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**ACCS/ACAS 2012 Letter of Welcome
From the Executive Director of IAFOR**

Dear Colleagues,

On the behalf of the International Academic Forum and its global partners, I would like to extend a warm welcome to all of you to this IAFOR event. The Asian Conference on Cultural Studies is again held this year with the Asian Conference on Asian Studies as we invite scholars and practitioners from around the world to speak, to listen, to actively engage in lively discussions, and to embark on new and exciting research collaborations.

I would like to take this opportunity to thank each and every delegate who has made the journey to attend the conference, whether from near or far. My thanks goes to Professor Stuart Picken, Chairman of the IAFOR International Advisory Board, who is also serving as ACAS/ACCS 2012 conference base and ACAS featured speaker, and to Professor Parks Coble, ACCS 2012 featured speaker. Also thanks go to local conference chair, Professor Steve Cornwell, for his work both on stage and behind the scenes, and to the IAFOR Japan staff and local student volunteers.

Although ACAS/ACCS is one of IAFOR's smaller events, it is one of its most interesting, and this joint conference enters its second year with confidence. In 2011 the state of affairs was precarious, as the event was held just a few weeks after the devastating tsunami and nuclear situation, which caused so many delegates to postpone or cancel their trips. For those who did attend the mood was somber and reflective, but also defiant and uplifting, as the smaller than expected group formed a wonderful sense of community and solidarity. Michael Sakamoto, an academic from UCLA and butoh dancer performing artist of Japanese descent, underlined that he did not attend the conference in spite of the situation, but rather *because of it*. It was his way of supporting the nation, and it chimed perfectly with how we as an organization felt. If those directly affected by the earthquake in the Tohoku region were doing their best to pull together, then we as an organization several hundreds of kilometers away would do the same. It was our small way of supporting Japan. Just over a year on and the world has looked upon the ordered Japanese reconstruction and commitment to renewal with great admiration, and the strong spirit of community that has helped, and is helping the island through this period of adversity.

From small groups and tribes, through organizations and corporations, to cities, metropolises, nation states and civilizations, the human race is stronger when it acts together. It is upon this sense of community that we as an organization have evolved. IAFOR is international, intercultural and interdisciplinary, and since its inception in 2009, has welcomed more than 3,000 delegates from over 100 countries to its Osaka events. These attendees have included academics of all ranks and disciplines, past and present government ministers, executives and CEOs, and heads of NGOs, to discuss ideas on a level playing field, to pursue avenues of research, and personal, professional and institutional partnerships.

I encourage your active participation throughout the event, and thereafter in this growing global academic community. I look forward to meeting you all.

Warm Regards,

Dr Joseph Haldane,
Executive Director, IAFOR



ACCS/ACAS 2012 Letter of Welcome
From the Chairman of the IAFOR International Advisory Board & 2012 Conference Chair

Dear Delegates,

Welcome to this iafor Conference on Cultural Studies and Asian Studies. iafor is Asia's think think-tank, and we use that name justifiably for three reasons.

Firstly we are based in Asia. We have a deep commitment to help define and support the Japanese role in the development of the geo-political future of the Asia-Pacific region. Japan's global experience and expertise is unmatched, and without that contribution, not only will Asia be poorer, but also the ongoing process of globalization will lose the balance that Japanese perspectives afford. Those western economists who have written off Japan, should, on the same criteria have written off most members of the European Union, as the recent economic turmoil has demonstrated. Japan is very much alive and still in control of its own destiny.

Secondly, iafor has access to a massive number of authoritative figures who have spoken and written about Asian issues in a global perspective. The International Advisory Board contains luminaries in a range of fields who have an intimate knowledge of Asia and Japan. They are experts who can see clearly not only what is taking place, but who can create imaginative scenarios of the future. These scenarios not only challenge conventional wisdom but also raise questions that can stimulate new awareness about the many dimensions of the uncharted future of the Pacific Rim.

Finally, iafor embodies its ideals in its organizational structure and practice. The international, intercultural, and interdisciplinary nature of our conferences, publications, and our network put into practice the mission and vision that drives us forward. To cite one example, namely academic publication, recent studies have shown that a handful of publishing houses control most major academic journals. Young scholars are often excluded by a system that favors established names. iafor pursues academic excellence for its own sake. Our publications are reviewed by experts who are open-minded and sympathetic to new ideas.

iafor has been described as a university without a campus, a global academic force that openly pursues new ideas outside a geographically delineated institutional structure. That is very much in keeping with today's world. Universities were created as educational institutions to train experts and to seek "truth." The modern university is preoccupied with recruitment and employment concerns. iafor is the forum, not necessarily bound to find "truth," but at least to focus on ideas and concepts that help to define the realities before us that are shaping the world.

