there is a relationship within the dependent variable and its independent variables. On the long run, the broad money, export of goods and services, gross domestic product and household final consumption expenditure are significantly positively related to the consumer price index. The results show a sign of complete pass-through of household final consumption expenditure to the consumer price index. The future research shall be testing this variable to examine the pass-through factor. The findings have important implications for understanding the volatility of aggregate demand and supply of price level in a developing country and able to conclude the effectiveness of the monetary policy.

E00007	Defining Economic Success For Women: Closing The Gender Wage Gap
	Laura Rotella, **Balasundram Maniam** and Geetha Subramaniam
	Professor, Sam Houston State University, USA
	Abstract: Gender wage discrimination is still an issue in the United States. The average woman still makes less than the average man. The purpose of this paper is to discuss the current state of gender wage discrimination in the US. Firstly, Firstly, this paper discusses the current status of gender wage discrimination. Secondly, a discussion and analysis is done to ascertain if equality occurs. Thirdly, this paper will analyse current trends that are slowly allowing women to close this gap. Finally, this paper discusses future implications on the gender wage issue in the US. Overall, gender pay equality for all Americans will happen one day in the future, but from the way it is moving, it is not any time soon.
E00014	What are the Top Variables Leading to Strategic Investment Decision Making Performance?
	Christine Soh, Chris Carr, Tony Kinder, Yangpei Lin, and Mohammad M. Mousavi
	Assistant Professor, Wenzhou_Kean University, Singapore
	Abstract: We study the gap between theory and practise on the strategic investment decision (SID) due to its immense impact on finance and strategy by deriving a theoretical framework on successful SIDs from current SID making literature. The theoretical framework summarises the top variables leading to SID making performance. To determine if theory is justified by practise, we assess the usage and influence of financial and strategic management accounting techniques versus control pertaining to the influence of accounting practises on SIDs in the Singaporean context. We examine the actual practises of manufacturing companies in the unique Singaporean context and find out what is the highest influence on their strategic practises: accounting versus strategy through a detailed case study approach obtained from 10 Singaporean companies. From the empirical results, we derive a conceptual framework that denotes the top variables leading to SID performance.

E00015	Gravity to CARICOM: An Analysis of CARICOM's External Trade Using an Augmented Gravity Model **Lisandra Patrice Colley** PH.D Candidate, Zhongnan University of Economics and Law, CHINA **Abstract:** The Gravity Model of International Trade - dubbed the 'workhorse' of international trade policy analysis - is put to the test to investigate the Caribbean Community's (CARICOM's) trade with external trading partners. In order to get a better understanding of the factors which have influence CARICOM's trade with its 'traditional' trading partners, and the opportunities associated with increased trade with 'non-traditional' partners, it is important to understand the underlying factors which have impacted CARICOM's external trading past. An augmented gravity equation is formulated to analyze both import and export data against the variables of the relative size of the pair of countries involved in trade, distance, exchange rate, common border, common language, common currencies, and preferential trading schemes. Three different estimation techniques, the Ordinary Least Squares (OLS), the Least Squares Dummy Variable (LSDV), and the Poisson-Pseudo Maximum Likelihood (PPML) Estimator Models, are utilized to compare the robustness of results. These models are tested on a sample of forty (40) of CARICOM's top trading partners using data from 1980 to 2006. The results reveal that similar yet differentiated factors have impacted CARICOM's import and export patterns over the years, and that participation in preferential trading schemes do not always result in trade creation.
E00016	Price to Income Ratio Approach In Housing Affordability **Norazmawati Md.Sani @ Abd.Rahim** Lecturer, Universiti Sains Malaysia, Malaysia **Abstract:** there are many approaches to measure housing affordability. The approaches are Price to Income Ratio (PIR), Rent to Income Ratio (RIR), Housing Expenditure to Income Ratio, Market Basket Measure, Quality Based Measure and Residual Income Measure. Price to Income Ratio (PIR) is often used as indicators of measuring housing affordability. The objective of this research is to examine housing affordability in Pulau Pinang by using Price to Income Ratio (PIR) approach. The sample of this research comprises individuals who own a low-cost house at Pulau Pinang. The convenience sampling technique is used for this research with regression method as its analytical tool. The findings indicate that Price to Income Ratio (PIR) is a valid and easy approach to measure housing affordability in Pulau Pinang.

