



A satellite image of Earth showing the Asian continent and the surrounding Pacific Ocean. The image is taken from a high angle, showing the curvature of the planet. The landmasses are green and brown, while the oceans are dark blue. White clouds are scattered across the scene. The text 'iafor' is in the top right corner, and 'a global academic alliance' is at the bottom.

iafor

a global academic alliance



University of
Zagreb



For the latest information
about IAFOR's partners,
please see our website at
www.iafor.org or contact
the IAFOR office

IAFOR would like to thank its institutional academic and
conference partners, as we create a global alliance...
why not join us?



ECSS2013 ECSEE2013

July 4-7, 2013
Brighton, UK

welcome to ecss/ecsee 2013



Dear Delegates,

Welcome to the vibrant seaside resort of Brighton, home to two universities, England's largest arts festival, and the International Academic Forum's first season of European conferences, and welcome to the first European Conference on the Social Sciences & the first European Conference on Sustainability, Energy and the Environment.

The International Academic Forum (IAFOR) was founded in 2009 to promote and facilitate research synergies and partnerships between individuals and institutions in and between Asian countries, and between Asian countries and the outside world. This function as a network hub has seen IAFOR grow to develop partnerships with institutions throughout the world, and facilitate many more. We are excited about extending our academic partnerships and globally centred discussion into Europe with these exciting interdisciplinary conferences.

An IAFOR conference is an international, interdisciplinary, intercultural and inter-professional event that invites academics, practitioners, scholars and researchers from around the world to meet, network, share intellectual developments, explore challenges to dominant paradigms, and exchange ideas in a supportive environment.

The conference themes of this joint event, 'Society, Environment and Trust: Towards Sustainable Systems of Governance' (ECSS), and 'Sustainability, Society and the Environment: Searching for Synergies' (ECSEE), are important ones. The programme promises to be exciting, with thematic topics that address the central aims of the conference in different but complementary ways, including through papers that draw on empirical research, that develop theoretical and conceptual insights, and that engage with the sciences from varied research approaches. The conference will be enhanced through its wide variety of presenters, who will draw on their diverse experiences and knowledges, and on their academic, personal and geographical contexts, in a programme that promises stimulating and challenging discussion, and intellectual discovery.

IAFOR provides an international academic forum that encourages the development of collaborative links and connections between researchers, academics, scholars and practitioners, and I strongly encourage your active and open-minded engagement with the conference over this long weekend together.

Thanks to our institutional academic partners for their continued role in supporting this global initiative, and particularly to Waseda University (Japan), Birkbeck University of London (UK), The National Institute of Education (Singapore), The National University of Tainan (Taiwan), Lincoln University (UK), the Hong Kong Institute of Education (HKSAR), Auburn University (USA), and our newest partner, Virginia Tech (USA).

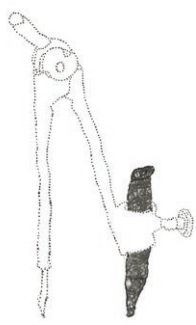
I would like to thank conference chair Professor Stuart Picken for his help in the direction of this event, ECSS/ECSEE Keynote Speaker, Mr Jun Arima, Director General of JETRO, London, and Drs Petrisor and Molle, of URBAN-INERC (Romania), and Chapman University (USA), both program advisers and journal editors. Most importantly, I would like to thank the delegates from around the world, who have chosen this IAFOR conference as the venue for the presentation of their research.

I look forward to meeting you all.

Dr Joseph Haldane
Executive Director, IAFOR



letter of welcome



conference at a glance

Registration and Information

The Registration and Information Desk will be open from 15:00-17:00 on Thursday afternoon, and from 8:00-18:00 on Friday, Saturday and Sunday. IAFOR staff and local volunteers will happily assist you in any way they can.

Pre-Conference: Thursday, July 4, 2013 – Daytime

8:45-18:00 Pre-Conference Tour of East Sussex & Kent

This is ticketed at GBP 75.00 and there are a limited number of places. For more information, please email us at conferences@iafor.org. Please meet in the lobby at 8:30 for a prompt 9:00 AM departure.

Thursday, July 4, 2013 – Evening

15:00-17:00: Conference Registration & Information Desk Open

18:00-19:30: Conference Welcome Reception – Lobby Bar Area

Come and enjoy a few glasses of beer, wine, or a choice of soft drinks if you prefer, to open the conference, mix with fellow delegates and network. All Registered Attendees Welcome.

Friday, July 5, 2013 – Daytime

9:30-12:00: Welcome and Keynote Speaker Session (Renaissance Suite Ballroom: Lower Ground Floor)

9:30-9:45: Housekeeping and Welcome Addresses

Kiyoshi Mana, Conference Manager
Joseph Haldane, IAFOR Executive Director

9:45-10:00: Introductory Address

Professor Stuart D. B. Picken, Chair, IAFOR International Advisory Board

10:00-10:30: Break

10:30-11:30: ECSS/ECSEE Keynote Speaker: Jun Arima

Director-General, JETRO, London
Session Chaired by Professor Stuart D. B. Picken

11:30-11:45: Sustainability Q and A

11:45-13:00: Lunch Break

Sandwiches and beverages will be available at the registration desk

13:00-14:30: ECSEE Featured Workshop: (Renaissance Suite – Lower Ground Floor)

Jay Friedlander, College of the Atlantic, USA

14:30-14:45: Break

14:45-16:15: Parallel Session I (various meeting rooms 1F)

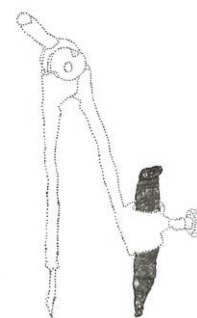
Friday, July 5, 2013 – Evening

19:00-21:30: A Night Out along the Seaside: Official Conference Dinner

The official conference dinner will be held in a function room at the Hilton, and provide a relaxed and enjoyable environment to meet and network with other delegates. This is ticketed at GBP 50.00 and there are a limited number of places. The party will leave the lobby at 19:00, so please be there in good time. The venue is a short walk away along the seafront. The conference dinner will begin at 19:30 at the Hilton Hotel, and will finish at 21:30. Afterwards, a group will be lead back to the Thistle hotel.

Thursday, July 4

Friday, July 5



conference at a glance

Saturday, July 6, 2013 – Daytime

9:00-10:30: Parallel Session 1 (various meeting rooms IF)

10:30-10:45: Break

10:45-12:15: ECSS/ECSEE Spotlight Speaker Session (Tennyson Room IF)

Robert Gill, Swinburne University of Technology, Australia

Peter Oakley, Royal College of Art, UK

12:15-13:00: Lunch Break

Sandwiches and beverages will be available at the registration desk

13:00-14:30: Parallel Session 2 (various meeting rooms IF)

14:30-14:45: Break

14:45-16:15: Parallel Session 3 (various meeting rooms IF) & Poster Session (Shelly Room IF)

16:30-17:15: ECSEE Featured Speaker Session (Tennyson Room IF)

George Martin, University of Surrey, UK

Sunday, July 7, 2013 – Daytime

9:00-10:30: Parallel Session 1 (various meeting rooms IF) & Poster Session (Keats Room IF)

10:30-10:45: Break

10:45-12:15: Parallel Session 2 (various meeting rooms IF) & Poster Session (Keats Room IF)

12:15-13:15: Lunch Break

Sandwiches and beverages will be available at the registration desk

13:15-14:45: Parallel Session 3 (various meeting rooms IF)

14:45-15:00: Break

15:00-16:30: ECSS/ECSEE 2013 Closing Session (Tennyson Room IF)

15:00-15:45: ECSS Featured Speaker Session

Daniel Sullivan, University of Minnesota, USA

15:45-16:30: ECSS/ECSEE 2013 Conference Closing Comments & Conference Photograph

Joseph Haldane, IAFOR Executive Director

Post-Conference: Monday, July 8, 2013 – Daytime

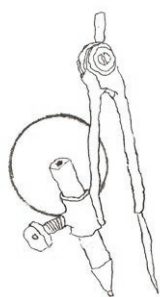
8:30-18:00 Post-Conference Tour of London

This is ticketed at GBP 100.00 and there are a limited number of places. For more information, please check with the Registration and Information Desk. Please meet in the lobby at 8:00 for a prompt 8:30 AM departure.

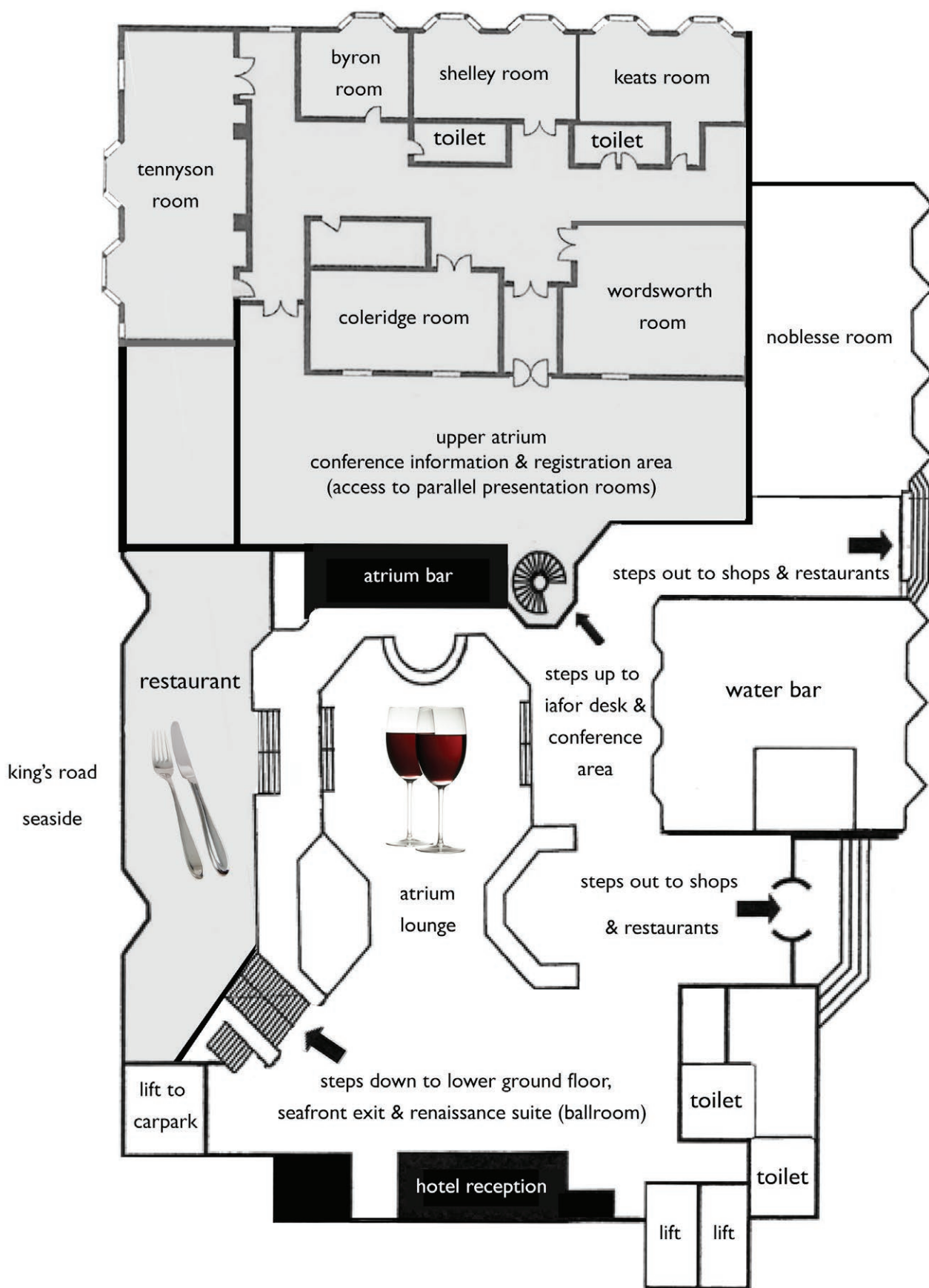
Saturday, July 6

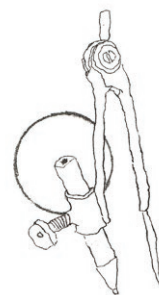
Sunday, July 7

Monday, July 8



thistle brighton conference map





Information and Registration

The Conference Registration and Information Desk will be situated in the Atrium on the first floor of the hotel throughout the conference. If you have already paid online, or by bank transfer, you will be able to pick up your registration pack. This will include a tote bag, the conference programme, and your official certificate of attendance and receipt of payment. At this time you will also be given a name card, and lanyard.

For those wishing to pay on the day, please note that we will not be able to process credit cards.

Conference Welcome & Keynote Session: Friday 9:30-12:00

The plenary session will be held on Friday morning, with the event beginning at 9:30 in the Renaissance Suite on the first floor. Please arrive in good time if you wish to attend the session. There will be an interval after the introductory address and complimentary refreshments and snacks will be served.

The Friday Featured Workshop will be held on Friday from 13:00-14:30 in the Renaissance Suite on the first floor. Please arrive in good time if you wish to attend the session.

Concurrent Speaker Sessions

Concurrent Sessions will run on Friday afternoon, and on Saturday and Sunday. They are generally organized into streams. Sessions include two, three or sometimes four presenters. Each presenter has thirty minutes including Q and A time. The session length reflects the number of presenters.

Presentations and Equipment

All rooms will be equipped with a MacBook computer pre-installed with PowerPoint, as well as a screen and an LCD projector. If you wish, you may directly link your own PC laptop, although we advise you to use the computer provided by plugging in your USB flash drive.

We recommend that you bring two copies of your presentation in the case that one fails, and suggest sending yourself the presentation by email as a third and final precaution.

Session Chairs

Session Chairs are expected to introduce themselves and other speakers (briefly), and ensure that the session begins and ends on time, and that the time is divided fairly between the presentations. Each presenter should have no less than 30 minutes in which to present his or her paper, and respond to any questions.

The session chair is asked to assume this timekeeping role, and to this end, a yellow and red colored timekeeping card is used as a visual cue for presenters, letting them know when they have 5 minutes remaining, and when they must stop.

Please follow the order in the programme, and if for any reason a presenter fails to show, please keep to the original timeslots as delegates use the programme to plan their attendance.

A Polite Request to All Participants

Participants are requested to arrive in a timely fashion for all addresses, whether to their own, or to those of other presenters. Presenters are reminded that the time slots should be divided fairly and equally between the number of presentations, and that they should not overrun.

We recommend that the 30 minutes presentation timeslot be divided as follows: 20 minutes for the paper and 10 minutes for Q and A.