I hope you will enjoy not only the free spirit of the conference but also feel that you have made a contribution to a heightened global vision.

Kinds Regards,

Revd Professor Stuart D.B. Picken,
Chairman, IAFOR IAB



**IAFOR ACCS/ACAS 2012
Conference Executive Committee**

Joseph Haldane - IAFOR Executive Director



Joseph Haldane is the Executive Director of the International Academic Forum. He is responsible for setting policies, forging institutional partnerships, implementing projects, and overseeing the research and publications of the organization. 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. He has held full-time faculty posts in France at both the University of Paris XII and Sciences Po, as well as a visiting post at the French Press Institute in the University of Paris II, and immediately prior to this post was an Associate Professor at Nagoya University of Commerce and Business.

Steve Cornwell - Local Conference Chair



Steve Cornwell is Professor of English and Interdisciplinary Studies at Osaka Jogakuin College, and also teaches on the MATESOL program for the New School at NYU. He holds an MFA from Virginia Tech, and an Ed.D. from Temple University. Professor Cornwell is Director of Program for the Japan Association of Language Teachers (JALT), and a member of their National Board of Directors. He is also a former editor of the JALT journal. An American who has made Osaka his home, Steve is a member of IAFOR's IAB.

Kuniko Miyanaga - International Academic Forum Japan Liaison Committee Representative



Kuniko Miyanaga is a cultural anthropologist and linguist and works on questions of globalization, identity and language. She taught at the International Christian University in Tokyo from 1974-2002, and from 2005-2011 she was Professor of Anthropology and Dean at Tama University. She has taught for periods abroad at the University of British Columbia, Canada, and was a Fulbright Scholar at St Michaels College, VT. USA. Professor Miyanaga has also been a Visiting Scholar at the universities of Boston, Harvard, and Stanford in the USA, and Oxford in the UK through the Japan Foundation. She is the founding director of the Human Potential Institute NPO, and was recently appointed to IAFOR's Japan Liaison Committee.

IAFOR Academic Vision & 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 well being? 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.

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

Conference at a Glance...

Registration and Information

The Registration and Information Desk will be open from 15:00-17:00 on Friday afternoon, and from 9:00-18:00 on Saturday and Sunday. IAFOR staff and local volunteers will happily assist you in any way they can.

Refreshments

Complimentary refreshments, such as coffee, tea, and water, will be available for delegates throughout the day in the base room, with a selection of biscuits and pastries to be served twice daily.

Friday June 1, 2012

9:00-17:00 **Conference Tour of Osaka (Ticketed & Optional)**

15:00-17:00 **Conference Registration Desk Open**

18:00-19:30 **Welcome Drinks Reception & Sake Tasting (No Need to Reserve: Everyone Welcome)**

Come and enjoy a few glasses of beer, wine, or sake (Japanese rice wine), or a choice of soft drinks if you wish, to open the conference. You can mix with fellow delegates, network, and enjoy the night view of Osaka from the 16F Lampada Bar. This is open to all registrants.

Saturday June 2, 2012

9:00-11:45 **Saturday Plenary Session – Sakura Room**

9:15-9:30 Welcome Addresses: Professor Steve Cornwell – IAFOR Local Conference Chair
Dr Joseph Haldane – IAFOR Executive Director
Professor Kuniko Miyanaga – IAFOR Japan Liaison Committee Representative

9:30-10:30 ACAS Keynote Speaker: The Reverend Professor Stuart Picken

[10:30-11:00] Coffee Break]

11:00-11:45 ACCS Keynote Speaker: Professor Parks Coble

[11:45-13:00] Lunch Break]

13:00-18:00 **Saturday Parallel Session – Various Rooms**

13:00-14:30 ACCS/ACAS Parallel Session 1

[14:00-15:00] Coffee Break]

14:45-16:15 ACCS/ACAS Parallel Session 2

16:30-18:00 ACCS/ACAS Parallel Session 3

19:00-21:00 **Official Conference Dinner (Ticketed & Optional)**

The official conference dinner will be held in a downtown Osaka izakaya, and provide a relaxed and enjoyable environment to meet and network with other delegates. This is ticketed at JPY 5,000 and there are a limited number of places.