SESSION–2

Venue: Tembusu 1

Session Chair: *Dr. WEN-SHAI HUNG*

Time: 14:45-16:10

ID	Title+Author's name
Social Science and Humanity 1	
K009	Impact of Visual Communication in Social Media Political Advocacy Campaigns: A Look at Evolving Malaysian Politics Post-2013 Election **Stephen T. F. Poon** Lecturer, Taylor's University, Malaysia **Abstract.** With rapid evolution of each successive system of global information technology, corporations and governments today battle to exert economic and cultural power. Media such as the Internet and social networks and have emerged as 21st-century public commons that broadcasts and channels communication in private, communal and commercial interests, and more recently, help mediate associations with the world of politics. The role of visual-based digital culture as an interactive medium would be explored in this paper, with qualitative case studies of how political messages are effectively mediated into meaningful communication. This paper considers the complexities of balancing political discourses in the climate of media infusion that characterises today's digital culture, and how democracy is branded utilising visual representation and mediation today. Recent political activism in Malaysia will be analysed to understand the citizen journalist's role in supplying messages and impacting citizen consumers with dynamic communication tools. Case study examples of social media-fuelled protests will be discussed to understand the role of visual communication as a tool that enabled campaign supporters to discern themselves. The paper will conclude by answering the key question: *Has new media become the tool of choice for citizenship activism and political advocacy among Malaysians?*
K016	The Role of a Help Requester in Collaborative Learning **David Prata** Professor, Universidade Federal Do Tocantins, Brazil **Abstract.** Computer Supported Collaborative Learning (CSCL) systems can offer the automation of many teaching resources and activities by the encouragement of the interaction among students as a means of implementing constructivist and sociocultural educational theories. This study is grounded on Piagetian Theories to investigate the use of cognitive knowledge misconceptions (lacking and misunderstanding) in a dialogue protocol, and to evaluate how social behavior can influence student's learning. Results show the role of help requesters in CSCL by the assessment of four dialogue dimensions.
K023	Re-Examination of Modern Beauty through Emerson's Nature **Yun Chen** and Chen-Ning Huang **PhD. Student,** Department of English, National ChengChi University, Taiwan **Abstract.** Ralph Waldo Emerson bemoans that now a day, the current propensity is to accept the traditions and the knowledge of the past instead of experiencing nature and God directly.

	Secondly, Emerson establishes that all our questions about the order of the universe — about the relationships between man, God, and nature — may be answered by our experience of life and by the universe around us. For Emerson, each person is a performance of creation and as such holds the key to unleashing the mysteries of the world. Nature, at once, is both a means of understanding it and an utterance of the divine. And the purpose of science is to offer a theory of nature, but man has not yet reached a truth wide enough to understand all of nature's phenomena and forms. Therefore, this paper examines that nature refers to the material world constant by man. And art is nature in association with the motivation of man. I will present how he explains that the use of term "nature" in both its philosophical meanings and its common sense in his essay and to reexamine now a day science nature.
K024	An Islamic Perspective of Women as Co-Actors in National Development **Abdulganiyu Badirudeen** Lecturer, Department of Islamic Studies, FCT College of Education, Nigeria **Abstract.** Development in Africa generally and Nigeria specifically has continue to be a dream than reality. In this part of the world, development is believed to be hindered by a myriad of challenges among which gender disparity is a paramount one. This paper, thus examine the position of Islam on women participation in National Development. Through the use of descriptive-historical method of analysis, the paper discuss concept of development, place of women in Islam context, women as complementary actors in Home front, women and National development. The paper concluded that, if women are giving opportunity to participate fully in the nation's development, the long term development goals would be realized in short term.
K031	A Geographical Perspective on Monetary Imagery **Radu Dimitriu**, Daniel Tudora and Alexandru Rusu Lecturer, Alexandru Ioan Cuza University, Iasi, Romania **Abstract.** Typically, currency and images presented on it, fall among external symbols which prove (or claim) the presence of a sovereign and independent authority over a territory. Leaving currency's examination role, as a financial instrument, in the care of economists, it is noted that imagery analysis shows that the currency is used as an additional tool of territoriality impregnation. Often, these images are induced through the collective mind ideas that will be put into practice, ideals and goals or it is encouraged a type of social behavior appropriate to state authority. Imagery's methods and means by which these principles can be illustrated are diverse, and their analysis can be made including human-geographic positions. Applying this approach enables us to distinguish a number of distinct categories and typologies, underlying logic decryption and psychology that regulates this type of territoriality marking.
K034	Using Ageing Index and 3AI for Highlighting Particular Forms of Demographic Ageing: A Case Study on Romania **Daniel Tudora**, Alexandru Rusu, Mihail Eva, Lucian Rosu and Radu Dimitriu Assistant Professor, Al. I. Cuza University **Abstract.** The demographic ageing phenomenon has multiple forms. Among them, the