Poster Sessions & Poster Requirements

The poster frames are B1 and so it is recommended that posters be no larger than B1 (707mm x 1000mm/27.8 inches x 39.4 inches). A1 (594mm x 841mm/23.4 inches x 39.4 inches) is also fine. If your poster is outsized, then we will be able to provide tape.



Internet

There will be wireless Internet connection throughout the hotel. However, this can be temperamental and we would suggest that you do not rely on live connection for your presentation, or have back up screen shots in the case of internet down time.

For your convenience, there will also be a limited number of computers in the registration area.

Printing

There will be a printer behind the information desk in the base room, and we are able to offer a complimentary printing service of up to ten A4 sheets should you need this. Please be advised that printing may not be available in peak times.

Badges

When you check in, you will receive a conference package, which includes your name badge. Wearing your badge IS required for entrance to the sessions. If you lose your badge it can be replaced for a fee of 40 GBP. You must wear your badge at all times during the Conference.

If you are not wearing your badge, security will stop you and ask you to show your ID and evidence that you are registered. Those unable to show proof will be escorted from the Conference by security.

There are (4) colors of badges indicating the type of conference participant:

RED: Presenters and General Audience
 YELLOW: Keynote and Featured Speakers
 BLUE: Conference Exhibitors and Affiliates
 BLACK: IAFOR Staff & Board Members

What to Wear & Bring

Attendees generally wear business casual attire. You may want to bring along a light jacket or sweater, as the temperature in meeting rooms is often difficult to control.

Security

Do not leave personal items or conference bags unattended anywhere in the Thistle Brighton as this will be taken away by security. For the enjoyment of all participants, inappropriate behavior will not be tolerated and violators will be removed from the premises.

Smoking

Smoking is not permitted in the Thistle Brighton.

Photo/Recording Waiver

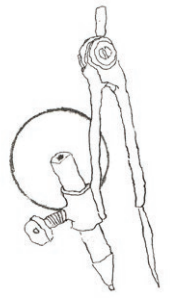
There will be photography, audio and video recording at the conference. By entering the event premises you give consent to the use of your photograph, likeness or video or audio recording in whole or in part without restriction or limitation for any educational, promotional, or any purpose for distribution.

Refreshment Breaks

Complimentary coffee, tea, and water is available throughout the day in the Atrium. Light snacks will be provided once in the morning and once in the afternoon. Packed lunch will be provided by IAFOR and can be picked up at the registration desk. Meals can be purchased at any of the restaurants or convenience stores in and around the Thistle Brighton.

Meals & Drinks

As a conference registrant, if you booked through the conference site and if you are staying at the Thistle Brighton then the breakfast buffet is included in your room price. This is a good occasion to meet other delegates. You must book through the venue page of the website to enjoy this arrangement.



conference guide

CONFERENCE PROCEEDINGS

The Conference Proceedings are published on the IAFOR website (www.iafor.org), and can be freely accessed as part of the research archive.

All authors may have their full paper published in the online conference proceedings. Full text submission is due by September 1, 2013 through the online system. The proceedings will be published on October 1, 2013.

Authors will have PDF copies of their offprints emailed to them by the IAFOR office by the end of October 2013.



About 3min walk

Conference Chair, Keynote & Featured Speakers



Stuart D. B. Picken
IAFOR, Japan



ecss/ecsee conference chair

Professor Picken is the Chairman of the IAFOR International Advisory Board. The author of a dozen books and over 130 articles and papers, he is considered one of the foremost scholars on Japan, China, and Globalization in East Asia.

As an academic, Professor Picken has devoted more than 30 years to scholarship in Japan, notably as a Professor of Philosophy at the International Christian University in Tokyo, where he specialized in ethics and Japanese thought, and as International Adviser to the High Priest of Tsubaki Grand Shrine (Mie prefecture). He has also served as a consultant to various businesses, including Jun Ashida Ltd., Mitsui Mining & Smelting Corp., Kobe Steel, and Japan Air Lines.

In November 2008, the Government of Japan awarded Professor Picken the Order of the Sacred Treasure for his pioneering research, and outstanding contribution to the promotion of friendship and mutual understanding between Japan and the UK. The honour is normally reserved for Japanese citizens and is a mark of the utmost respect in which Professor Picken is held by the Japanese Government. More recently, in 2012 he was invited to London to attend a reception at the Japanese Embassy, hosted by Emperor Akihito and Empress Michiko as an expression of their gratitude towards Britons who had helped support Japan after the 2011 Tohoku earthquake and tsunami. Professor Picken helped organize fundraising efforts through both the Japan Society of Scotland, of which he is the chair, in the UK, and IAFOR in Japan.

As Chairman of the IAB, Professor Picken is responsible for the academic affairs and direction of the organization. He is also responsible for the development of the IAFOR Research Institute.

Although now resident in Scotland, Professor Picken maintains his interests in Japan, as Chair of the Japan Society of Scotland, and through the IAFOR IAB. He is also the Chairman of the Academic Board of New College, Birmingham. He lives near Glasgow with his wife and two children.

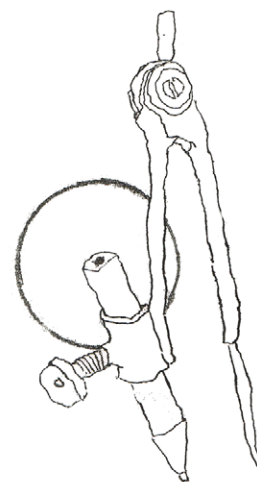
Keynote Speech:

Friday, July 5, 2013

9:45 - 10:30

Renaissance Suite
- Lower Ground Floor

Jun Arima
Japan External Trade Organisation, UK



ecss/ecsee
keynote speaker

Jun Arima is Director General of the Japan External Trade Organization (JETRO), London and Special Advisor on Global Environmental Affairs for the Ministry of Economy, Trade and Industry (METI), Japan. He has previously held various international energy/environment related positions including Head of Division, Country Studies, International Energy Agency (IEA), Director, International Affairs Division, Agency of Natural Resources and Energy, METI and Deputy Director General for Environmental Affairs at METI's Industrial Science and Technology Policy and Environment Bureau. In the COP (UN Convention on Climate Change) 14, 15 and 16, he was Japanese Chief Negotiator for AWG-KP.

Keynote Speech: Japan – Economics, Energy and Sustainability

Director General Arima's presentation to the conference will be in two parts. The first will deal with Japan's economic revitalization under the heading "Japan is back". This will cover the Japanese Government's "3 Arrows" strategy of stimulating private investment, aggressive monetarism, and fiscal flexibility as well as providing a basic outline of Abenomics. These policies are means to exit from deflation, expand employment, and expand the economy.

He will then turn to the government's post-Fukushima policy relating to Japan's energy needs and the challenges of climate change. He will touch on electricity market reform, energy efficiency performance, and necessary steps to rectify energy management, problems that are linked to long-term sustainability in Japan.

Keynote Speech:

Friday, July 5, 2013

10:30 - 11:45

**Renaissance Suite
- Lower Ground Floor**

Jay Friedlander
College of the Atlantic, USA



Jay Friedlander is the Sharpe-McNally Chair of Green and Socially Responsible Business at College of the Atlantic (COA) in Bar Harbor, Maine and founder of COA's Sustainable Business Program. Fast Company, Princeton Review, The New York Times and others have recognized COA as a sustainability leader.

Jay has been a frequent presenter at both national and international academic conferences on sustainability, enterprise and innovation, as well as to private sector gatherings such as the Yale-Goldman Sachs Partnership on Nonprofit Ventures.

Prior to joining COA, Jay was the chief operating officer for a natural and organic restaurant group; worked as a Fortune 100 strategy consultant; served in the Peace Corps in Mauritania; and broke fundraising records at Rails-to-Trails Conservancy.

Jay holds a BA from Colgate University and an MBA from Babson College, where he graduated as Valedictorian of his class.

Workshop Title: Sustainable Enterprise: Unlocking Innovation & Preparing for the Next Economic Wave

All businesses, large and small, need to innovate and evolve in order to avoid obsolescence. A look back at the companies making up the Dow Jones Industrial Average over the last 116 years shows this. As the economy shifted from the agricultural to the industrial and then to the information age new entrants destroyed former titans from previous economic eras. In fact, only one firm has stood the test of time and succeeded, as the economic context has repeatedly required it to evolve and adapt.

Today, sustainability is the new context remaking our economy and unleashing an enormous wave of business innovation and creativity. Traditionally, balancing social, economic and environmental factors was seen as a zero sum game. The prevailing view was that building social and environmental capital meant sacrificing economic gains. A new generation of leaders is turning that model on its heads with sustainable businesses that build social, environmental and economic capital together.

These start-ups and established companies are using a sustainable perspective to unlock latent value and find new business opportunities that also reduce their impact on the planet and improve society. The benefits of such pursuits are numerous: from lowering operating costs and mitigating risk to developing new markets and solving persistent social issues – all while sparking continuous innovation. This workshop will explore the origins of these new forces and how to use sustainability as a catalyst for innovation and provide models and tools for engaging in sustainable value creation.

ecss/ecsee
featured workshop

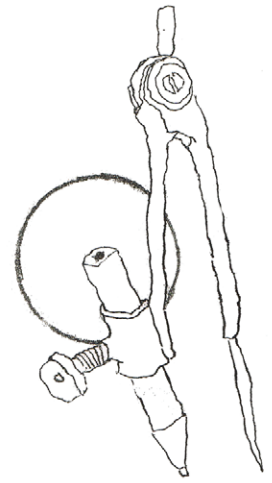
Featured Workshop

Friday, July 5, 2013

13:00 - 14:30

**Renaissance Suite
- Lower Ground Floor**

Robert Gill
Swinburne University of Technology, Australia



ecss/ecsee
spotlight speaker

Rob Gill is the Discipline Leader for Public Relations and Advertising at Swinburne University of Technology, where he has worked since 2007. Rob completed his doctorate in 2006 on the theme "Employer of Choice and building a positive Corporate Social Responsibility reputation for the Australian Financial Sector." Rob is a member of the Public Relations Institute of Australia and a graduate of the Corporate Public Affairs Institute residential program. He has more than 10 years experience as a communication manager in the fields of finance, tourism and state government. Prior to this, Rob spent 15 years teaching in Australia and internationally.

Spotlight Speech: Using Corporate Storytelling to Build Internal and External Trust

This paper examines the use of corporate storytelling as a valuable strategy to heighten employee engagement, which may improve internal loyalty to the corporate brand and ultimately strengthen internal trust and external reputation. The paper includes an integrated literature review of contemporary text and theories from academics and industry leaders relating to: the benefits of using corporate stories; corporate stories and employee engagement; employee engagement and enhanced internal reputation, the link between internal and external reputation; and, the limitations of corporate storytelling. It also analyses results from an Australian survey with leading business managers regarding the use of storytelling to build engagement. Many theorists endorse corporate storytelling as a valuable medium for engaging with employees and improving internal trust. However, both contemporary academic and industry analysis appears limited in acknowledgement of a link between internal storytelling and external reputation.

The paper draws a link between using corporate stories to engage more deeply with staff in order to strengthen internal trust and loyalty, and effect a stronger external reputation. It links open and engaging communication to sustainable and trustworthy governance.

Saturday Spotlight Session:

Saturday, July 6, 2013

10:45 - 11:30

Tennyson Room 1F

Peter Oakley
Royal College of Art, UK



ecss/ecsee
spotlight speaker

Peter Oakley is Research Leader for the School of Material at the Royal College of Art. He develops and helps support staff research across the School's programmes: fashion, ceramics and glass, jewellery and metal, and textiles.

Peter's own current research addresses the luxury goods sector from a social science perspective. He has a particular interest in the UK jewellery industry and its supply chains, including the development, promotion and reception of related ethical initiatives and campaigns. He also retains an interest in the use of heritage as a cultural tourism resource, having conducted research on the promotion of traditional manufacturing techniques and communities and industrial heritage sites.

Peter has worked on design projects and in restoration teams, lectured extensively on the applied arts and developed university programmes for staff in the UK's heritage industry. He has a doctorate in anthropology and is a Fellow of the Royal Anthropological Institution.

Spotlight Speech: Immanence vs. Provenance: Fairtrade Gold and the Social Complexity of Substance Identities

In 2011 the Fairtrade Foundation launched Fairtrade Gold. Though advocates championed the ethical credentials of this 'new material', the number of jewellery practitioners willing to support the initiative fell short of expectations and detractors challenged the validity of its underlying principles. This paper will show these responses were linked to the fact that Fairtrade Gold is an outstanding example of complexity as defined by Anne-Marie Mol and John Law. Fairtrade Gold sits at the intersection of two incommensurable and competing social constructions of material identity: immanence and provenance. In the West, gold is overwhelmingly treated as an immanent substance; any given mass of gold is defined by its immediately apparent physical characteristics, whilst its past is repeatedly erased through the process of refining. In contrast, Fairtrade certification is dependent on an identifiable past that is used to construct a declared provenance. As a result Fairtrade Gold contains an irresolvable tension that is evidenced through unending social contestation.

This paper draws on four years of ethnographic field research amongst jewellers and activists in the UK, during which time the Fairtrade Gold campaign was conceived, developed and publicly launched by the Fairtrade Foundation, to explore how these incommensurable conceptualisations collided and the impact this had on the beliefs and praxis of campaigners and goldworking practitioners. The material presented will be used as a case study of how 'substance identities' come to be constructed, maintained and defended by pervasive cultural, technological and legal structures as well as the beliefs and expectations of individuals.

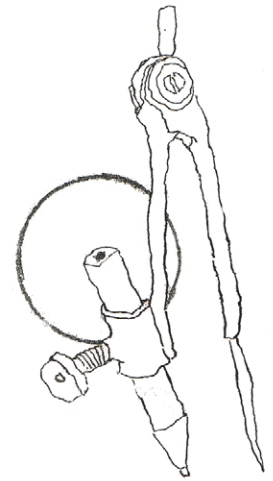
Saturday Spotlight Session:

Saturday, July 6, 2013

11:30 - 12:15

Tennyson Room IF

George Martin
University of Surrey, UK



ecss/ecsee
featured speaker

George Martin is a sociologist who specializes in urban sustainability. His most recent collaboration is: H. Feng, D. Yu, Y. Deng, M. Weinstein, and G. Martin, "System Dynamic Model Approach for Urban Watershed Sustainability Study," *International Journal of Sustainable Development* 5 (December, 2012): 69-80. He received his Ph.D. from the University of Chicago and lives in New York City, London, and California. He is Professor Emeritus at Montclair State University, New Jersey; Visiting Research Associate at University of California, Santa Cruz; Visiting Professor, Centre for Environmental Strategy, University of Surrey; and Senior Editor of the journal, *Capitalism Nature Socialism*.