Meet in the lobby of the hotel at 18:30

Sunday June 3, 2012

9:30-16:30 Sunday Parallel and Poster Sessions – Various Rooms

- 9:30-10:30 ACCS/ACAS Parallel Session 1
[10:00-11:00 Coffee Break]
10:45-12:15 ACCS/ACAS Parallel Session 2 and Poster Session 1
[12:15-13:15 Lunch Break]
13:15-14:45 ACCS/ACAS Parallel Session 3
[14:00-15:00 Coffee Break]
15:00-16:30 ACCS/ACAS Parallel Session 4

16:45-17:00 Closing Remarks: Professor Stuart Picken – Kiku Base Room

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 **July 1, 2012** through the online system. The proceedings will be published on **August 1, 2012**.

Authors will have pdf copies of their offprints mailed to them by the IAFOR office by the end of July 2012.

Title: The Asian Conference on Cultural Studies Official Conference Proceedings
ISSN: 2185-6168
URL: http://www.iafor.org/accs_proceedings.html

Title: The Asian Conference on Asian Studies Official Conference Proceedings
ISSN: 2185-6176
URL: http://www.iafor.org/acas_proceedings.html

General Information for Conference Participants

Information and Registration

The ACCS/ACAS Registration and Information Desk will be situated in the Kiku base room on the second 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 ACCS/ACAS 2012 programme, and your official certificate of attendance and receipt of payment (on the same sheet). At this time you will also be given a name card, and lanyard.

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

Conference Opening and Keynote Speaker Session: Saturday 9:15-11:45

The Plenary session will be held on Saturday morning from 9:15-11:45. The Plenary session will be in the Sakura Function Room (Next to the Kiku base room on the second floor). Please arrive in good time if you wish to attend the session.

Concurrent Speaker Sessions

Concurrent Sessions will run on Friday and Saturday. These are generally organized into thematic streams. Sessions are usually 90 minutes in length, and normally include three presenters. Each presenter has thirty minutes including Q and A time. Exceptionally there may be four presenters to a session, and the session length is increased accordingly. Please keep to the printed times in the programme for each presenter, even if a presenter fails to show.

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. 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. We recommend 20 minutes for your paper and 10 minutes for Q and A. 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. The session chair is asked to assume this timekeeping role.

Poster Sessions & Poster Requirements

All Poster Sessions will be held in the Kiku base room.

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) would also be fine. If your poster is oversized, then we will be able to provide double sided and normal tape.

Internet

There will be wireless connection throughout most of the second and third floors.

For your convenience, there will also be a limited number of computers wired up to the Internet in the Kiku base room.

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 JPY 5000. 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

BLUE: Conference Exhibitors and Affiliates

YELLOW: Keynote and Featured Speakers

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

The Japanese police have been enforcing random passport and identification checks. If you do not have identification when stopped, the police will detain you. There may also be a financial penalty. For the enjoyment of all participants, inappropriate behavior will not be tolerated and violators will be removed from the premises. Do not leave personal items or conference bags unattended anywhere in the Ramada Osaka Hotel as this will be taken away by security.

Smoking

The Ramada has implemented a Clean Indoor Air Act; therefore, smoking is not permitted in any of the conference rooms or the ballroom. Please smoke only in designated areas. There is a smoking room on the second floor at the top of the escalators.

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 and tea will be provided throughout the day. Light snacks will be provided twice a day, for one hour periods in the middle of the morning and then again in the afternoon. All other meals, including lunch and dinner, can be purchased at any of the restaurants or convenience stores in and around the Ramada Osaka.