	most researched form is ageing at the bottom and at the top. However, it is well known that, in specific situations, secondary forms of demographic ageing may have a similar importance as primary forms. Among them, we mention the share of elderly, especially due to conditions such as migration or through a demographic heritage, which creates gaps between different areas. Therefore, the purpose of the present study is to identify these particular forms of demographic ageing. For highlighting the main objective of the present research, two established indicators (Ageing Index and 3AI) have been used and analyzed together. The chosen methodology – linear regression between these variables – proved to be useful and it distinguishes four demographic behaviors, depending on position and spacing of residuals in relation to regression axis. These behaviors are overlapping the territorial-administrative units with a demographic ageing index characterized by (1) extreme overrepresentation, (2) moderate over-representation, (3) moderate sub-representation or (4) extreme sub-representation.
K040	Social Manifestation of XIV Shamar Rinpoche Posthumus Activity **Malwina Krajewska** Ph.D Candidate, Nicolaus Copernicus University **Abstract.** This paper analyzes and presents social phenomena which appeared after the sudden death of Tibetan Lama- XIV Kunzig Shamar Rinpoche Mipham Chokyi Lodro. It contains informations and reflections made during anthropological fieldwork in Germany as well in Nepal. It shows how buddhist teacher can influence his practitioners even after death. What is more this paper provides reliable information about role of Shamarpa in Kagyu tradition.
B00010	From Legal Translation to Legal Globalization: Globalization of Criminal Laws to Counter Global Crimes **Morad Yasin Deab Al-Refo** and Raed S A Faqir Assistant Professor, Umm Al-Qura University. The University college of Alqunfedah, the Kingdom of Saudi Arabia Abstract—It is the responsibility of national state to enact and implement its national criminal legislations on all types of crimes that occur within its political borders, in accordance with its own social circumstances and economic interests. On the same context, no other state is allowed to interfere with such powers and authorities. As one of the aspects of national sovereignty, the criminal law still based on the doctrine of "territorial basis" that despite saying it has been developed, but not more than crimes. At the age of globalization, national traditional criminal laws suffer from inefficiency in dealing with the new types of crimes, such as financial offences, hi-tech crimes and information systems crimes as well as computer related crimes. The information and communication revaluation, liberation of international trade and removing the political borders of national states all were the result of globalization, which facilitated not only the movement of capitals, ideas, goods, but also destructive materials, such as drugs, atomic weapons, and chemical Products and International adulterated and toxic industrial wastes, by which crimes became global phenomena.