Featured Speech: Urban Agriculture's Synergies with Ecological and Social Sustainability: Food, Nature, and Community

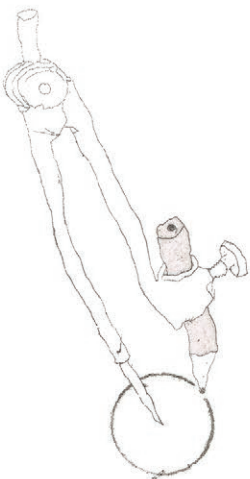
The practice of urban agriculture (UA) is a flourishing topic in environmental discourse based on its promise for increasing sustainable food production in a world increasingly urbanized at the same time food security is threatened by climate change. Research indicates UA has potential for a substantial contribution to food sustainability in the global South where extensive poverty and large populations with traditional agricultural knowledge provide the material and social bases for growing an already appreciable level of production. However, UA may have a low ceiling in the global North due to the high value of land and the lack of unpolluted soil (a legacy of industrial production). It has been argued that UA in the global North can overcome this lack of affordable arable land by constructing vertical farms and expanding the production of current venues: allotments, kitchen gardens, community gardens, and peri-urban farming. This paper evaluates these arguments based on a case study of a community garden in New York City, supplemented by data from other studies. The conclusion is that the potential for UA in the global North will likely remain low. Still, it merits policy support on other grounds: its synergies with ecological and social sustainability. While UA offers somewhat greater capacity to enhance ecological sustainability as other green spaces, its synergies with social sustainability are more substantial—generating social capital for community development, promoting environmental education, and advancing environmental justice. These synergies warrant increased attention in urban sustainability research.

Featured Speech:

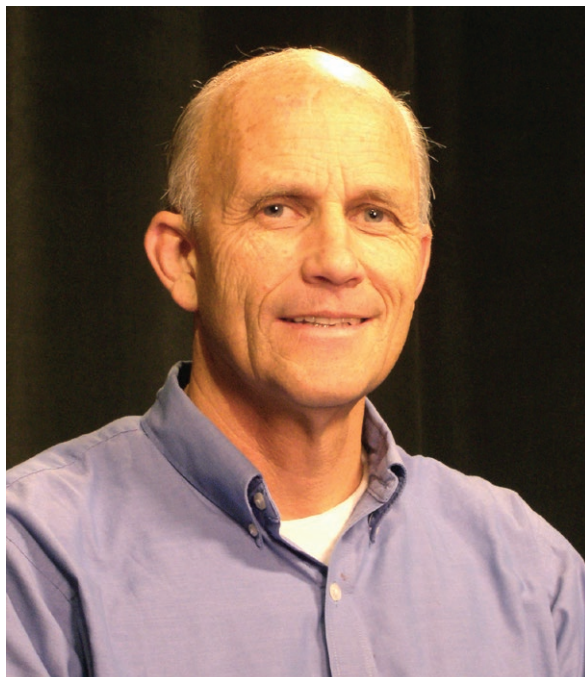
Saturday, July 6, 2013

16:30 - 17:15

Tennyson Room IF



Daniel Sullivan
University of Minnesota, USA



ecss/ecsee
featured speaker

Dan Sullivan is Professor and Cowles Chair in Media Management and Economics at the University of Minnesota School of Journalism and Mass Communication. His research involves helping advance the thinking of traditional media organizations regarding how they deal with change in the communities they serve and with changes in technologies that are altering their competitive and business landscapes. His current research focuses on alternative business models for newspaper companies, the relationship between journalism and business and its interaction with social media, and the public policy implications of media ownership consolidation. Prior to joining the Minnesota faculty in 1999, he spent 14 years working for Cowles Media Company and the StarTribune in Minneapolis, most recently as the director of strategic development. Sullivan holds a Ph.D. in economics from Yale University.

Featured Speech: Unrecognized Conflicts Between the Online Revenue Strategies and Social Media Strategies of Major Newspapers in the United States and Europe

There is virtually universal agreement that a free press is essential to a sustainable and effective democratic form of government. In many parts of the developed world, the press has consisted mainly of commercial enterprises that also seek to serve as social institutions. The emergence of the internet in general, and social media in particular, have created serious challenges for these organizations on both fronts. The principal responses to these challenges have been to develop new revenue models and to integrate the use of social media into their traditional journalistic work. These responses have implications for the relationship between the business success and the social relevance of these enterprises; and an examination of the actual decisions made by major newspapers in both the United States and Europe (and the stated reasons for those decisions) strongly suggests that these implications are not well understood by the organizations themselves. Specifically, new conflicts between the two strategies arise that make current strategies unsustainable - a key component of this problem is a failure to take into account the economic nature of the platforms on which their social media efforts are built. Failure to recognize these conflicts could result in decisions that significantly impair the contribution of these organizations to the health of modern democratic societies, especially as those societies become more pluralistic. Following this empirical analysis, which uses an in depth case-study approach, this paper draws on literature from political science and sociology, as well as economics, to propose a framework for making the implications of these decisions more transparent.

Sunday Featured Session:

Sunday July 7, 2013

15:00-15:45

Tennyson Room 1F

INTERNATIONAL
INTERCULTURAL
INTERDISCIPLINARY
IAFOR

www.iafor.org

For more information about the International Academic Forum and its activities,
please visit our website at www.iafor.org

Hear the latest news and developments by joining our mailing list, or following us on
facebook and twitter.

IAFOR
The International Academic Forum
Academic Vision and Mission

The vision of iafor grew out of the perceived need to fill a vacuum in the communication and exchange activities of the academic world. Its mission arose out of examining that space and investigating why it existed. The vacuum existed because of the lack of opportunity for serious and thoughtful exchange between academics, members of the global business community, and practitioners in the fields of human endeavor that linked these groups together. In the field of education, for example, we have academic theorists, educational managers (political decision-makers and organizational directors) and classroom teachers with their support staff in IT, library work, exchange programs, and specialist fields. But how often do they have the opportunity to interact?

Moving beyond one particular field, larger questions arise. What function should universities prioritize in the 21st century? What do businesses see as their contribution to social and global wellbeing? How can people on the ground, trying to implement improvements that will transform human life, best be supported? And perhaps above all, what are the agendas that will drive mechanisms to enable these groups to interact effectively.

One piece of distilled thought that came from early exchanges at an iafor conference was the recognition that some of the rhetoric of concern about the problems of developing nations was perhaps over-focused on the term "poverty" because it can be defined only in a relative way. "Hunger" was put forward as being more immediate and itself a contributory factor to poverty, rather than the other way round. One key to the hunger issue could be the provision of safe drinking water, or water for irrigation in some contexts, while flood management might be necessary elsewhere. These, in and by themselves become valuable only insofar as they help to relieve hunger in specific contexts.

iafor is affording opportunities that do not exist elsewhere. The base is Osaka, Japan's great commercial and manufacturing hub, one symbol of the emerging Pacific economy that in time will eclipse the long dominant Atlantic zone. iafor conferences present those taking part with three unique dimensions of experience. First of all, it encourages interdisciplinary activity to be expanded. Depending on the field, this can face varying degrees of difficulty, ranging from discouragement to downright prohibition. Those overly dependent on fixed academic structures often see lateral thinking as a threat. None of these negatives apply in iafor. Its purpose is to generate new approaches that cross any disciplinary lines. The principle employed is to let the imagination permit intuitive responses to questions. There are no panels of critics. There are simply people who want to listen and reflect. The model of academic work as potholing is replaced by the metaphor of mountaineering. While respecting the need for solid and well-founded academic work, we feel the need to go beyond it from time to time to discover fresh approaches to old questions.

Secondly, it facilitates the heightening of intercultural awareness. Again, iafor encourages innovation through cross-cultural perception. Cultural roots influence people in their attitudes more than most would realize or admit. The need to see and internalize insights gained from other viewpoints is met by a process of steady illumination.

Thirdly, it promotes the broadening of international exchange. We may live in a globalized world, but in reality parochialism still holds sway. The collapse of the U.S.S.R and the break-up of Yugoslavia led to the re-establishment of numerous former countries. While this may be desirable for the peoples concerned, it merely adds to the world's cultural confusion. Exchange leads to explanation and that helps the growth of intercultural awareness.

iafor makes all of these developments possible in one gathering. An iafor conference is not a substitute for specialist conferences. It is intended to be an alternative that functions as a balance or even a corrective to the extreme tendencies that can arise from more narrowly defined research parameters. In short, iafor is promoting and facilitating a new multifaceted approach to one of the core issues of our time, namely globalization and its many forms of growth and expansion. Awareness of how it cuts across the worlds of business, and academia, along with its impact on societies and institutions is one of the driving forces that has given iafor its momentum and is making it a pioneer in this global age.

Rev. Professor Stuart DB Picken
Order of the Sacred Treasure (瑞宝中授章), M.A. (Hons), B.D., Ph.D., F.R.A.S.
Chairman, Japan Society of Scotland
Chairman, IAFOR Advisory Board

Dr. Joseph Haldane
B.A. (Hons), Ph.D., F.R.A.S.
Executive Director, IAFOR

people

Leadership

Chairman of the International Advisory Board

The Reverend Professor Stuart D. B. Picken, Order of the Sacred Treasure, M.A. (Hons), B.D., Ph.D. (Glasgow), F.R.A.S.



Professor Picken is the Chairman of the IAFOR International Advisory Board. The author of a dozen books and over 130 articles and papers, he is considered one of the foremost scholars on Japan, China, and Globalization in East Asia. As an academic, Professor Picken has devoted more than 30 years to scholarship in Japan, notably as a Professor of Philosophy at the International Christian University in Tokyo, where he specialized in ethics and Japanese thought, and as International Adviser to the High Priest of Tsubaki Grand Shrine (Mie prefecture). He has also served as a consultant to various businesses, including Jun Ashida Ltd., Mitsui Mining & Smelting Corp., Kobe Steel, and Japan Air Lines. In November 2008, the Government of Japan awarded Professor Picken the Order of the Sacred Treasure for his pioneering research, and outstanding contribution to the promotion of friendship and mutual understanding between Japan and the UK. The honour is normally reserved for Japanese citizens and is a mark of the utmost respect in which Professor Picken is held by the Japanese Government. More recently, in 2012 he was invited to London to attend a reception at the Japanese Embassy, hosted by Emperor Akihito and Empress Michiko as an expression of their gratitude towards Britons who had helped support Japan after the 2011 Tohoku earthquake and tsunami. Professor Picken helped organize fundraising efforts through both the Japan Society of Scotland, of which he is the chair, in the UK, and IAFOR in Japan. As Chairman of the IAB, Professor Picken is responsible for the academic affairs and direction of the organization. He is also responsible for the development of the IAFOR Research Institute. Although now resident in Scotland, Professor Picken maintains his interests in Japan, as Chair of the Japan Society of Scotland, and through the IAFOR IAB. He is also the Chairman of the Academic Board of New College, Birmingham. He lives near Glasgow with his wife and two children.

Vice-Chairman of the International Advisory Board

Professor Jerry Platt, B.S. (Michigan State), MBA (Wayne State), MA, PhD (Ohio State), MS (Stanford)



Jerry Platt is Professor of Global Business at Akita International University, Japan and Professor Emeritus at San Francisco State University. Professor Platt holds a B.S. in Multidisciplinary Social Sciences from Michigan State University, an MBA from Wayne State University, an M.A. in Public Administration, and a Ph.D. in Public Policy and Management from the John Glenn School of Public Affairs at Ohio State University, and an M.S. Statistics Post-Doctoral Degree from Stanford University. His research interests span business, technology and public policy and he is the author of over 85 peer-reviewed papers in these and associated fields. Balancing industry with academic interests, Jerry also served as head of financial analysis for a Bay Area Fortune 500 company, and as CEO of an aviation firm. He has been Principal Investigator on more than twenty U.S. federal research grants. From 1976-2004, Professor Platt was on the faculty of the School of Business at San Francisco State University, and was named Dean in 2001. From 2004 he was Senecal Endowed Dean of the Business School at the University of Redlands, California, before holding concurrent professorships at Redlands and Akita International University, Japan from 2010 until 2012. As Vice-Chair of the IAFOR International Advisory Board, Professor Platt advises the organization on matters pertaining to IAFOR's development and strategy, as it faces the challenge of sustainable growth as both a regional and global organization.

Executive Director

Dr Joseph Haldane, B.A., Ph.D. (London), F.R.A.S



Joseph Haldane is the Executive Director of the International Academic Forum. He was Academic Director from IAFOR's inception in 2009 until January 2011, when he assumed his current enlarged role. He is responsible for setting policies, forging institutional partnerships, implementing projects, and overseeing the research and publications of the organization, as well as maintaining responsibility for overseeing IAFOR's growing global operations. Joe's academic interests include politics and international affairs, literature, history, and the history of ideas, and he holds a PhD from the University of London in French Studies. He has taught at the University of Paris XII [2002-2004], at the French Press Institute in the University of Paris II - Pantheon-Assas [2003-2004] and was a full-time lecturer at Sciences Po in Paris, where he directed a postgraduate course on British Politics and Media in the School of Journalism [2004-2005]. In 2005 he moved to Japan, and immediately prior to this post was an Associate Professor at Nagoya University of Commerce and Business in both the undergraduate and graduate schools, teaching the Ethics course in the graduate school. He is a fellow of the Royal Asiatic Society.

Osaka Conference Organizing Committee Chair

Professor Steve Cornwell, M.A. (Wake Forest), M.F.A. (Virginia Tech), M.A.T. (School for International Training), Ed.D. (Temple)



Steve Cornwell is Professor of English and Interdisciplinary Studies at Osaka Jogakuin University, and also teaches in the online portion of the MATESOL program for the New School in New York. He helped write and design several of the New School courses and has been involved with the program since its inception. He is involved with the Japan Association for Language Teaching (JALT) (an affiliate of IAFOR) serving on its National Board of Directors (Director of Program); his duties involve working with a volunteer team of 50+ to put on JALT's annual, international conference each fall. Most recently, since 2012 he has been the Committee Chair of Osaka Jogakuin University's Lifelong Learning Committee and is responsible for their evening extension program geared at alumni and community members. He is also the Vice-Chair of Osaka Jogakuin University's English Education Committee which is responsible for suggesting policy regarding English Education and also responsible for developing material for the integrated curriculum. This year he is serving as country coordinator for Teachers Helping Teachers' Bangladesh Team. Teachers Helping Teachers is a special interest group of JALT and has been working closely with the Bangladesh English Language Teaching Association (BELTA) for several years jointly putting on professional development events for English teachers in Bangladesh. An American who has made Osaka his home, Professor Cornwell first became involved with IAFOR as a featured speaker at the first ACE conference in 2009, and has gradually become more involved in the organization, and in his capacity of Local Conference Chair, now assists in the logistical and administrative side of every event. He advises extensively on academic matters too, with particular responsibility for overseeing and developing the programs of the ACLL/ACTC conference in Japan, and the ECLL/ECTC event in the UK.