Meals & Drinks

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

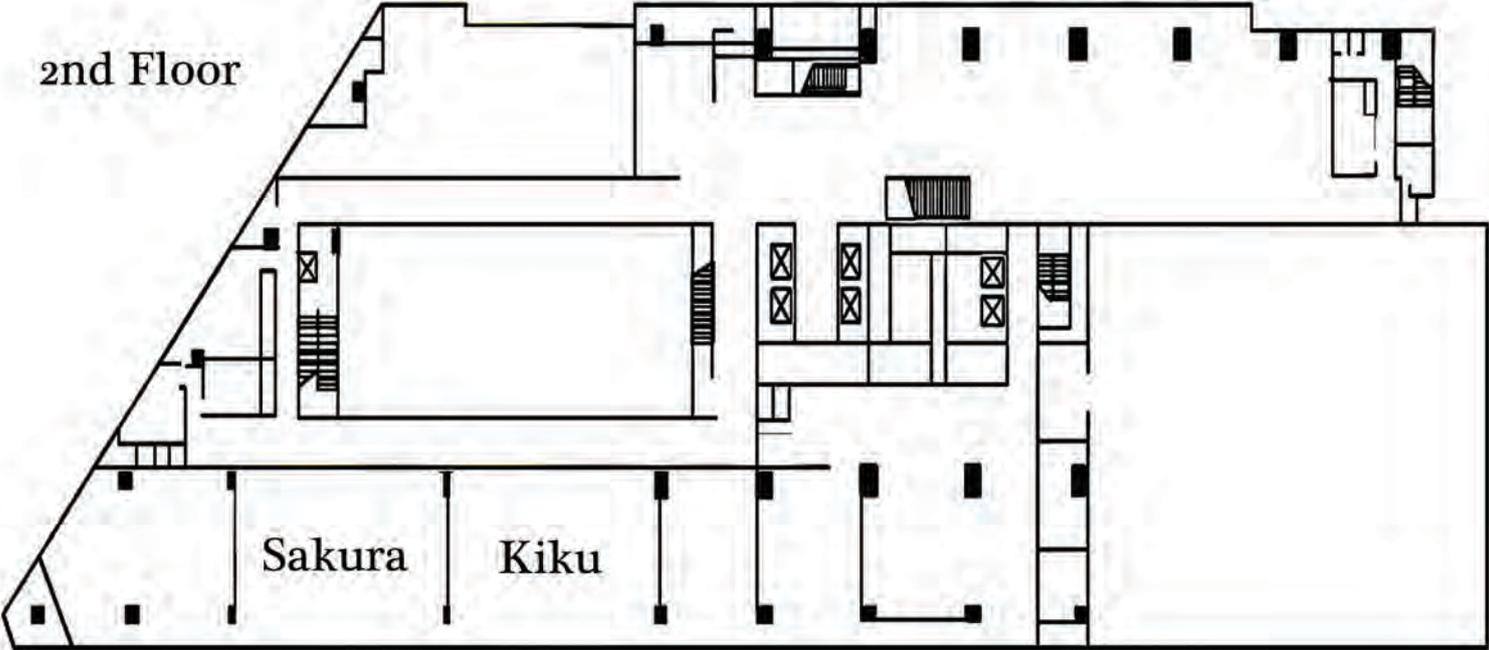
20% Off Food and Drink

Conference Delegates are entitled to a 20% discount at the Neuf-Neuf Dining and Café (breakfast, lunch and dinner), The Tenzan teppan-yaki (lunch and dinner), the Lampada Restaurant (lunch and dinner) and très très bon (lunch and dinner). Just show your badge to receive this discount.