16:10-16:35	**Coffee Break**

SESSION–3

Venue: Tembusu 1

Session Chair: *Dr YIP MUM WAI*

Time: 16:35-18:00

ID	Title+Author's name
Social Science and Humanity 2	
B00005	Niyoga [Levirate]: Conflict Resolution to Bruised Masculinity in Early India **Smita Sahgal** Associate Professor, Lady Shri Ram College, University of Delhi, India Abstract—There is a perception that conflict often emerges in context of tangible violence. What gets missed out is that certain types of social norms and expectations can also be instrumental in germinating mental conflict which may not get explicitly articulated. Sometimes such conflict situations may require resolutions or cultural mediation. One such situation in Early India was the absence of son in household who apparently held the key to happiness of both this world and the other. Sons were the index to an individual's masculinity, testifying his virility and fertility, apart from being the perpetuators of lineage and property. What would happen if a man failed to reproduce because of impotency or early death? The ensuing conflict could dent his masculinity or the memory of it. Niyoga was a mechanism of healing a man's masculinity. It intended to resolve conflict both within private and public domains. The purpose of the paper is to locate this practice within the discourse of masculinity in Early India.
B00006	Conquering Land, Conquering Women: Exploring the co-relation between War and Sexuality in the Early Medieval Indian Inscriptions **Shatarupa Bhattacharya** Assistant Professor, Lady Shri Ram College, University of Delhi, India Abstract—What does victory mean? Is it access to resources? Then the corollary question would be what kind of resources. Is it human or material resource? Many a times the line between the two blurs in early India. The ruler in the description of their war exploits mention access to men and women besides land and materials. Another way would be to use similes which would reflect the co-relation between the two. Why and when sexual access to women becomes the norm for the victor? Publicising sexual access to women during war through inscriptions was a common practice in the early medieval period in Indian history. Concepts

	such as beauty, sexuality and cultural refinement besides bravery become part of the newly emerging courtly culture. Attempt in this paper is to explore the thread correlating courtly culture, sexuality and war through epigraphs.
K028	Narratives of Hijab: Muslim and Non-Muslim Voices **Nausheen Pasha-Zaidi** Assistant Professor, The Petroleum Institute **Abstract.** Islam is a highly publicized and oft-misunderstood religion in Western nations and is frequently equated with images of terrorism and oppression. Media and research interest in Islamic practices continue to be of international interest due to the political unrest in Muslim majority states as well as the acts of violence conducted in the name of Islam. The oppression of women in Muslim nations is of concern to humanitarians and is often used by the media to portray all Muslim women as oppressed. Muslim women who wear hijab (the Muslim headscarf) as a representation of their faith are particularly subject to scrutiny and mistrust. Laws that ban the hijab have been put into effect or are being considered in many European countries, sparking outrage among Muslims worldwide. Within Muslim communities, the hijab is considered a litmus test of faith that clearly marks the piety of a Muslim woman. As the hijab is a controversial issue both within the Muslim community and in the non-Muslim world, it is important to discuss the personal choices and social implications of wearing or not wearing the hijab. This present study discusses the themes emerging from personal narratives written by Muslims and non-Muslims discussing their experiences with the hijab. The narratives are part of an anthology that the researcher is currently developing to provide readers with a lens into the practice as interpreted by a variety of people around the world. By opening a dialogue about this important issue, Muslim women will be empowered to lend their voices to the media images that are associated with the Islamic headscarf as well as address the controversy within the Muslim community regarding hijab. Additionally, by juxtaposing the views of Muslim women who wear hijab, Muslim women who do not wear hijab, and non-Muslims, the discussion provides a window into the ways in which hijab plays a role in social interactions, while creating a space for the interchange of ideas between Muslims and non-Muslims.
B20003	Socio-Cultural History of the Gond Tribes of Middle India **Shamrao Koreti** Assistant Professor, Post Graduate Teaching Department of History, Rashtrasant Tukadoji Maharaj Nagpur University, Nagpur (Maharashtra), India Abstract—This Paper highlights the socio-cultural History of the Gonds of Middle India (Gondwana) since 17th to mid 20th century. The four major Gond kingdoms which ruled over Middle India were i.e. Garha Mandla (1300 AD. to 1789AD), Deogarh (1590 AD to 1796AD), Chanda (1200 AD to 1751 AD) and Kherla (1500 AD to 1600 AD). The Garha-Mandla Kingdom in the north extended control over present Chhattisgarh & Madhya Pradesh. The Deogarh-Nagpur kingdom dominated over Nagpur plains. While Chanda-Sirpur covered parts of old Chandrapur & Bhandara District. Kherla lies in Satpura terrains. They maintained a relatively independent existence until the middle of the eighteenth century. The