The Japan Liaison Committee (JLC)

The Japan Liaison Committee is a consultative committee that provides support in the form of advice and guidance in specific aspects of the planning and projects of the Forum held in Japan. The Chairman of the International Advisory Board is also chair of the JLC. Members of the JLC are ex-officio members of the International Advisory Board.

Japan Liaison Committee Members

Prof Stuart D. B. Picken, Chairman, IAFOR IAB (chair)

Mr Tom M. Aoyama, Founder of the PHP Institute, Kyoto, Japan & Director, the Yufuku Gallery, Tokyo, Japan

Prof Kuniko Miyanaga, Director, the Human Potential Institute, Tokyo, Japan and Fellow, Reischauer Institute, Harvard University, USA

Prof Michiko Nakano, Professor & Director of the Distance Learning Center, Waseda University, Tokyo, Japan

Prof Yozo Yokota, Director of the Center for Human Rights Affairs, Japan & Former UN Special Rapporteur on Myanmar

Dr Joseph Haldane, Executive Director, IAFOR

people

The International Advisory Board (IAB)

The Board is composed of distinguished business executives, academics, former and current government officials, and community leaders (for a full list please see below). The Board's role is to provide direction of the business and affairs of the Forum, suggest and approve the areas of scholarly investigation, and safeguard the independence of the Forum's work.

Dr Shamim Ali, Lecturer, National University of Modern Languages, Pakistan
Professor David N Aspin, Professor Emeritus and Former Dean of the Faculty of Education, Monash University, Australia & Visiting Fellow, St Edmund's College, Cambridge University, UK
Dr William Baber, Associate Professor, Kyoto University Graduate School of Management, Japan
Professor Don Brash, Former Governor of the Reserve Bank, New Zealand, Former Leader of the New National Party, New Zealand & Adjunct Professor, AUT, New Zealand & La Trobe University, Australia
Lord Charles Bruce of Elgin and Kincardine, Lord Lieutenant of Fife, Chairman of the Patrons of the National Galleries of Scotland & Trustee of the Historic Scotland Foundation, UK
Professor Judith Chapman A.M., Professor of Education, Australian Catholic University, Australia & Visiting Fellow, St Edmund's College, Cambridge University, UK
Professor Chung-Ying Cheng, Professor of Philosophy, University of Hawai'i at Manoa, USA & Editor-in-Chief, The Journal of Chinese Philosophy
Professor Tien-Hui Chiang, Professor and Chair, Department of Education, National University of Tainan, Taiwan/Chinese Taipei
Mr Marcus Chidgey, CEO, Captive Minds Communications Group, London, UK
Professor Kevin Cleary, President of the Japan Association of Language Teachers (JALT)
Professor Steve Cornwell, Professor of English and Interdisciplinary Studies, Osaka Jogakuin University, Osaka, Japan & Osaka Local Conference Chair
Professor Michael A. Cusumano, SMR Distinguished Professor of Management and Engineering Systems, MIT Sloan School of Management, MIT, USA
Professor Dexter Da Silva, Professor of Educational Psychology, Keisen University, Tokyo, Japan
Professor Georges Depeyrot, Professor and Director of Research, French National Center for Scientific Research (CNRS)/Ecole Normale Supérieure, Paris, France
Professor Sue Jackson, Professor of Lifelong Learning and Gender, Pro-Vice Master of Teaching and Learning, Birkbeck, University of London, UK
Professor June Henton, Dean, College of Human Sciences, Auburn University, USA
Professor Michael Hudson, President of The Institute for the Study of Long-Term Economic Trends (ISLET) & Distinguished Research Professor of Economics at the University of Missouri, Kansas City
Kathryn Kiser, Vice-Consul, The United States Department of State, USA
Mr Shahzada Khalid, Deputy Director, SAARC Energy Center, Pakistan
Mrs Eri Kudo, Head Private Sector Fundraising, United Nations World Food Programme Japan, Tokyo, Japan
Professor Sing Kong Lee, Director, The National Institute of Education, Singapore
Dr Woon Chia Liu, Associate Dean, Practicum and School Partnerships, Teacher Education, The National Institute of Education, Singapore
Professor Barbara Lockee, Virginia Tech, USA
Professor Sir Geoffrey Lloyd, Senior Scholar in Residence, The Needham Research Institute, Cambridge, UK, Fellow and Former Master, Darwin College, University of Cambridge, Fellow of the British Academy, Honorary Foreign Member, The American Academy of Arts and Sciences
Dr Robert Logie, Associate Professor of Computer Science, Osaka Gakuin University, Japan
Dr David McLoughlin, Associate Professor, Meiji University, Japan
Professor Vasile Meita, General Manager, The National Institute for Research and Development in Construction, Urban Planning and Sustainable Spatial Development (URBAN=INCERC), Romania
Professor Keith Miller, Schewe Professor of Computer Science, The University of Illinois Springfield, USA & Editor-in-Chief, IEEE Technology and Society
Professor Marjo Hannele Mitsutomi, Professor & Executive Director, The English Language Education Institute, Osaka Gakuin University, Japan
Professor Ka Ho Joshua Mok, Chair Professor of Comparative Policy, Associate Vice-President (External Relations) & Dean of the Faculty of Arts and Sciences, The Hong Kong Institute of Education, Hong Kong SAR
Dr Jo Mynard, Associate Professor & Director of the SALC, Kanda University of International Studies, Japan
Professor Michiko Nakano, Professor of English, Director of the Distance Learning Center, Waseda University, Tokyo, Japan
Ms Karen Newby, Director, Par les mots solidaires, Paris, France
Professor Michael Pronko, Professor of American Literature and Culture, Meiji Gakuin University, Tokyo, Japan
Professor Richard Roth, Senior Associate Dean Medill School of Journalism, Northwestern University, Qatar
Professor Monty P. Satiadarma, Former Dean of the Department of Psychology and Rector of the University, Tarumanagara University, Indonesia
Mr Michael Sakamoto, Interdisciplinary Artist, UCLA, USA
Mr Mohamed Salaaheen, Director, The United Nations World Food Programme, Japan & Korea
Mr Lowell Sheppard, Asia Pacific Director, HOPE International Development Agency, Canada/Japan
Dr Jeffrey Sommers, Associate Professor of Economics, University of Wisconsin-Milwaukee, USA & Visiting Faculty, Stockholm School of Economics, Riga, Latvia
His Excellency Dr Drago Stambuk, Croatian Ambassador to Brazil
Professor Mary Stuart, Vice-Chancellor, The University of Lincoln, UK
Professor Gary Swanson, Distinguished Journalist-in-Residence & Mildred S. Hansen Endowed Chair, The University of Northern Colorado, USA
Dr David Wilkinson, Associate Dean (International & External Programmes), Faculty of Law and Management, La Trobe University, Australia
Professor Kensaku Yoshida, Professor of English & Director of the Center for the Teaching of Foreign Languages in General Education
Sophia University, Tokyo, Japan
Mrs Elly Zaniewicka, Political Correspondent, BBC Political Programmes, London, UK

IAFOR Journal Editors

Editors of IAFOR Journals are ex-officio Members of the International Advisory Board

Dr Thomas French, Associate Professor, Ritsumeikan University, Japan, Editor of the IAFOR Journal of Arts and Humanities
Dr Melissa Kennedy, Lecturer, The University of Vienna, Austria, Editor of the IAFOR Journal of Literature & Librarianship
Dr Sandrah Kroh, Associate Professor, Pikesville University, USA, Editor of the IAFOR Journal of Education
Dr Merlin Levirs, Assistant Professor, Ritsumeikan University, Editor of the IAFOR Journal of Business and Management
Dr Andrea Molle, Post Doctoral Fellow, Chapman University, USA, Editor of the IAFOR Journal of the Social Sciences
Dr Michael O'Sullivan, Associate Professor, The Chinese University of Hong Kong, Hong Kong SAR, Editor of the IAFOR Journal of Ethics, Religion and Philosophy
Dr Alexandru-Ionut Petrisor, Assistant Professor, The National Institute for Research and Development in Construction, Urban Planning and Sustainable Spatial Development (URBAN=INCERC), Romania, Editor-in-Chief of the IAFOR Journal of Sustainability, Energy and the Environment
Dr James Rowlinson, Lecturer, Singapore University of Design and Technology, Editor of the IAFOR Journal of Media, Communication & Film
Professor Elvira Sanatullova-Allison, Professor & Chair of the Education Department, St. Lawrence University, New York, U.S.A, Editor of the IAFOR Journal of Cultural Studies
Dr. Seiko Yasumoto, Lecturer, The University of Sydney, Australia

**Mr Thomas Marc Haldane - Chief Operations Officer (Non-Academic) & Head of Office**

A photographer and designer by training and graduate of London College of Communication, Tom Haldane was IAFOR's Director of Design, Media and Communication from 2009 until 2011, when he was named Chief Operations Officer. He is responsible for overseeing the general non-academic administration and operations of IAFOR, but still maintains responsibility for overseeing the organization's design and media, most particularly in the development of the website.

**Mr Kiyoshi Mana - Manager: Events, Marketing and International Relations**

Kiyoshi Mana manages IAFOR's Events, Marketing and International Relations, and manages the administrative team in the Nagoya Office, and also acts as the Osaka conference on-site manager. He works with the COO to ensure the administrative side of the organization runs smoothly, using skills he had developed as a marketing coordinator for a tech company in the Silicon Valley. An American of Japanese descent, Kiyoshi has long been fascinated by the country of his ancestors, studying both Japanese language and culture at San Francisco State, and also successfully training to be a sushi chef. Coming from a family of educators, he came to Japan in 2009 to continue his studies and to teach, before joining IAFOR in 2011 in a position that utilizes his marketing experience, and his strong commitment to education.

**Ms Melissa Choi - Coordinator: Publications, Communications and International Relations**

Melissa Choi holds a B.Sc. in Life Sciences from the University of British Columbia, Canada, and an M.A. in International Cooperation from Seoul National University (Korea). Her postgraduate study included a period as an exchange student at Waseda University in Tokyo. Previous to joining IAFOR, Melissa held positions in communications and education in Singapore, Korea, and Japan. A linguist who speaks Japanese, Cantonese and Mandarin as well as her native English, she is responsible for IAFOR's public relations and communications, as well as for overseeing its publications.

**Ms Mai Hasuno - Coordinator: Events, Marketing and Domestic Relations**

Mai works with the Events and Marketing Team with responsibility for developing and implementing IAFOR's marketing strategy within Japan. She also acts as special assistant to the Executive Director and the IAB Chairman in the administration of the Japan International Liaison Committee. Previous to joining IAFOR, Mai worked for the Aioi Nissay Dowa Insurance Corporation.

**Mr Michael Liam Kedzlie - Coordinator: Research & International Relations**

Michael Liam Kedzlie is a New Zealander who currently works as the Research and International Relations Coordinator, based in IAFOR's Nagoya office. He has worked in the tertiary education sectors in both New Zealand and Japan and has in the past worked as a Parliamentary Assistant for a New Zealand MP, as well as in the New Zealand Tourism Industry. Michael has a Master's degree in Education from Massey University as well as a Law degree from the University of Waikato Law School. He is an enrolled Barrister and Solicitor of the High Court of New Zealand and has broad interests within the Law, Public Policy and Politics.

**Ms Megumi Mukudai****General Secretary and Executive Assistant to the Executive Director**

Megumi Mukudai provides support and assistance to the Executive Director, and is involved with general administration of the organization. Megumi trained as a primary school teacher, specializing in music education and English at Kobe Women's University. She spent one year in Dublin studying English, and a year in Paris studying French at the Sorbonne.

**Mr Alexander Pratt - Coordinator: Events, Marketing & International Relations**

A civil engineering graduate from the University of Nottingham and a self-confessed jack of all trades, Alex first came to Japan in 1997. Previous to joining IAFOR, in 2013, Alex held positions in education management, information services, and international relations. At IAFOR he helps with the general administration and operation of conferences, as well as with the website.

**Ms Miho Tanaka - Assistant Coordinator: Events & Marketing**

Ms Miho Tanaka joined IAFOR upon graduating from university with a degree in English Communication from Nagoya University of Commerce and Business. Her study included a year abroad with exchange programmes in the University Manchester in the UK, and Uppsala University in Sweden. She assists with marketing and general administration.

**Ms Virpi Helena Silvennoinen – Assistant Coordinator: Administration & Finance**

Ms Virpi Helena Silvennoinen has a BBA degree in Modern Languages and Business Studies for Management Assistants from HAAGA-HELIA University of Applied Sciences, Finland. Her studies included a half-year exchange program in EDHEC Business School in France and a half-year training as a Secretary at Finnish Security Intelligence Service. Her common passions for both Japan and languages brought her to Nagoya to study Japanese. Helena joined IAFOR soon after finishing her one and a half year Japanese language course at the Trident College of Languages and Hotel Studies. Her duties include assisting in finances and general administration.



iafor 2012-2013 conference highlights

global
thought
leaders

Since 2009, IAFOR has welcomed university presidents, faculty deans, award-winning journalists, national politicians, government ministers, diplomats, charity leaders, think tank directors, documentary makers, movie directors, members of the armed forces, lawyers, doctors, jurists, artists, poets, writers, clergy, scientists, philosophers...



Top Left (above): Clinical Psychologist and Former Rector of Tarumanagara University (Indonesia), Dr Monty Satiadarma is Conference Co-Chair of The Asian Conference on Psychology and the Behavioral Sciences 2012-2013. Dr Satiadarma is a Founding and Current Director of the Asian Psychological Association (APsYA), as well as Past President. **Top Left (below):** Professor of Educational Psychology, Keisen University (Japan), and President of the Asian Psychological Association, **Dexter Da Silva** is Conference Co-Chair of ACP 2012-2013 with Dr Satiadarma.