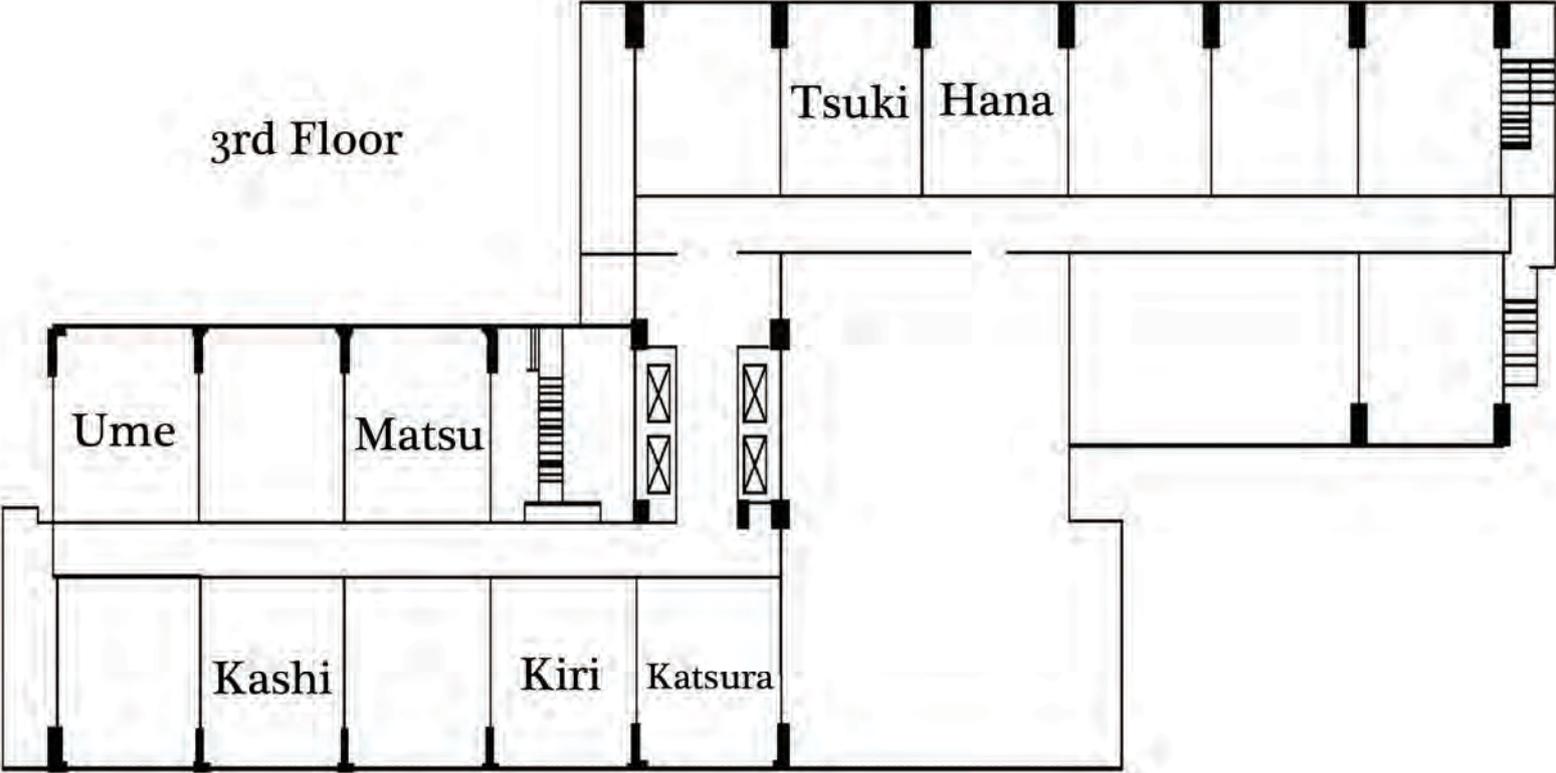


Ramada Osaka Conference Map

2nd Floor



3rd Floor





RAMADA
OSAKA

〒531-0072 大阪市北区豊崎3丁目16番19号
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URL: www.ramada-osaka.com
E-MAIL: info@ramada-osaka.com

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- 阪急中津駅より徒歩5分

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- 新御堂筋中津ランプより1分

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Keynote & Featured Speakers



Stuart D. B. Picken

Chairman, IAFOR IAB, ACCS/ACAS Conference Chair & ACAS Featured Speaker

Saturday 9:30-10:15 & Sunday Closing Remarks 16:45-17:00

Plenary Session Address: *Japan, China, the U.S.A. and Europe: Global Problems and-Prospects*



Stuart D. B. Picken is the founding chairman of the IAFOR International Advisory Board and Chairman of the Japan Society of Scotland. He is also the Chairman of the Academic Board of New College, Birmingham. The author of a dozen books and over 150 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 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. This imperial honour is normally reserved for Japanese citizens and is a mark of the utmost respect in which the Japanese government holds Professor Picken. After the 2011 earthquake and tsunami he was engaged in raising funds for the victims of the disaster, and just last month he was personally thanked by the Emperor and Empress of Japan at a reception in the Japanese Embassy in London held in recognition of those who had actively helped Japan post 3/11.

A fellow of the Royal Asiatic Society, Professor Picken lives near Glasgow with his wife and two children, but is rarely away from Japan for more than a few months.

Parks Coble

James Sellers Professor of History at the University of Nebraska & ACCS Featured Speaker

Saturday 11:00-11:45

Plenary Session Address: *China at War: Remembering and Re-remembering China's War of Resistance against Japan, 1937-1945*

Parks M. Coble is the James Sellers Professor of History at the University of Nebraska, Lincoln, USA, where he teaches courses on East Asian History.

Coble is a specialist in 20th Century China with research interests in the relationship between state and business, Sino-Japanese Relations, and the legacy of World War II in East Asia.