	Gonds were the major tribes in Middle India. Gonds were subdivided into Raj-Gonds, Khatola-Gonds, Madia Gonds, Dhur Gonds, Dadve Gonds, Mokasi Gonds, Gaita Gonds, and Koyas etc. The ruling class among the Gonds was known as Raj Gonds. The Raj Gonds were the direct descendants of those dynasties which ruled over Middle India. The above mentioned kingdoms developed their social, religious, and cultural history during those long years. Each of these Gond Raja kingdoms separately passed through three successive stages: the first one of comparatively peaceful expansion and consolidation; the second of contact with Mughal emperors or their subordinates and nominal allegiance to the Mughal Empire; and the third of internal dynastic struggles which eventually resulted in Maratha intervention. This intervention defiles the ethnic and cultural identity of the Gonds in middle India. With the advent of new rulers and changed circumstances the Gond rulers could not hold the kingdoms, but socio-cultural history remains unchanged till the date.
B00003-Pre	Henry Moore and the Nordic countries: Cultural Propaganda during the Cold War **Christina Brandberg** Ph.D. Candidate, University of Hull, UK Abstract—In August 1952, the British Council introduced the British sculptor Henry Moore to the Nordic countries, through an extensive sculpture exhibition which toured Sweden, Denmark and Norway for more than eight months. The British Council was founded in 1934, based on the idea of cultural propaganda in promoting British interests abroad. The situation in the Nordic countries in the early 1950s was described by the British Royal Institute of International Affairs as 'lately increased to an extent which is almost startling'. It became obvious that the Scandinavian peninsula no longer occupied a remote future conflict but, in a world divided by an 'iron curtain', constituted of more than 1.200 miles of the front line dividing East and West. Instead of reverting to strategic insignificance after the war, the Nordic region maintained a heightened importance. The aim of this paper is to examine how the British Council exposed the British sculptor Henry Moore's artworks in the Nordic countries, in 1952-53 during the cold war. What was the aim of the exhibition tour and how did the reception fall out? Was the wished for intentions fulfilled or what were the reactions in the Nordic countries? Further, the aim is to, through the historical context, give perspective on the believe in cultural propaganda and the 'battle for men's minds' widely discussed in a diversity of forums in the early 1950s. Finally, this paper wishes to raise questions on how the historical use of cultural propaganda might be adjusted and adoptable to the conflict situations of the present day.
B00018	Genesis of Indian Culture: Akbar Quest for Unity in a Traditional Society **Rukhsana Iftikhar** Assistant Professor, University of the Punjab, Lahore, Pakistan Abstract—Cultural studies construct and theorize those forces around which the whole human life revolves. A few indicators of culture that exist in society are literature, poetry, architecture, visual arts etc. It became a discipline from 1964 to onward. Cultural studies combine every aspect of society by relating social norms, customs, tradition, religion, language, food and arts with politics and economy. Sometimes tools of culture used by the

	power to meet the political ends. Indian culture is multi dimensional having various shades of religious identities like Hinduism, Buddhism, Christianity and Islam. These identities played a vital role in the development of Indian culture. Indian culture has its own significant from ancient times. In the age of empire king Asoka patronized Buddhism as state religion and introduced a unique culture. The Mughal king Akbar (1556-1605) also made an effort. Akbar successfully involved every community of India and his neighboring countries in formation of the culture of his Empire. He used every method to crystallize a unified Indian culture which was highlighted by each historian of Medieval India. It is proven that the emergence of this culture through power but the existence of this was even today testifying its popularity among masses. Akbar also delayed the process of conflict through cultural synthesis at least for his generations. This paper highlights the dynamics of material culture in age of King Akbar. It explores the involvement of different communities in the culture making and they respect the cultural norms of each other. It identifies that cultural synthesis avoid conflict in traditional society like India.
B20004	Socio-Religious Mythology of the Igala of Central Nigeria Area **Abdullahi Musa Yusufu** Assistant Professor, Kogi State University Anyigba Nigeria Abstract—Culture and traditions are an embodiment of every society. In Africa, people are socialized into believing that the world is full of mysteries. Mysteries that can only be explain through the interpretation of some forces which are ordinarily beyond the comprehension of Man. These forces have the power and capability of influencing the lives of the living either benevolently or malevolently. To decipher these mysteries various religious and cultural practices were evolved. This paper is therefore an attempt to explain the traditional religious belief system and the relationship existing between the forces of the living and dead among the Igala people of the Central Nigeria Region.