Top & Bottom Right: Director of the Japanese Science Museum and veritable polymath, **Akito Arima**, is a nuclear physicist who is best known for his work on the interacting boson model. The recipient of more than a dozen honorary degrees and honours, including the French Legion of Honour, and a knighthood from Queen Elizabeth II (KBE). He has served as the President of the University of Tokyo, Director of the Japanese Science Foundation (RIKEN), and as Minister of both Science and Education. Professor Arima is also a noted haiku poet, and President of the Haiku International Association. IAFOR was happy to welcome him as Keynote Speaker at the Asian Conference on Arts and Humanities, and the Asian Conference on Literature and Librarianship, where he announced the winner of the Second Vladimir Devidé Haiku Award, and also delivered the 2012 Keynote Address: "Symmetry in Art and Science". He is pictured below with IAFOR IAB Chairman, **Professor Stuart Picken**.

Bottom Left: Clinical Psychologist and Best-Selling Author, **Dr Beth Hedva** delivers her Keynote Address at ACP 2012.





Top left: Professor Yozo Yokota. Internationally renowned jurist, diplomat, and human rights campaigner delivering the Keynote Address at the Asian Conference on the Social Sciences 2012 (ACSS 2012). Professor Yokota is President of The Center for Human Rights Affairs, Special Adviser to the Japanese Ministry of Justice, Chairman of the International Labor Organization Committee of Experts, Special Adviser to the Rector of the United Nations University, and a Commissioner of the International Commission of Jurists. He started his career as Legal Counsel to the World Bank in Washington before holding professorships in Law at ICU, the University of Tokyo and Chuo University, Japan. An internationally respected proponent of human rights, he has extensively advised the United Nations, serving as the UN Special Rapporteur on Human Rights in Myanmar between 1992 and 1996. Professor Yokota currently serves on the IAFOR Japan Liaison Committee.

Top Inset: Clockwise From Top Right: Ms Emiko Miyashita, Haiku Poet and Translator, and Board Member of the Haiku International Association, who led a Haiku Workshop as part of the LibrAsia 2012 conference.

Bottom left: Dr Patti Tamara Lenard of the University of Ottawa, delivering a featured presentation on 'Trust in Public Life' at ACERP 2012.

Bottom right: Dr Joseph Haldane, Executive Director of IAFOR, welcomes delegates to ACSS/ACSEE 2012.





Top Left: (above) Professor Helen Wildy, Winthrop Professor and Dean of the Faculty of Education at the University of Western Australia gave a featured speech on the rise of professional doctorates at the Fourth Annual Asian Conference on Education (ACE 2012). At the same event, **Top Left: (bottom) Professor Marcel Lebrun** of Plymouth State University gave a workshop on Leadership in Education.

Top Right: Professor Katsuhiko Shirai is Chairperson of the Foundation for the Open University of Japan, and Executive Advisor for Academic Affairs at Waseda University, Japan. He was the 15th President of Waseda University, serving two terms from 2002-2010. Here he delivers the keynote address at ACE 2012, where he addressed issues of leadership and transformation relating to education.

Bottom Left: Professor Joshua Mok is Chair Professor of Comparative Policy, concurrently he is Associate Vice President (External Relations), and Dean of Faculty of Arts and Sciences of The Hong Kong Institute of Education, as well as Chang Jiang Chair Professor at Zhejiang University in China. At ACE 2012 he gave a featured presentation on "The Quest for Innovation and Entrepreneurship: The Changing Role of Universities in East Asia".

Bottom Right: Professor Michiko Nakano, Director of The Distance Learning Center, Waseda University and ACE 2012 Conference Co-Chair.





Top left: Professor Mary Dedinsky leading a featured panel from the Northwestern University Medill School of Journalism (Qatar Branch), as part of the Asian Conferences on Media and Mass Communication (MediAsia 2012), and Film and Documentary (FilmAsia 2012) joint event. Professor Dedinsky is a former newspaper editor who was the first woman to become a managing editor of a major US newspaper, The Chicago Sun Times. The panel dealt with the role of alternative and social media, particularly when there is an information vacuum created by the mainstream media. The panel included a case study of the Villaggio Mall fire in Qatar, presented with fellow Northwestern professors, **Patricia Roth** and **Richard Roth**, and included a videoconference discussion with Dohanews.co founders, **Omar Chatriwala** and **Shabina S. Khatri**.

Top Right: Professor Thomas G. Endres, Director of the School of Communication at the University of Northern Colorado, USA, delivering the MediAsia and FilmAsia 2012 keynote address, "Media and Mass Communication Education: A School's-Eye View".

Bottom left: Professor Tamara Swenson, MediAsia and FilmAsia 2012 Local Conference Chair, delivering the conference welcome address.

Bottom right: Professor Gary Swanson, MediAsia and FilmAsia 2012 Conference Chair and Lead Judge of the FilmAsia 2012 Open Film and Documentary Competition. He is seen here with **Mr Denis Quinn** director of fictional winning entry (over 20 minutes), "Too Close to the Sky".





Top left: Asian Business and Management Conference 2012 Keynote Speaker, **Dr Bill Totten**, founder and CEO of K.K. Ashisuto, Japan's leading independent distributor of packaged computer software for large organizations. He is a public intellectual in Japan, and has written a dozen books, and speaks publicly throughout Japan. He currently writes a weekly newspaper column addressing economic, social and political issues, and his keynote speech addressed the discussed entry of Japan into the proposed Trans-Pacific Partnership, and to which he is resolutely opposed.

Top right: William R and Sue Johnson Endowed Chair of Spatial Economic Analysis and Regional Planning, **Professor Johannes Moenius** of the University of Redlands with his featured address, 'The Geographic Profile of an Economic Crisis'.

Bottom (left-right): **Professor Jerry Platt**, Former Dean and Emeritus Professor, San Francisco State University School of Business, Professor of Global Business, Akita International University, and Vice-Chair, IAFOR International Advisory Board; **Dr Bill Totten**, CEO of Ashisuto KK; **Charles Edmond**, Former Stockbroker and Honorary Secretary, The Japan Society of Scotland; **Dr Joseph Haldane**, Executive Director, IAFOR; **Will Baber**, Associate Professor, Kyoto University Graduate School of Management, and ABMC 2012 Conference Co-chair.





Top: Professor Dennis McInerney, Chair Professor of Educational Psychology at the Hong Kong Institute of Education, and Council Member of the Institute, addressing delegates in his ACP/ACERP 2013 Keynote Address: "Harnessing the Power of Social Forces for Healthy Self Development and Successful Engagement in Education". This year's Third Annual Asian Conference on Psychology and the Behavioral Sciences (ACP) 2013 was held again this year with the Third Annual Asian Conference on Ethics, Religion and Philosophy (ACERP) 2013, with the conference theme: "Connectedness and Alienation".

Bottom Left: Professor Jiro Takai, Professor of Social Psychology in the Department of Psychology and Human Developmental Sciences, in the Graduate School of Education and Human Development at Nagoya University, and Secretary General of the Asian Association for Social Psychology addresses ACP 2013 delegates. His featured presentation was titled "When Japanese Are Not Japanese: Being Betrayed by Japanese Samples in Cross-Cultural Comparisons". **Bottom Right: Dr Sandra Neil**, Prominent Australian Clinical & Family Psychologist, Director of The Satir Centre of Australia, Fellow of The Australian Psychological Society, Former President and Human Rights World Area Chair Coordinator at The International Council of Psychologists, delivering a featured presentation at ACP/ACERP 2013 on "New Concepts in Family Psychology".

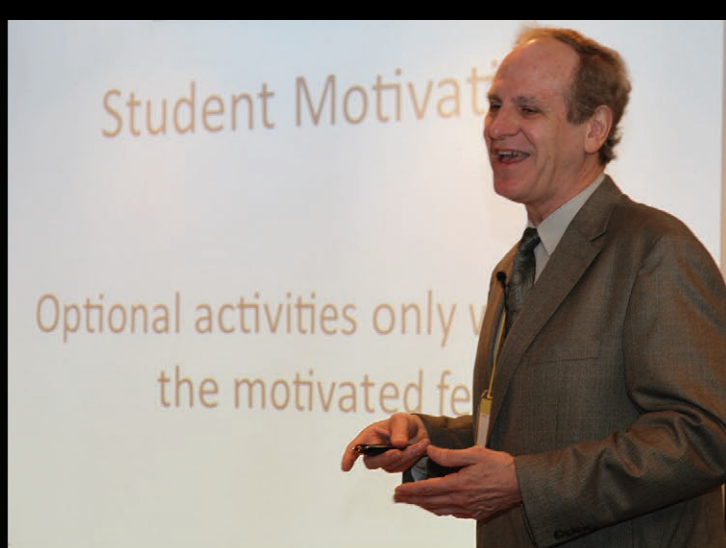




Top Left: Hana Fujimoto leading the popular Introduction to Haiku workshop organized as part of The Fourth Asian Conference on Arts and Humanities, (ACAH 2013) and the Third Asian Conference on Literature and Librarianship (LibrAsia 2013). Ms Fujimoto is Councilor of the Haiku International Association. **Top Right:** Professor Mark Williams, Acting President of Akita International University, delivering the keynote address at ACAH/LibrAsia 2013. Professor Williams is a leading scholar of Japanese literature and he addressed the 2013 theme of "Connectedness and Alienation" in postwar Japan through literature as history in his paper: "Life After Death? Writing the Alienated Self in Postwar Japan".

Bottom: ACAH 2013 saw the introduction of several Arts and Humanities "Spotlight Speaker Sessions". **Bottom Right:** Dr Geraldine Morris Senior Lecturer at Roehampton University, UK, and former dancer with the Royal Ballet speaks of philosophical issues of identity and style in ballet. **Bottom Center:** Professor Gyula Csapó is Professor of Composition and Music Theory at the University of Saskatchewan, Canada. He is an internationally acclaimed composer, whose work is widely performed around the world. Here he addresses delegates on "The True Meaning of Global Multiculturalism in the Mirror of New Art Music Experiences Worldwide". **Bottom Right:** Professor John Reinard Botha of North West University, South Africa, is an art historian and curator of the university's art collection. Here he delivers the closing lecture at ACAH/LibrAsia 2013: "Feeding the Eclectic Monster: Connectedness and Alienation as the Pros and Cons of Cultural and Artistic Cross-Pollination".





Top Left (L-R): ACLL/ACTC 2013 Conference Co-Chair and IAFOR Local Osaka Conference Chair, **Professor Steve Cornwell** of Osaka Jogakuin University; **Kazutoshi Otani**, Leading Japanese Technology Writer; **Eiko Kato-Otani**, President of Osaka Jogakuin University, and ACTC Featured Speaker, and **Ted O'Neill** of Tokyo Medical and Dental University at the Featured Speakers' Dinner. Professor O'Neill gave an overview of MOOCs in his speech. **Top Right:** **Professor Tom Robb** of Kyoto Sangyo University delivers the ACLL 2013 Keynote Address. **Above Left:** ACTC 2013 Keynote Speaker, **Professor Insung Jung** of the International Christian University, Tokyo, and ACLL/ACTC Conference Co-Chair **Professor Barbara Lockee** of Virginia Tech, who is also an Instructional Design Consultant at NASA, at the Featured Speakers' dinner. Professor Jung addressed the conference on the use of YouTube in university study. **Above Right:** **President Kato-Otani** delivers her ACTC featured address by talking of the institution-wide use of tablet computers in the move towards greater connectivity between staff and students, and less paper consumption.

Bottom: ACLL/ACTC 2013 Featured Speakers (L-R): **Steven Herder** of Doshisha Women's University and ITDi Director, speaks on the subject of "Technology: The Great Equalizer"; **Professor Roshan Idrus**, Professor of Distance and Open Learning at the University Sains Malaysia takes questions following his paper, "Demystifying the Transformative Use of Technology in the Classroom"; **Lisa Luscombe** of the Monterey Institute of International Studies speaks on using content-based language instruction to raise critical consciousness, and **Professor Marjo Mitsutomi**, Executive Director of Osaka Gakuin University's Language Education Institute gives an historical overview of SLA in "On Recipes for Second Language Acquisition".





Above Left: Professor Baden Offord, Conference Chair for the Third Asian Conference on Cultural Studies & The Third Asian Conference on Asian Studies (ACCS/ACAS 2013) introduces Professor Yujin Yaguchi of Tokyo University. Professor Offord, who is now Professor of Cultural Studies & Human Rights served as Visiting Professor & Chair of Asian Studies at the University of Tokyo in 2010-2011, and delivered his keynote speech on the subject of co-existence between human beings themselves and between the human and non-human. Professor Yaguchi delivered a paper on the changing perceptions of Japanese in relation to Hawai'i. **Above Right:** Professor Kiyoshi Abe of Kwansei Gakuin University delivered a speech on the concept of nostalgia, and its use by Japanese LDP politicians to benefit electorally from the impression they might restore "Lost Japanese-ness".

Below Left: Professor Yasue Arimitsu of Doshisha University, Kyoto delivering a paper on how Australia is used as an Other for Japanese writers. **Right:** Professor Tom Regan, Former Dean of the School of Architecture at Texas A&M, delivers a spotlight speech in resounding support of interdisciplinary approaches to study on the subject of "Innovation Through Syntactic Manipulation" at the Fourth Asian Conference on the Social Sciences & The Third Asian Conference on Sustainability, Energy and the Environment (ACSS/ACSEE 2013). 2013. **Below Right:** IAFOR International Advisory Board Vice-Chair, Professor Jerry Platt, Professor Emeritus and Former Dean of San Francisco State University School of Business, delivers the ACSS/ACSEE closing address on the pervasiveness of rankings in all areas of life, including in academia, and asked whether many of the often quoted rankings systems could be trusted.





Above left: Professor Eric Uslaner, one of the world's leading academics in the field of trust, and in particular the role of trust in society and public life, delivers his Keynote Speech on "Segregation and Mistrust" at ACSS/ACSEE 2013. Professor Uslaner is professor of Government and Politics at the University of Maryland-College Park, as well as as being Senior Research Scholar at the Center for American Politics and Law, Southwest University of Political Science and Law, Chongqing, China, and Honorary Professor of Political Science, Aarhus University (Denmark). **Above right: Professor Thomas Simon** is Resident Professor in International Law in the Johns Hopkins School of Advanced International Studies, and based in Nanjing, China. A featured speaker at ACSS/ACSEE, Professor Thomas delivered a wide ranging featured speech entitled "Future Governance and Disappearing Nations: Canaries in the Sustainability Mine?"

Below: Panelists in the Sustaining Good Governance discussion. **From left-right: Dr Lililan Woo** of the Ecodesign Research Center (USA); **Dr Alex Petrisor** of URBAN-INERC (Romania) and IAFOR Journal of Sustainability, Energy and the Environment Editor; **Professor Stuart Picken**, Chairman of the IAFOR International Advisory Board, and **Ernie Ko**, Vice Executive Director of Transparency International, Taiwan, and former TV journalist and White House Correspondent, turned academic. The panel followed a presentation by Dr Ko on the work of Transparency International, and the challenges the organization faces in trying to promote best practices globally.