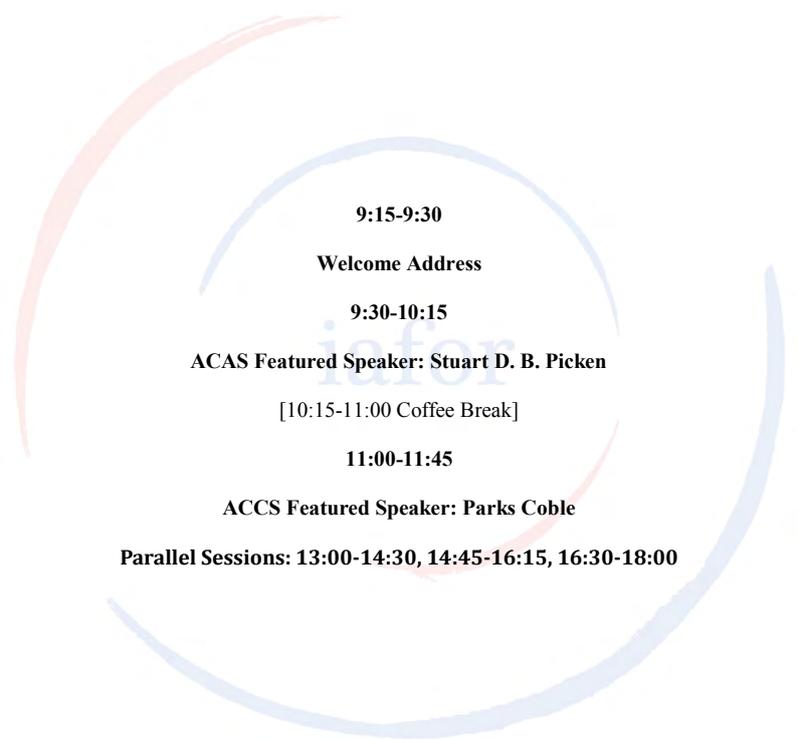
His publications include *Chinese Capitalists in Japan's New Order: The Occupied Lower Yangzi, 1937-1945* (California, 2003), *Facing Japan: Chinese Politics and Japanese Imperialism, 1931-1937* (Harvard, 1991), and *The Shanghai Capitalists and the Nationalist Government* (Harvard, 1986).



His current research is on the topic “China at War: Remembering and Re-remembering China’s War of Resistance against Japan, 1937-1945.” This study analyzes how the memory of the war has been shaped and altered during the decades following the end of the war. During the Maoist era, public memory of the war in China largely excluded the efforts of the Nationalist Government led by Chiang Kai-shek (Jiang Jieshi) but in the reform era there has been a “re-remembering” of China’s resistance against Japan.

Saturday





9:15-9:30

Welcome Address

9:30-10:15

ACAS Featured Speaker: Stuart D. B. Picken

[10:15-11:00 Coffee Break]

11:00-11:45

ACCS Featured Speaker: Parks Coble

Parallel Sessions: 13:00-14:30, 14:45-16:15, 16:30-18:00

Saturday Session 1: 13:00-14:30

Saturday Panel Session 1: 13:00-14:30

Room: Sakura A

ACCS – Panel: Beyond Textual Boundaries: Diversity and Fusion in Asian Popular Cultures

Session Chair: Tien-Yi Chao

0047

When Muskets Join Forces with Katanas: Hollywoodization, Hybridity, and Female Subjectivity in Pride and Prejudice and Zombies
Yungchao Liao, National Taiwan University, Taiwan

0042

Male Pregnancy in Chinese and Japanese Boys' Love Fan Works
Jing-Huey Hwang, National Taiwan University, Taiwan
Tsunghuei Hsiung, National Taiwan University, Taiwan

0044

What Appeals to Boys' Love Readers in Taiwan? An Exploratory Study From the Perspectives of Female Fandom and Commercial Publishing
Chi-Shiou Lin, National Taiwan University, Taiwan

0084

\$AYONARA, Zai-Jian." The Cultural Translation between Japanese Film and Taiwanese Novel
WenHsun Chang, National Taiwan University, Taiwan

0048

Fusion of Western and Japanese Fantasy Aesthetics in Fullmetal Alchemist
Tien-yi Chao, National Taiwan University, Taiwan

Saturday Session 1: 13:00-14:30

Room: Sakura B

ACAS – Interdisciplinary

Session Chair: Connie Zheng

0061 – 13:00-13:30

Investigation Regarding the "Ebune" of Japan and the Traditions of the Lifestyle, and the Origin of Boat People in Today's Hong Kong
Miki Fujiwara, Fukuyama University, Japan

0131 – 13:30-14:00

From Official Nationalism to Popular Nationalism: Eating Culture in Contemporary Taiwanese Hsiang Tu Dramas
Chen Yu-Sheng, National Taiwan University, Taiwan

0137 14:00-14:30

What do we Know about the New Generation of Chinese Entrepreneurs?
Connie Zheng, Deakin University, Australia