Listener list

Listener	**Ali FAYA M ALHASSAN** Assistant Professor, King Khalid University (KKU), Saudi Arabia

19:00-21:00	**Closing Ceremony**
	Dinner

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2015		
Feb 04-05,2015	**Place**	**Submission**
2015 4th International Conference on Economics Business and Marketing Management (CEBMM 2015)	Bandar Seri Begawan, Brunei	Sep 15,2014
2015 4th International Conference on Education and Management Innovation (ICEMI 2015)	Bandar Seri Begawan, Brunei	Sep 15,2014

2015 2nd International Conference on Linguistics, Literature and Arts (ICLLA 2015)	Bandar Seri Begawan, Brunei	Sep 15,2015
Feb 12-13,2015	**Place**	**Submission**
2015 2nd International Conference on Advances and Management Sciences (ICAMS 2015)	Amsterdam, Netherlands	Oct 05,2014
2015 2nd International Conference on Innovation in Economics and Business (ICIEB 2015)	Amsterdam, Netherlands	Oct 01,2014
2015 2nd International Conference on Education and Psychological Sciences (ICEPS 2015)	Amsterdam, Netherlands	Oct 10,2014
Mar 08-09,2015	**Place**	**Submission**
2015 2nd International Conference on World Islamic Studies (ICWIS 2015)	Seoul, South Korea	Nov 15,2014
2015 5th International Conference on Economics, Trade and Development (ICETD 2015)	Seoul, South Korea	Nov 15,2014
2015 4th International Conference on Humanity, History and Society (ICHHS 2015)	Seoul, South Korea	Nov 15,2014
Mar 25-26,2015	**Place**	**Submission**
2015 International Conference on Management and Behavioral Sciences (ICMBS 2015)	Singapore	Nov 10,2014
2015 The 2nd International Conference on Advances in History of Sciences (ICAHS 2015)	Singapore	Nov 01,2014
2015 International Conference on Learning and Teaching (ICLT 2015)	Singapore	Nov 05,2014
Apr 09-10,2015	**Place**	**Submission**
2015 4th International Conference on Language, Medias and Culture (ICLMC 2015)	Kyoto, Japan	Nov 25,2014
2015 4th International Conference on Economics and Finance Research (ICEFR 2015)	Kyoto, Japan	Nov 25,2014
2015 5th International Conference on Social Science and Humanity (ICSSH 2015)	Kyoto, Japan	Nov 25,2014
Apr 11-12,2015	**Place**	**Submission**
2015 The 2nd International Conference on Advances in Business and Economics (ICABE 2015)	Los Angeles, USA	Dec 05,2014

2015 The 2nd International Conference on Management and Humanities (IICMH2015)	Los Angeles, USA	Dec 01,2014
2015 International Conference on Language and Communication Science (ICLCS 2015)	Los Angeles, USA	Dec 10,2014
May 06-07,2015	**Place**	**Submission**
2015 International Conference on Culture, Society and Humanity (ICCSH 2015)	Dubai, UAE	Dec 25,2014
2015 International Conference on Financial and Business Economics (ICFBE 2015)	Dubai, UAE	Dec 25,2014
2015 2nd International Conference on Innovation, Service and Management (ICISM 2015)	Dubai, UAE	Dec 25,2014
May 15-16,2015	**Place**	**Submission**
2015 2nd International Conference on Society, Education and Psychology (ICSEP 2015)	Roma, Italy	Dec 30,2014
2015 5th International Conference on Management and Service Science (ICMSS 2015)	Roma, Italy	Dec 30,2014
2015 International Conference on Language Communications and Culture (ICLCC 2015)	Roma, Italy	Dec 30,2014
Jun 03-04,2015	**Place**	**Submission**
2015 4th International Conference on Psychological Sciences and Behaviors (ICPSB 2014)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 3rd International Conference on Sociality Culture and Humanities (ICSCH 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
2015 International Conference on Business and Economic Analysis (ICBEA 2015)	Bandar Seri Begawan, Brunei	Jan 20,2015
Jun 09-10,2015	**Place**	**Submission**
2015 2nd International Conference on Teaching and Education Sciences (ICTES2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 2nd International Conference on Innovations in Business and Management (ICIBM2015)	Kuala Lumpur, Malaysia	Jan 25,2015
2015 International Conference on Culture, Languages and Literature (ICCLL2015)	Kuala Lumpur, Malaysia	Jan 25,2015
Jul 03-04,2015	**Place**	**Submission**
2015 International Conference on Industrial and Business Engineering (ICIBE2015)	Bangkok, Thailand	Feb 15,2015