IAFOR's Open Access Publishing Commitment

IAFOR is committed to providing ALL of its publications in online form for no fee.

Researchers and scholars, regardless of institutional affiliation and status, can access our academic journals, monographs, magazine, conference materials and special publications for no charge, wherever there is internet access.

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Melissa Choi
Publications Coordinator

mchoi@iafor.org

IAFOR Journals

The International Academic Forum's Journals conform to the highest academic standards of international peer review, and are published in accordance with the IAFOR publishing commitment to make all of our published materials available online.

Journals FAQ

How are journal editors appointed?

Journal Editors are appointed by the International Academic Forum's leadership, under the guidance of the Chairman of the International Advisory Board. The term of appointment is for one issue, to be renewed by mutual consent.

How do we ensure academic integrity?

Once appointed, the editor is free to appoint his or her own editorial team and advisory members. All papers published in the journal have been subjected to the rigorous and accepted processes of academic peer review.

Neither editors nor members of the editorial team are remunerated for their work. Authors will never be asked to "contribute" towards publication costs.

How are papers selected?

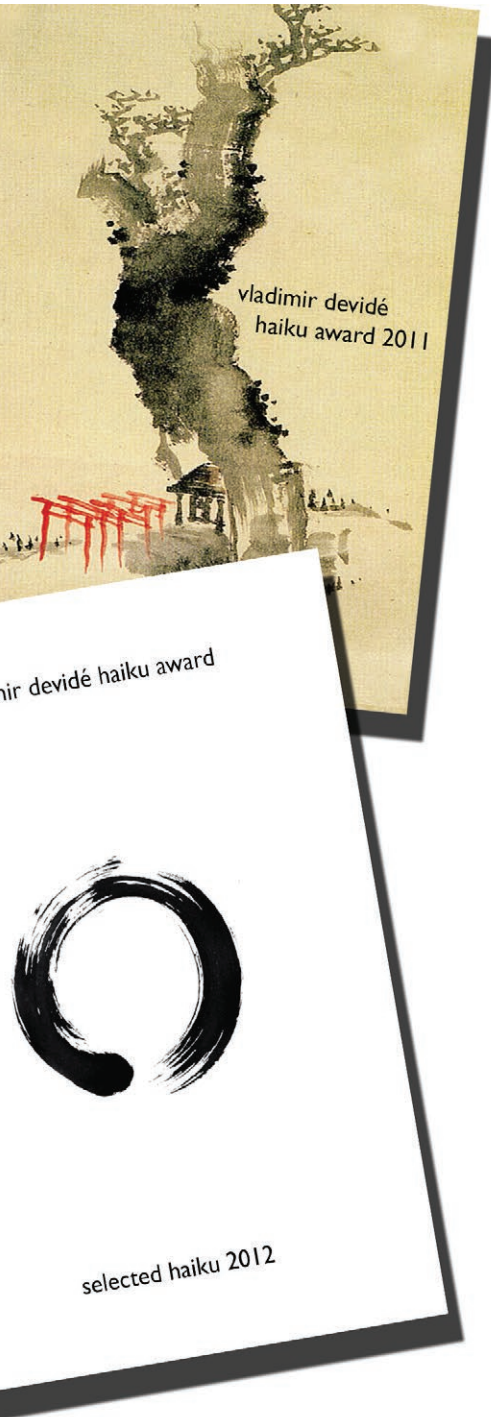
Journal Editors may accept papers through an open call, and proposed articles may be sent directly to the respective editors.

A small number of papers from the associated IAFOR conference proceedings may also be selected by the journal editor(s) for reworking and revising subject to normal processes of review. It is expected that between 5 and 10 percent of papers included in any given conference proceedings will be developed for inclusion in the associated conference journal.

How are IAFOR Journals related to IAFOR conferences?

IAFOR's journals reflect the interdisciplinary and international nature of our conferences and are organized thematically. Papers included in the associated conference proceedings may be considered for reworking by the editor(s), and would then be subjected to the same processes of peer review as papers submitted by other means.





Special Series & Monographs

The International Academic Forum is publishing a number of special monographs in print and online form. One such publication is a selection of haiku from the Annual Vladimir Devidé Haiku Award.

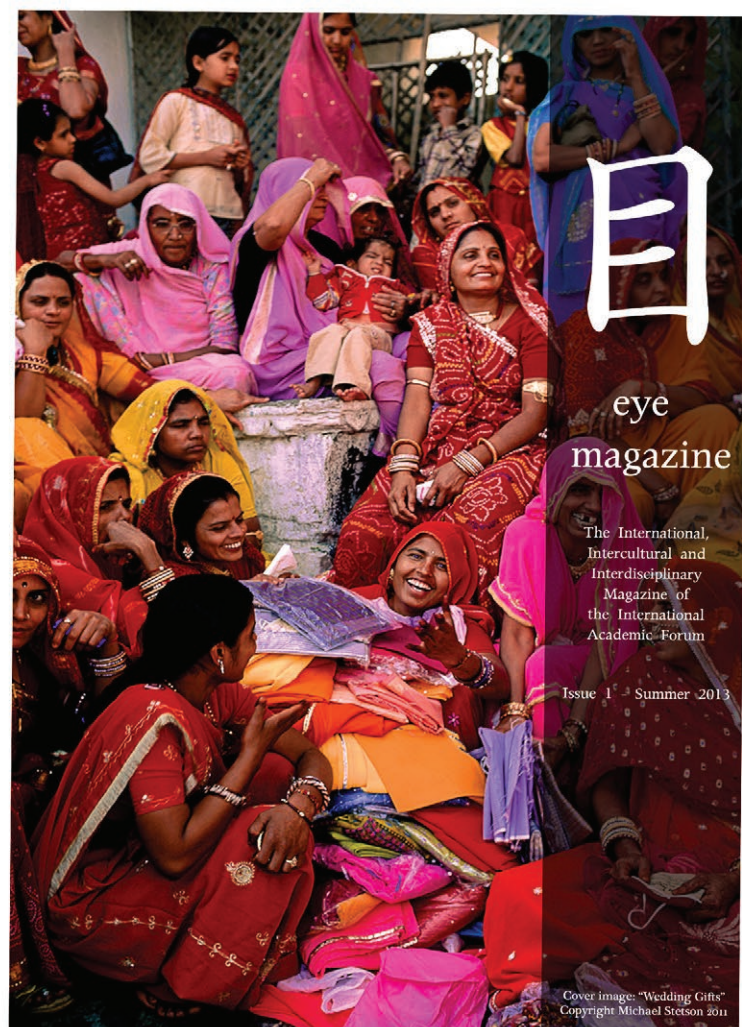
Eye Magazine

It has taken months in planning but we have finally launched our first issue to showcase and encourage inspiring and intellectual discussion. At IAFOR we felt that you, as a reader of Eye, should also have the opportunity to contribute to this new exciting magazine venture. Thus we hope that it can give you the opportunity to also creatively focus your own vision, perspective and insight as a contributor to future editions. We trust that Eye magazine will be an informative, interesting and exciting way for us to communicate with you, and you in turn with us. In future editions we hope to bring you a wide range of articles and stories ranging from interviews and reviews, through to showcases of the newest, most innovative and thought-provoking ideas from academia. We hope you enjoy the first edition!



IAFOR Keynotes

The IAFOR Keynotes series is a collection of keynote addresses, or associated papers given at our conferences. Presented as a part of the open research archive, the Keynotes series provides an example of the range and quality of speakers at IAFOR events. These keynotes are lightly reworked, and contain references, but are otherwise true to the original address. Many can also be seen in video format on our YouTube page. Whether you were present at the conference or not, the keynotes are thoughtful addresses by senior academics, the content of which may help your research.



Friday





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Friday Events

9:30-9:45

Welcome Address

Renaissance Suite (Lower Ground Floor)

9:45-10:00

ECSS/ECSEE Conference Chair: Stuart Picken

Renaissance Suite (Lower Ground Floor)

[Coffee Break: 10:00-10:30]

10:30-11:45

ECSS/ECSEE Keynote Speaker: Jun Arima

Renaissance Suite (Lower Ground Floor)

11:45-13:00

Lunch Break (First Floor Restaurant)

13:00-14:30

ECSEE Featured Workshop: Jay Friedlander

Renaissance Suite (Lower Ground Floor)

Parallel Sessions: 14:45-16:15

19:00-21:00

Conference Dinner (Ticketed event)

Friday Featured Workshop Session: 13:00 - 14:30

Featured Workshop Session: 13:00 - 14:30

Room: Tennyson

ECSEE - Economic Sustainability: Sustainable Businesses and CSR

0245

Sustainable Enterprise: Unlocking Innovation & Preparing for the Next Economic Wave
Jay Friedlander, College of the Atlantic, USA



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Friday Session I: 14:45 - 16:15



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Friday Session I: 14:45 - 16:15

Room: Tennyson

ECSEE - Energy: Renewable Energy and Environmental Solutions

Session Chair: Pei-Hao Li

0247 – 14:45-15:15

Changing Energy Behaviour - The Story of Local Projects
Beck Collins, Birmingham City University, UK

0174 – 15:15-15:45

An Analysis of Comprehensive Effectiveness of Tokyo's Climate Policies
Miho Kamei, National Institute for Environmental Studies, Japan

0241 – 15:45-16:15

The Development of a Low-Carbon Tourism Application for Carbon Reduction in Tourism Sector in Penghu, Taiwan
Pei-Hao Li, Green Energy and Environment Research Laboratories, Industrial Technology Research Institute, Taiwan
Geng-Yuan Chen, Green Energy and Environment, Research Laboratories, Industrial Technology Research Institute, Taiwan
Wei-Chun Chiang, Bureau of Energy, Ministry of Economic Affairs, Taiwan
Shyang-Chyuan Fang, National Penghu University of Science and Technology, Dept. of Tourism and Leisure, Taiwan

Friday Session I: 14:45 - 15:45

Room: Wordsworth

ECSS/ECSEE – Interdisciplinary

Session Chair: Subir Sengupta

0149 – 14:45-15:15

Community Socio-Economic History in Felda Cluster: Besout and Trolak
Khairi Ariffin, Universiti Pendidikan Sultan Idris, Malaysia
Mohd Kamal Kamaruddin, Universiti Pendidikan Sultan Idris, Malaysia
Adnan Jusoh, Universiti Pendidikan Sultan Idris, Malaysia
Nabir Abdullah, Universiti Pendidikan Sultan Idris, Malaysia

0161 – 15:15-15:45

Sexism in the Media: Have We "Come a Long Way Baby"?
Subir Sengupta, Marist College, USA

Friday Session I: 14:45 - 16:15

Room: Keats

ECSEE – Interdisciplinary

Session Chair: Mohammad Elahee

0139 – 14:45-15:15

Towards Sustainable Housing in Palestine
Omar Asfour, Islamic University of Gaza, Palestinian Territories

0148 – 15:15-15:45

Long Term and Current Urban Atmospheric Variation Changes at Ipoh City, Malaysia
Mohd Hairy Ibrahim, Education University of Sultan Idris, Malaysia
Jamaluddin Md Jahi, National University of Malaysia
Abd Samad Hadi, National University of Malaysia

0040 – 15:45-16:15

Solar Water Heating: The Case of Mauritius
Mohammad Elahee, The University of Mauritius, Mauritius
M H Beeharry, The University of Mauritius, Mauritius

Friday Session I: 14:45 - 16:15

Friday Session I: 14:45 - 15:45

Room: Shelley

ECSS – Interdisciplinary

Session Chair: Tai-Chun Hou

0208 – 14:45-15:15

The Relationship between Foreign Language Aptitude and English Language Proficiency among Saudi Learners of English as a Foreign Language in Saudi University

Merzin Alshahrani, King Khalid University, Saudi Arabia

0119 – 15:15-15:45

The Pragmatic Functions of Mandarin 'jiu' and 'cai' in Negotiation

Tai-Chun Hou, National Cheng Kung University, Taiwan

Friday Session I: 14:45 - 15:45

Room: Coleridge

ECSS – Interdisciplinary

Session Chair: Wen-Bing Gau

0064 – 14:45-15:15

The Development of Critical Quality Indicators (CQIs) for Higher Education

Jui-Kuei Chen, Tamkang University, Taiwan

I-Shuo Chen, Trinity College Dublin, Ireland

0092 – 15:15-15:45

The Power of Structure - A Reflection on Public Servants' Performance in Taiwan

Wen-Bing Gau, National Chung Cheng University, Taiwan

19:30-21:00

Conference Dinner (Ticketed and Optional)

Come and join your fellow delegates on an evening out with a good mix of food and drink to suit all tastes.

This is ticketed at 40 GBP and there are a limited number of spaces.

Please meet in the lobby of the hotel at 19:00.



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Saturday



Saturday Session I: 9:00 - 10:30



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Saturday Session I: 9:00 – 10:00

Room: Tennyson

ECSS/ECSEE – Interdisciplinary

Session Chair: Ikechukwu Umejesi

0117 – 9:00-9:30

Benefits, Costs and Risks of Public E-Procurement Evaluation

Muhibuddin Napsah, Curtin University, Australia

Peter Love, Curtin University, Australia

Monty Sutrisna, Curtin University, Australia

Jane Matthews, Curtin University, Australia

0045 – 9:30-10:00

The Practice of Eminent Domain and State-Community Contestation for Mineral-Resource Ownership in Nigeria: The Search for a Sustainable Synergy

Ikechukwu Umejesi, University of South Africa (Main Campus), South Africa

Saturday Session I: 9:00 - 10:00

Room: Wordsworth

ECSEE/ECSS – Interdisciplinary

Session Chair: Djamel Boussaa

0114 – 9:00-9:30

Energy Retrofitting in Architectural Heritage, Possible Risks due to the Missing of a Specific Legislative and Methodological Protocol

Giovanni Litti, University of Antwerp, Belgium

Amaryllis Audenaert, University of Antwerp, Belgium

Johan Braet, University of Antwerp, Belgium

0287 – 9:30-10:00

Old Doha in Qatar, What Future in a Global City?

Djamel Boussaa, Qatar University, Qatar

Saturday Session I: 9:00 - 10:30

Room: Keats

ECSEE – Interdisciplinary

Session Chair: Prudence Khumalo

0120 – 9:00-9:30

Green Hubs Community Engagement and the Australian Carbon Pricing Scheme

Gabriele B. Fitzgerald, Zero Waste UNISA Research Centre for Sustainable Design and Behaviour, Australia

0137 – 9:30-10:00

Are Households Willing to Invest in Smart Appliances In Order To Participate in Demand Response Programmes? A Case of Slovenia

Miha Rihar, Ljubljana University, Slovenia

Jelena Zoric, Ljubljana University, Slovenia

0076 – 10:00-10:30

Leadership Will Remain a Key Factor in Attaining Global Environmental Sustainability: What Are the Stakes?