Saturday Session 1: 13:00-14:30

Room: Matsu

ACCS – Cultural Differences and Stereotypes

Session Chair: Cheng-Im Tan

0057 – 13:00-13:30

When Traditional Values and Western Concepts Collide in Taiwan: The Interplay of Collectivism and Individualism on Grandparent-Grandchild Interactions
Tzu-Yuan Lin, University of Edinburgh, UK

0054 – 13:30-14:00

Managing a Plural Society: Issues and Challenges of Multiculturalism in Malaysia
Cheng-Im Tan, IPGK Tuanku Bainun, Malaysia



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Saturday Session 1: 13:00-14:30

Saturday Session 1: 13:00-14:30

Room: Ume

ACAS – Chinese Studies

Session Chair: Jason Lim

0087 – 13:00-13:30

Representations of Chinese Nature by Jesuits: Descriptions, Analysis and Role in the Enlightenment Philosophy
Marie-Julie Frainais-Maitre, City University of Hong Kong, Hong Kong

0050 – 13:30-14:00

Viable Diplomacy: Blurring the Interpretation of the “One-China Principle” across the Taiwan Strait?
I-Hsuan Hsiao, Taylor's University, Malaysia
I-Chun Hsiao, Taylor's University, Malaysia

0030 – 14:00-14:30

Problems with the China Trade for Chinese Merchants in Singapore, 1945-1959
Jason Lim, University of Wollongong, Australia



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Saturday Session 2: 14:45-16:15

Saturday Panel Session 2: 14:45-16:15

Room: Sakura A

ACAS Panel – The Development of Post-Western International Relations Theory in China, Korea, and Japan

0093

The Development of Post-Western International Relations Theory in China, Korea, and Japan

Josuke Ikeda, O.P. Jindal Global University, India

Shiro Sato, Kyoto University, Japan

Ching Chang Chen, Ritsumeikan Asia Pacific University, Japan

Young Chul Cho, O.P. Jindal Global University, India

Saturday Session 2: 14:45-16:15

Room: Sakura B

ACCS – Contested spaces

Session Chair: Yiling Yang

0121 – 14:45-15:15

Chinatown as a Mnemonic Site: Restaurant and Chinese Canadian Spatial Stories in Fred Wah's "Diamond Grill"

Fang Jeng Liu, National Sun Yat-sen University, Taiwan

0062 – 15:15-15:45

Translating the Nation in James Joyce's "Ulysses" and Chen-ho Wang's "Rose, Rose, I Love You"

Yiling Yang, National Chung Cheng University, Taiwan

Saturday Session 2: 14:45-16:15

Room: Matsu

ACCS – Globalization

Session Chair: Alexandre Avdulov

0130 – 14:45-15:15

Corporeal Politics of Shadow Globalization: The Invisible Other and Dark London in Monica Ali's In the Kitchen

Pei-chen Liao, National Cheng Kung University, Taiwan

0102 – 15:15-15:45

Listening to the Waves: Chanoyu outside Japan

Alexandre Avdulov, Saint Mary's University, Canada

Saturday Session 2: 14:45-16:15

Room: Ume

ACCS – Interdisciplinary

Session Chair: Ratankumar Thounaojam

0088 – 14:45-15:15

Undoing Destiny: A Critical Deconstruction of the Authorised Comic Book on Nelson Mandela's life

Lize van Robbroeck, University of Stellenbosch, South Africa

0082 – 15:15-15:45

Thai Graphic Design Culture: A Study how Thai Graphic Design Influences its Culture and Society

Khemmiga Teerapong, RMIT University, Australia

Marsha Berry, RMIT University, Australia

Yoko Akama, RMIT University, Australia

0125 – 15:45-16:15

Ancient Manipuri Literature

Ratankumar Thounaojam, Manipur University, India



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Saturday Session 3: 16:30-18:00

Saturday Session 3: 16:30-18:00

Room: Sakura A

ACAS – Interdisciplinary

Session Chair: Michal Kolmas

0066 – 16:30-17:00

“Komainu” and the Single Horned Bull; Manifestation of Ancient Near Eastern Iconography in the Image of Japanese Lion Guardians
Sharareh Motallebi, Kode Design University, Japan

0140 – 17:00-17:30

Survey on Impression and Usage of Japanese Current Jōyō Kanji of Chinese University Students
Hai xia Chang, The Chinese University of Hong Kong, China

0076 – 17:30-18:00

Japanese Quest for National Identity: Outside approach
Michal Kolmas, Charles University, Czech Republic