2015 5th International Conference on Financial Management and Economics (ICFME2015)	Bangkok, Thailand	Feb 15,2015
2015 4th International Conference on Society, Humanity and History (ICSHH2015)	Bangkok, Thailand	Feb 15,2015
Jul 20-21,2015	**Place**	**Submission**
2015 International Conference on Literature and Linguistics (ICOLL2015)	Paris, France	Mar 05,2015
2015 2nd International Conference on Humanity and Social Sciences (ICHSS2015)	Paris, France	Mar 05,2015
2015 2nd International Conference on Economics, Society and Management (ICESM2015)	Paris, France	Mar 05,2015
Aug 10-11,2015	**Place**	**Submission**
2015 2nd International Conference on Education and Training Technologies (ICETT 2015)	Singapore	Mar 25,2015
2015 6th International Conference on Construction and Project Management (ICCPM 2015)	Singapore	Mar 25,2015
2015 2nd International Conference on Social Sciences and Innovations (ICSSI 2015)	Singapore	Mar 25,2015
Aug 25-26,2015	**Place**	**Submission**
2015 6th International Conference on Education and Management Technology (ICEMT 2015)	Hong Kong	Mar 30,2015
2015 4th International Conference on Knowledge, Culture and Society (ICKCS 2015)	Hong Kong	Mar 30,2015
2015 International Conference on Economics, Business and Trade (ICEBT 2015)	Hong Kong	Mar 30,2015
Sep 07-08,2015	**Place**	**Submission**
2015 International Conference on Industrial Engineering and Management (ICIEM 2015)	Toronto, Canada	Apr 25,2015
2015 6th International Conference on E-business, Management and Economics (ICEME 2015)	Toronto, Canada	Apr 25,2015
2015 5th International Conference on Humanities, Society and Culture (ICHSC 2015)	Toronto, Canada	Apr 25,2015

http://www.iclmc.org/

ICLMC 2015 is to bring together innovative academics and industrial experts in the field of Language, Medias and Culture to a common forum. The primary goal of the conference is to promote research and developmental activities in Language, Medias and Culture. Another goal is to promote scientific information interchange between researchers, developers, engineers, students, and practitioners working all around the world. 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.

All papers for the ICLMC 2015 will be published in the IPEDR (ISSN: 2010-4626) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Electronic Journals Digital Library, EBSCO, WorldCat, Google Scholar, Ulrich's Periodicals Directory, Cross Ref and will be sent to be reviewed by ISI Proceedings.

Conference papers can be selected and published according to the paper theme in one of the following journals:

International Journal of Learning and Teaching (IJLT), which will be indexd by Google Scholar, DOAJ, Engineering & Technology Digital Library and ULRICH'S.

International Journal of e-Education, e-Business, e-Management and e-Learning (IJEEEE) (ISSN: 2010-3654)Abstracting/ Indexing : Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Contact Email:

For any inquiry about the submission and conference, please feel free to contact us at: **iclmc@iedrc.org**

Important Dates

Full Paper Deadline	2014/11/25
Acceptance Notification	2014/12/20
Registration Deadline	2015/01/5
Conference Date	2015/04/09-10

http://www.icmh.org/

Welcome to the official website of the 2015 The 2nd International Conference on Management and Humanities (ICMH2015), will be held during April 11-12, 2015, in Los Angeles, USA. ICMH 2015 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 Management and Humanities, and discuss the practical challenges encountered and the solutions adopted.