Prudence Khumalo, University of South Africa, South Africa

Saturday Spotlight Session: Trust & Sustainability: 10:45 - 12:15

Saturday Spotlight Session: 10:45 - 11:30

Room: Tennyson

0178

Using Corporate Storytelling to Build Internal and External Trust
Robert Gill, Swinburne University of Technology, Australia

Saturday Spotlight Session: 11:30 - 12:15

Room: Tennyson

0165

Immanence vs. Provenance: Fairtrade Gold and the Social Complexity of Substance Identities
Peter Oakley, Royal College of Art, UK



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Saturday Session II: 13:00 - 14:30



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Saturday Session II: 13:00 - 14:30

Room: Tennyson

ECSEE – Interdisciplinary

Session Chair: Jaideep Motwani

0089 – 13:00-13:30

Economic Impact and Water Use Trade-offs and Synergies: A Case Study of the Cyprus Tourism Sector

Michalis Hadjikakou, University of Surrey, UK

Jonathan Chenoweth, University of Surrey, UK

Graham Miller, University of Surrey, UK

Angela Druckman, University of Surrey, UK

0266 – 13:30-14:00

Rethinking Rights - The Chinese Potential for Sustainable Governance

Didem Aydumus, Bilgi University Istanbul, Turkey

0032 – 14:00-14:30

Sustainable Supply Chain: A Necessity in Today's Global Marketplace

Jaideep Motwani, Grand Valley State University, USA

Norman Christopher, Grand Valley State University, USA

Saturday Session II: 13:00 - 14:30

Room: Wordsworth

ECSS – Interdisciplinary

Session Chair: William Benet

0147 – 13:00-13:30

The Relationship between Child Maltreatment and Socio-Economic Well Being

Maria Socorro Pilar G. Evidente, University of the Philippines, Philippines

Joel Durban, De la Salle University, Philippines

Lilia Bautista, De la Salle University, Philippines

0041 – 13:30-14:00

Urban Public Space and the Exclusion of Children and Young People

Mike Dee, Queensland University of Technology, Australia

0028 – 14:00-14:30

A Social Economy Path to Healthy, Sustainable & Just Communities

William Benet, Walden University, USA

Saturday Session II: 13:00 - 14:30

Saturday Session II: 13:00 - 14:30

Room: Keats

ECSEE – Interdisciplinary

Session Chair: Kyung Jo Min

0110 – 13:00-13:30

Optimization of Ca-Based Sorbents for Acidic Gases Removal Produced by Municipal Solid Waste Combustion

Lina Ma, Vrije Universiteit Brussel, Belgium

Joke Goethals, Keppel Seghers Belgium, Belgium

Kenneth Villani, Keppel Seghers Belgium, Belgium

Johan de Greef, Keppel Seghers Belgium, Belgium

Bart Degreef, Vrije Universiteit Brussel, Belgium

Tiriana Segato, Université libre de Bruxelles, Belgium

Marc Sykes, Grundon Waste Management Ltd., UK

Janos Kocsis, Grundon Waste Management Ltd., UK

Harry Verelst, Vrije Universiteit Brussel, Belgium

0230 – 13:30-14:00

Experimental Validation of a Lumped Parameter Model to Predict the Energy Performance of an Electrical Domestic Oven

Joaquin Capablo, Whirlpool, Italy

Nelson Garcia-Polanco, Whirlpool, Italy

John Doyle, Whirlpool, Italy

0183 – 14:00-14:30

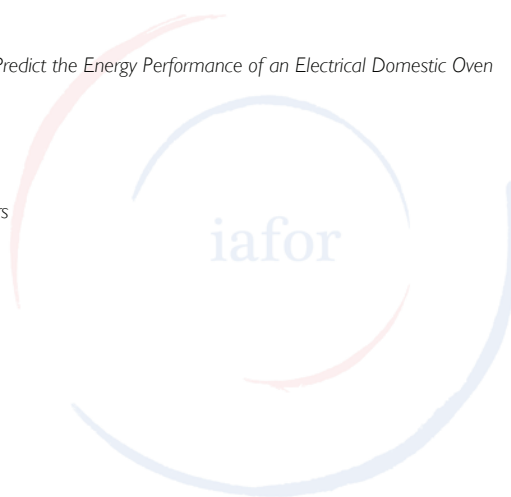
Government Incentive Timing for Renewable Power Producers

Kyung Jo Min, Iowa State University, USA

Chung-Hsiao Wang, Iowa State University, USA



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Saturday Session III: 14:45 - 16:15

Saturday Session III: 14:45 - 16:15

Room: Tennyson

ECSEE – Interdisciplinary

Session Chair: Philip Walsh

0153 – 14:45-15:15

Integration of Renewable Energy Technologies in the Lebanese Electric Power System

Raymond Ghajar, Lebanese American University, Lebanon

Riad Chedid, Lebanese American University, Lebanon

0020 – 15:15-15:45

Improving Efficiency of a dual-axis PV System via Optimization of Drive Power Consumption

Yogeshwarsingh Rambhowan, University of Mauritius, Mauritius

Vishwamitra Oree, University of Mauritius, Mauritius

0054 – 15:45-16:15

Enhancing the Role of Public Participation in Identifying Stakeholder Synergies in Wind Power Project Development: The Case Study of Ontario, Canada

Philip Walsh, Ryerson University, Canada

Anahita Asadolahniajani, Ryerson University, Canada

Saturday Session III: 14:45 - 16:15

Room: Wordsworth

ECSEE – Interdisciplinary

Session Chair: A Samer Ezeldin

0244 – 14:45-15:15

Climate Change as a Threat to Indigenous Knowledge Systems in Vhembe District Municipality of Limpopo Province in South Africa

Mokgale Makgopa, University of Venda, South Africa

Frangton Chiyemura, University of Venda, South Africa

0217 – 15:15-15:45

A Study on the Relationship between Pollution Abatement Technology and Labor Demand

Seok-Joon Hwang, Keimyung University, Korea

0214 – 15:45-16:15

Life Cycle Cost and Assessment Model for Systems and Sources of Lighting in the Middle East

A Samer Ezeldin, American University in Cairo, Egypt

Noran Wahid Fahmy Heteba, American University in Cairo, Egypt

Saturday Session III: 14:45 - 16:15

Room: Keats

ECSS/ECSEE – Interdisciplinary

Session Chair: Maria Psinos

0169 – 14:45-15:15

Re-Ordering the Valley: The Significance of a State-Led Resettlement Scheme for Flood-Prone Communities of the Zambezi Valley, Mozambique

Hollie Carr, University of British Columbia, Canada

0072 – 15:15-15:45

(Inter)disciplinary Research and Practice with Refugees Resettling in Europe: The Need for a 'phronetic' Social Science

Maria Psinos, St George's University of London and Kingston University, UK

0088 – 15:45-16:15

Administration of the Udugampola Sub- kingdom: A Historical and Archaeological Legacy

Dinithi Wijesuriya, University of Kelaniya, Sri Lanka

Saturday Poster Session I: 14:45 - 16:15

Saturday Poster Session I: 14:45 - 16:15

Room: Shelley

ECSEE – Interdisciplinary

0080 ECSEE: Environmental Sustainability & Human Consumption: Waste
Characterization of Fly Ash from Bulgarian Coal-Fired Power Plants with Respect to Their Adsorption Properties
Albena Detcheva-Tchakarova, Bulgarian Academy of Sciences, Bulgaria
Paunka Novachka, Bulgarian Academy of Sciences, Bulgaria

0081 ECSEE: Environmental Sustainability & Human Consumption: Waste
Adsorptive Removal of Cu(II) from Aqueous Solution Using Fly Ashes from Bulgarian Power Plants
Paunka Novachka, Bulgarian Academy of Sciences, Bulgaria
Albena Detcheva-Tchakarova, Bulgarian Academy of Sciences, Bulgaria

0181 ECSEE: Environmental Sustainability & Human Consumption: Waste
Production of Amino Acid by "R. solfovaridis" Grown on Pineapple Peel Extract at Three pH Values
Ifeoma Mbachu, Anambra State University, Nigeria
Chima Mbachu, Anambra State University, Nigeria

0246 ECSEE: Environmental Sustainability & Human Consumption: Waste
Major Nutrients in Fermented Food Waste Solution (FFWS) and Evaluating Its Potential in Application as Liquid Fertiliser by Germination of "Brassica chinensis Jusl var parachinensis (Bailey) Tsen & Lee"
Chaunjit Chanchitpricha, Suranaree University of Technology, Thailand

16:30 - 17:15

Saturday ECSEE Featured Speaker Session: George Martin
Urban Agriculture's Synergies with Ecological and Social Sustainability: Food, Nature, and Community
Tennyson Room



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Sunday



Sunday Session I: 9:00 - 10:30



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Sunday Session I: 9:00 - 10:30

Room: Tennyson

ECSEE – Interdisciplinary

Session Chair: Saad Al-Shahrani

0055 – 9:00-9:30

Development of Waste Cellulose as a Resource of Bioenergy

J Pieter H Van Wyk, University of Limpopo, South Africa

0205 – 9:30-10:00

Potential Risk of Heavy Metal Release into Groundwater from Shale Gas Operations in the UK

Adeolu Adegbulugbe, University of Leeds, UK

0231 – 10:00-10:30

Removal of Malachite Green (MG) Dye from Wastewater Solution by Adsorption Using Khulays Natural Bentonite

Saad Al-Shahrani, King Abdulaziz University, Saudi Arabia

Sunday Session I: 9:00 - 10:30

Room: Wordsworth

ECSS – Natural, Environmental and Health Sciences

Session Chair: Oluwole Babatunde

0074 – 9:00-9:30

Evaluation of the Relationship between Sexual Satisfaction and Social Phobia in the Partners of Male Patients with Premature Ejaculation

Murat Gul, Selcuk University Faculty of Health Science, Turkey

Emine Sari, Selcuk University Faculty of Health Science, Turkey

Serdar Goktas, Selcuk University Faculty of Health Science, Turkey

0083 – 9:30-10:00

Anxiety, Self-esteem and Quality of Life in Caregivers of Oncologic Patients

Emine Sari, Selcuk University Faculty of Health Science, Turkey

Murat Gül, Selcuk University Faculty of Health Science, Turkey

Güler Yavas, Selcuk University Faculty of Health Science, Turkey

0122 – 10:00-10:30

Self Medication among Health Workers in a Tertiary Institution in South-West Nigeria

Oluwole Babatunde, Federal Medical Center, Nigeria

Majekodunmi Ayodele, Federal Medical Center, Nigeria

Sunday Poster Session I: 9:00 - 10:30

Sunday Poster Session I: 9:00 - 10:30

Room: Keats

ECSEE – Interdisciplinary

0069 ECSEE: Environmental Sustainability & Environmental Management: Freshwater, Oceans and Seas

Acute and Chronic Effects of Metal Nanoparticles on "Daphnia Magna"

Jun Xia, Hohai University, China

Guanghua Lu, Hohai University, China

Haizhou Zhao, China Machinery International Engineering & Research Institute Co.,Ltd., China

Lisha Sun, Hohai University, China

0097 ECSEE: Environmental Sustainability & Environmental Management: Atmosphere and Air

ENSO Influence on the Major Oceanic Moisture Sources and the Continental Precipitation Associated

Raquel Nieto, University of Vigo, Spain

Rodrigo Castillo, University of Vigo, Spain Luis Gimeno, University of Vigo, Spain

Anita Drumond, University of Vigo, Spain

0116 ECSEE: Energy: Renewable Energy and Environmental Solutions

Chemical Treatments on Sugarcane Cell Wall for the Production of Second Generation Ethanol

Camila Rezende, University of Campinas, Brazil

Marisa Lima, University of São Paulo, Brazil

Igor Polikarpov, University of São Paulo, Brazil

0179 ECSEE: Environmental Sustainability & Human Consumption: Food and Water, Hunger and Thirst

Inventory and Assessment of Non Timber forest Products (NTFP) of Mizoram from Socio-economic, Cultural and Environmental Perspectives

Anil Pratap Singh, Mizoram University, India

Lalramnglinglova H, Mizoram University, India



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Sunday Session II: 10:45 - 12:15



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Sunday Session II: 10:45 - 12:15

Room: Tennyson

ECSEE – Environmental Sustainability & Environmental Management: Atmosphere and Air

Session Chair: David Travis

0039 – 10:45-11:15

Identification of Regions Particularly Vulnerable to Changes in the Hydrological Cycle due to Changes in the Location and Intensity of Major Oceanic Moisture Sources

Luis Gimeno, University of Vigo, Spain

Raquel Nieto, University of Vigo, Spain

Anita Drumond, University of Vigo, Spain

Rodrigo Castillo, University of Vigo, Spain

Ricardo Trigo, University of Vigo, Spain

0223 – 11:15-11:45

Minimizing Aviation Impacts on Climate: A Call for Action to Reduce Condensation Trail Formation

David Travis, University of Wisconsin-Whitewater, USA

Andrew Carleton, Pennsylvania State University, USA

0291 – 11:45-12:15

Sustainability of Underground Water and Energy Extraction

Asfaw Beyene, San Diego State University, USA

Sunday Session II: 10:45 - 11:45

Room: Wordsworth

ECSEE – Interdisciplinary

Session Chair: Tao Chen, Hohai University, China

0105 – 10:45-11:15

Anthropogenic Activity on Land- A Case Study in South Indian Villages at Noyyal River Basin

Venkat Subramaniam, PSG College of Arts and Science, India

0050 – 11:15-11:45

Responses of Multiple Biomarkers to Chloroaniline Coexposure in "Carassius Auratus"

Guanghua Lu, Hohai University, China

Tao Chen, Hohai University, China

Sunday Session II: 10:45 - 11:45

Room: Shelley

ECSS – International Relations

Session Chair: Emel Oktay

0252 – 10:45-11:15

Self-Determination in International Law and Basque Country Issue

Mehlika Ozlem Ultan, Kocaeli University, Turkey

Serdar Ormek, Kocaeli University, Turkey

0099 – 11:15-11:45

Arab Spring and Its Implications on the Broader Middle East Area and Global Security

Emel Oktay, Hacettepe University, Turkey

Sunday Session II: 10:45 - 11:45

Room: Coleridge

ECSS/ECSEE – Interdisciplinary

Session Chair: Susan Grider Montgomery

0238 – 10:45-11:15

Public Receptivity to the Era of Mass Incarceration

George Balgobin, Northwestern University, USA

0003 – 11:15-11:45

The Techno-Agrarian Renaissance - Introducing "The Rain Forest Model of International Economic Development" and Other New Metrics for the Economy
Susan Grider Montgomery, HEALTH COMES FIRST!!!, USA



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Sunday Poster Session II: 10:45 – 12:15



Sunday Poster Session II: 10:45 - 12:15

Room: Keats

ECSEE/ECSS – Interdisciplinary

0191 ECSS: Politics, Philosophy, Ethics, Consciousness
Aesthetics and Sustainable Systems of Governance
Maria Ibarz, Conservatorio Profesional de Musica, Spain

0272 ECSS: Teaching and Learning
A Study of Integrating Environmental Science and Technology in Green Building Materials Curriculum Development Experimental Projects
Wen-Fan Chen, National Hualien Industrial Vocational High School, Taiwan
Jih-Sheng Yeh, National Hualien Industrial Vocational High School, Taiwan
Chih-Hsiung Ku, Science Education Center, National Dong Hwa University, Taiwan

0278 ECSEE: Energy: Environmental Degradation
Enhancement of Photocatalytic Properties of Bi₂WO₆ Nanoparticles by Pt Deposition
Elham Aazam, King Abdulaziz University, Saudi Arabia
Rida Mohamed, King Abdulaziz University, Saudi Arabia

0061 ECSS: Ethnicity, Difference, Identity
Basic Income Security and Positioning Theory
Sari Mäki, University of Helsinki, Finland

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Sunday Session III: 13:15-14:45

Sunday Session III: 13:15-14:15

Room: Tennyson

ECSEE – Interdisciplinary

Session Chair: Sina Amini

0115 – 13:15-13:45

Adsorption of Chlorhexidine Gluconate in a Mesoporous Material: Role of Pore Widths and Electrostatic Interactions
Debasree Banerjee, Jadavpur University, India

0058 – 13:45-14:15

3-D Numerical Modeling of Storm Surge in the Pontchartrain Estuary during Hurricane Isaac, Using Finite Volume Coastal Ocean Model (FVCOM)
Sina Amini, University of New Orleans, USA

Sunday Session III: 13:15-14:45

Room: Wordsworth

ECSS – Anthropology, Archaeology, Cultural Studies and Humanities

Session Chair: Padmaja Kamat

0094 – 13:15-13:45

Cultural Change in the Educational Setting: The Integration of Young Moslem Women into Chinese Society
David Makofsky, Queens University, UK

0037 – 13:45-14:15

Teacher and Students' Relationship in Nigeria Higher Institutions: Effect on Students' Learning, Intellectual Change and Development
James Olaogun, Ekiti State University, Nigeria
Catherine Oluyemo, Ekiti State University, Nigeria

0113 – 14:15-14:45

Temple Economy in Goa
Padmaja Kamat, Goa University, India

Sunday Session III: 13:15-14:45

Room: Keats

ECSS – Interdisciplinary

Session Chair: William Gummerson

0285 – 13:45-14:15

The Sink Strategy to Support Academic Writing for UGs and PGs in HE
Seham Sassi Abdul-Rahman, University of Sunderland, UK

0283 – 13:15-13:45

Using the 2-in-1 Evaluation Model in an English Language Teacher Education Programme
Ejovi Annmarie Emarievbe, University of Sunderland, UK

0269 – 14:15-14:45

A Framework for Developing Sustainable School Leaders: North Carolina's School Executive Reforms and The University Revisioning Process
William Gummerson, Appalachian State University, USA



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Sunday Session III: 13:15-14:45

Sunday Session III: 13:15-14:45

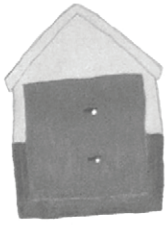
Room: Shelley

ECSS – Interdisciplinary

Virtual



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t
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Index



A-Z Index of Authors

Aazam, Elham	0278	p. 18	Fando Mestre, Rafael	0052	p. 23
Abbas, Qaisar	0195	p. 20	Fang, Shyang-Chyuan	0241	p. 3
Abdul Ghafar, Noraini	0107	p. 20	Fitzgerald, Gabriele B.	0120	p. 7
Abdullah, Nabir	0149	p. 3	Friedlander, Jay	0245	p. 2
Adegbulugbe, Adeolu	0205	p. 15	Garcia-Polanco, Nelson	0230	p. 10
Al-Shahrani, Saad	0231	p. 15	Gau, Wen-Bing	0092	p. 4
Alshahrani, Merzin	0208	p. 4	Ghajar, Raymond	0153	p. 11
Amini, Sina	0058	p. 19	Gill, Robert	0178	p. 8
Annmarie Emarievbe, Ejovi	0283	p. 19	Gimeno, Luis	0039	p. 17
Ariffin, Khairi	0149	p. 3	Goethals, Joke	0110	p. 10
Asadolahniajani, Anahita	0054	p. 11	Goktas, Serdar	0074	p. 15
Asfour, Omar	0139	p. 3	Grider Montgomery, Susan	0003	p. 17
Audenaert, Amaryllis	0114	p. 7	Gül, Murat	0074	p. 15
Aydurmus, Didem	0266	p. 9	Gül, Murat	0083	p. 15
Ayodele, Majekodunmi	0122	p. 15	Gummerson, William	0269	p. 19
Babatunde, Oluwole	0122	p. 15	Gutiérrez Escolar, Alberto	0052	p. 23
Balgobin, George	0238	p. 17	Gutiérrez-Martínez, José-María	0052	p. 23
Banerjee, Debasree	0115	p. 19	Hadjikakou, Michalis	0089	p. 9
Bautista, Lilia	0147	p. 9	Hairy Ibrahim, Mohd	0148	p. 3
Beeharry, M H	0040	p. 3	Hou, Tai-Chun	0119	p. 4
Benet, William	0028	p. 9	Hwang, Seok-Joon	0217	p. 11
Beyene, Asfaw	0291	p. 17	Ibarz, Maria	0191	p. 18
Boarin, Paola	0256	p. 23	Jo Min, Kyung	0183	p. 10
Boussaa, Djamel	0287	p. 7	Jusoh, Adnan	0149	p. 3
Braet, Johan	0114	p. 7	Kamal Kamaruddin, Mohd	0149	p. 3
Capablo, Joaquin	0230	p. 10	Kamat, Padmaja	0113	p. 19
Carleton, Andrew	0223	p. 17	Kamei, Miho	0174	p. 3
Carr, Hollie	0169	p. 11	Khumalo, Prudence	0076	p. 7
Castillo Martínez, Ana	0052	p. 23	Kocsis, Janos	0110	p. 10
Castillo, Rodrigo	0097	p. 16	Ku, Chih-Hsiung	0272	p. 18
Castillo, Rodrigo	0039	p. 17	Lalramnglinglova, H.	0179	p. 16
Chanchitpricha, Chaunjit	0246	p. 12	Li, Pei-Hao	0241	p. 3
Chedid, Riad	0153	p. 11	Lima, Marisa	0116	p. 16
Chen, Geng-Yuan	0241	p. 3	Litti, Giovanni	0114	p. 7
Chen, I-Shuo	0064	p. 4	Love, Peter	0117	p. 7
Chen, Jui-Kuei	0064	p. 4	Lu, Guanghua	0050	p. 16
Chen, Tao	0050	p. 17	Lu, Guanghua	0050	p. 17
Chen, Wen-Fan	0272	p. 18	Ma, Lina	0110	p. 10
Chenoweth, Jonathan	0089	p. 9	Makgopa, Mokgale	0244	p. 11
Chiang, Wei-Chun	0241	p. 3	Mäki, Sari	0061	p. 18
Chiyemura, Frangton	0244	p. 11	Makofsky, David	0094	p. 19
Christopher, Norman	0032	p. 9	Manuel Gómez Pulido, José	0052	p. 23
Collins, Beck	0247	p. 3	Matthews, Jane	0117	p. 7
Cuervo Leicach, Gabriel	0052	p. 23	Mbachu, Chima	0181	p. 12
Davoli, Pietromaria	0256	p. 23	Mbachu, Ifeoma	0181	p. 12
de Greef, Johan	0110	p. 10	Md Jahi, Jamaluddin	0148	p. 3
Dee, Mike	0041	p. 9	Mehdizade, Sahebe	0126	p. 23
Degreef, Bart	0110	p. 10	Mihaela Stoleriu, Oana	0221	p. 23
Detcheva-Tchakarova, Albena	0080	p. 12	Mihaela Stoleriu, Oana	0221	p. 23
Detcheva-Tchakarova, Albena	0081	p. 12	Miller, Graham	0089	p. 9
Doha in Qatar, Old	0287	p. 7	Mohamed, Rida	0278	p. 18
Doyle, John	0230	p. 10	Mohammad Grami, Grami	0202	p. 23
Druckman, Angela	0089	p. 9	Mohd lezuuan Nik Lah, Nik	0085	p. 7
Drumond, Anita	0039	p. 16	Motwani, Jaideep	0032	p. 9
Drumond, Anita	0039	p. 17	Mubashra, Asna	0233	p. 23
Durban, Joel	0147	p. 9	Mubashra, Asna	0233	p. 23
El-Said, Hany	0281	p. 23	Napsah, Muhibuddin	0117	p. 7
Elahee, Mohammad	0040	p. 3	Nieto, Raquel	0097	p. 16

Nieto, Raquel	0039	p. 17
Nieves Suarez, Maria	0261	p. 23
Nieves Suarez, Maria	0261	p. 23
Novachka, Paunka	0080	p. 12
Novachka, Paunka	0081	p. 12
Oakley, Peter	0165	p. 8
Oktay, Emel	0099	p. 17
Olaogun, James	0037	p. 19
Oluyemo, Catherine	0037	p. 19
Oree, Vishwamitra	0020	p. 11
Ormek, Serdar	0252	p. 17
Ozlem Ultan, Mehlika	0252	p. 17
Polikarpov, Igor	0116	p. 16
Pratap Singh, Anil	0179	p. 16
Psoinos, Maria	0072	p. 11
Rambhowan, Yougeshwarsingh	0020	p. 11
Rezende, Camila	0116	p. 16
Rihar, Miha	0137	p. 7
Sadat Korsavi, Sepideh	0126	p. 23
Sallis, Paul	0201	p. 19
Samad Hadi, Abd	0148	p. 3
Samer Ezeldin, A	0214	p. 11
Sapri, Maimunah	0085	p. 7
Sari, Emine	0074	p. 15
Sari, Emine	0083	p. 15
Sassi Abdul-Rahman, Seham	0285	p. 19
Satti, Amir	0195	p. 20
Segato, Tiriana	0110	p. 10
Sengupta, Subir	0161	p. 3
Shahril Abdul Rahman, Mohd	0085	p. 7
Shaikh Ahammad, Ziauddin	0201	p. 19
Socorro Pilar G. Evidente, Maria	0147	p. 9
Sonntag, Ekkardt A.	0170	p. 23
Subramaniam, Venkat	0105	p. 17
Sun, Lisha	0069	p. 16
Sutrisna, Monty	0117	p. 7
Sykes, Marc	0110	p. 10
Tahir, Beenish	0229	p. 23
Tahir, Beenish	0229	p. 23
Travis, David	0223	p. 17
Trigo, Ricardo	0039	p. 17
Umejesi, Ikechukwu	0045	p. 7
Van Wyk, J Pieter H	0055	p. 15
Varela Alvaro, Susana	0108	p. 23
Verelst, Harry	0110	p. 10
Villani, Kenneth	0110	p. 10
Wahid Fahmy Hetebe, Noran	0214	p. 11
Walsh, Philip	0054	p. 11
Wang, Chung-Hsiao	0183	p. 10
Wijesuriya, Dinithi	0088	p. 11
Xia, Jun	0069	p. 16
Yasin Shahid, Muhammad	0202	p. 23
Yavas, Güler	0083	p. 15
Yeh, Jih-Sheng	0272	p. 18
Yousaf, Amna	0195	p. 20
Zhao, Haizhou	0069	p. 16
Zoric, Jelena	0137	p. 7

2013/2014 upcoming events

2013

October 23-27, 2013 - ACE2013 - The Fifth Asian Conference on Education

October 23-27, 2013 - ACETS2013 - The Inaugural Asian Conference on Education, Technology and Society

November 8-10, 2013 - MediAsia2013 - The Fourth Asian Conference on Media & Mass Communication

November 8-10, 2013 - FilmAsia2013 - The Second Asian Conference on Film and Documentary

November 21-24, 2013 - ABMC2013 - The Fourth Asian Business & Management Conference

November 21-24, 2013 - ACPEL2013 - The First Asian Conference on Politics, Economics & Law

2014

March 27-30, 2014 - ACP2014 - The Fourth Asian Conference on Psychology and the Behavioral Sciences

March 27-30, 2014 - ACERP2014 - The Fourth Asian Conference on Ethics, Religion and Philosophy

April 3-6, 2014 - ACAH2014 - The Fifth Asian Conference on Arts and Humanities

April 3-6, 2014 - LibrAsia2013 - The Fourth Asian Conference on Literature and Librarianship

April 17-20, 2014 - ACLL2014 - The Fourth Asian Conference on Language Learning

April 17-20, 2014 - ACTC2014 - The Fourth Asian Conference on Technology in the Classroom

May 29 - June 1, 2014 - ACAS2014 - The Fourth Asian Conference on Asian Studies

May 29 - June 1, 2014 - ACCS2014 - The Fourth Asian Conference on Cultural Studies

June 12-15, 2014 - ACSS2014 - The Fifth Asian Conference on the Social Sciences

June 12-15, 2014 - ACSEE2014 - The Fourth Asian Conference on Sustainability, Energy and the Environment

October 28 - November 2, 2014 - ACE2014 - The Sixth Asian Conference on Education

October 28 - November 2, 2014 - ACSET2014 - The Second Asian Conference on Society, Education and Technology

November 13-16, 2014 - MediAsia2014 - The Fifth Asian Conference on Media & Mass Communication

November 13-16, 2014 - FilmAsia2014 - The Third Asian Conference on Film and Documentary

November 20-23, 2014 - ABMC2014 - The Fifth Asian Business & Management Conference

November 20-23, 2014 - ACPEL2014 - The Second Asian Conference on Politics, Economics & Law

2013

July 11-14, 2013 - ECE2013 - The Inaugural European Conference on Education

July 11-14, 2013 - ECTC2013 - The Inaugural European Conference on Technology in the Classroom

July 18-21, 2013 - ECAH2013 - The Inaugural European Conference on Arts and Humanities

July 18-21, 2013 - ECLL2013 - The Inaugural European Conference on Language Learning





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