All papers for the ICMH2015 will be selected and published according to the paper theme in one of the following journals:

JOAMS (ISSN: 2168-0787) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Ulrich's Periodicals Directory, Google Scholar, EBSCO, Engineering & Technology Digital Library and Electronic Journals Digital Library.

IJEEEE (ISSN: 2010-3654): Abstracting/ Indexing: Engineering & Technology Digital Library, Google Scholar, DOAJ, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the Electronic Submission System website or via email: icmh@iedrc.net.

Important Dates

Submission Deadline	January 05, 2015
Notification Day	January 20, 2015
Registration Deadline	February 10, 2015
Conference Date	April 11-12, 2015

http://www.iccsh.org/

Welcome to the official website of the 2015 International Conference on Culture, Society and Humanity (ICCSH 2015) will be held during May 6-7, 2015, in Dubai, UAE. ICCSH 2015 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 Culture, Society and Humanity, 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 Innovation, Service and Management and related areas.

All papers for the ICCSH 2015 will be published in IJSSH (ISSN: 2101-3646) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by Google Scholar, DOAJ, Crossref, Index Copernicus, and ProQuest, and sent to be reviewed by ISI Proceedings.

English is the official language of the conference. We welcome paper submissions. Prospective authors are invited to submit full (and original research) papers (which is NOT submitted/published/under consideration anywhere in other conferences/journal) in electronic (PDF only) format through the Electronic Submission System website or via email: iccsh@iedrc.net.

Important Dates

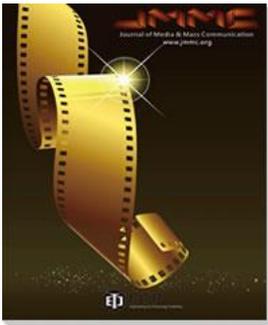| Paper Submission (Full Paper)	Before December 25, 2014
Notification of Acceptance	On January 15, 2015
Final Authors' Registration	Before February 5, 2015
ICCSH 2015 Conference Dates	May 6-7, 2015

http://www.iclcc.org/

2015 International Conference on Language Communications and Culture (ICLCC 2015) will take place in Roma, Italy, May 15-16, 2015. A key aspect of this conference is the strong mixture of academia and industry. This allows for the free exchange of ideas and challenges faced by these two key stakeholders and encourage future collaboration between members of these groups, 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 Communications and Culture, and discuss the practical challenges encountered and the solutions adopted.

After refereeing process, all accepted papers will be published in Journal of Media & Mass Communication - JMMC.

Please submit your papers by Electronic Submission System**; (.pdf) before December 30, 2014.**
For any inquiry about the submission and conference, please feel free to contact us at: iclcc@iedrc.net.

Important Dates

Full Paper Deadline	2014/12/30
Acceptance Notification	2015/01/25
Registration Deadline	2015/02/10
Conference Date	**2015/05/15-16**

http://www.ictes.org/

Welcome to the official website of the 2015 2nd International Conference on Teaching and Education Sciences (ICTES 2015) will be held during June 9-10, 2015, in Kuala Lumpur, Malaysia. ICTES 2015 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 Teaching and Education Sciences, and discuss the practical challenges encountered and the solutions adopted.

Publication

IJIET (ISSN: 2010-3689) as one volume, and will be included in the Engineering & Technology Digital Library, and indexed by DOAJ, Electronic Journals Library, Engineering & Technology Digital Library, Google Scholar, Crossref and ProQuest .

IJEEEE (ISSN: 2010-3654) Abstracting/ Indexing: Engineering & Technology Digital Library, Google Scholar, Electronic Journals Library, QUALIS, Crossref, ProQuest, EI (INSPEC, IET).

Please submit your papers by Electronic Submission System**; (.pdf) before December 30, 2014.**
For any inquiry about the submission and conference, please feel free to contact us at: ictes@iedrc.net.

Important Dates

Submission Deadline	January 25, 2015
Notification Day	February 15, 2015
Registration Deadline	February 30, 2015
Conference Date	June 9-10, 2015

Note