Saturday Session 3: 16:30-18:00

Room: Sakura B

ACCS – Interdisciplinary

Session Chair: Sabry Hafez

0141 – 16:30-17:00

Knowing Asia through Exchange, Encounter and Engagement: the Imperative of Australia's Cultural Reorientation
Baden Offord, Southern Cross University, Australia

0145 – 17:00-17:30

Crossing the Boundary: Towards Harmonisation in East Asia
Seiko Yasumoto, The University of Sydney, Australia

0007 – 17:30-18:00

The New Poetics of the Closed Horizon: The Transformation of Cairo and of the Novel
Sabry Hafez, Qatar University, Qatar

Saturday Session 3: 16:30-18:00

Room: Matsu

ACCS – Cultural Differences and Stereotypes

Session Chair: Dora Gago

0112 – 16:30-17:00

Looking beyond Realism: Blue-and-White China and the British Aestheticism
Xiaoyu Ding, University of Hong Kong, Hong Kong

0052 – 17:00-17:30

Commodifying Symbols: Islamic Representation, Programme Formats, and Religious Identity in Indonesia
Inaya Rakhmani, Murdoch University, Australia

0123 – 17:30-18:00

An Encounter with Difference: Images of Macao and China in the Works of two Portuguese Writers (Ferreira de Castro and Miguel Torga)
Dora Gago, University of Macau, China

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Saturday Session 3: 16:30-18:00

Saturday Session 3: 16:30-18:00

Room: Ume

ACCS – Subjectivities and Identities

Session Chair: Aleksandra Wierucka

0035 – 16:30-17:00

Growing Up Australian: Exploring the Ethnic Identity Negotiation of Second Generation Vietnamese Youth in Perth
Selina Tang, Curtin University, Australia

0118 – 17:00-17:30

Creating New Type of Leadership for Postcolonial Times - The Huaorani Case
Aleksandra Wierucka, University of Gdansk, Poland



19:00-21:00

A Night Out in Osaka: Conference Dinner (Ticketed and Optional)

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

This is ticketed at JPY 5,000 and there are a limited number of places.

Please meet in the lobby of the hotel at 18:30.



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Sunday



Sunday Session 1: 9:30-10:30

Sunday Session 1: 9:30-10:30

Room: Matsu

ACAS – South-East Asian Studies (including Thailand, Vietnam, Cambodia, Laos)

Session Chair: Claudia Astarita

0122 – 9:30-10:00

Indonesia's Decentralization and Democratization in the Aftermath of the 'Big Bang': Case Studies from Bandung District and City of Cirebon, West Java, Indonesia

Mudiyati Rahmatunnisa, Padjadjaran University, Indonesia

0045 – 10:00-10:30

Exploring Southeast Asian Future: Reshaping Regional Balance of Power

Claudia Astarita, John Cabot University, Italy

Sunday Session 1: 9:30-10:30

Room: Ume

ACCS – Cultural Differences and Stereotypes

Session Chair: Suranti Trisnawati

0064 – 9:30-10:00

Loopholes in the Sand : An Overview of the Protection of Cultural Heritage in the UAE

Shaikha AL Shkeili, Higher Colleges of Technology, UAE

0086 – 10:00-10:30

Cultural Reconstruction through Science Communication: A Rhetorical Approach

Suranti Trisnawati, Bandung Institute of Technology (ITB), Indonesia

Sunday Session 1: 9:30-10:30

Room: Tsuki

ACAS - Interdisciplinary

Session Chair: Wylma Samaranayake-Robinson

0151 – 9:30-10:00

Turkish Foreign Policy Attitudes towards Euro-Mediterranean Cooperation

Ayse Gulce Uygun, University of Sorbonne, France

0028 – 10:00-10:30

Leadership Legacies in Asia: Behind Every Woman

Wylma Samaranayake-Robinson, University of Hawaii-Manoa, USA

Sunday Session 1: 9:30-10:30

Room: Hana

ACCS – New Social Movements

Session Chair: Tsung-huei Huang

0163 – 9:30-10:00

From Community to Nation: The Ngee Ann Kongsu Schools and Chinese Education in Post-1945 Singapore

Jia Hao Chia, Nanyang Technological University, Singapore

0058 – 10:00-10:30

The Encounter Between the Spectacular and the Nonsensical: Reconsidering the Kuso Phenomenon

Tsung-huei Huang, National Taiwan University, Taiwan



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Sunday Session 1: 9:30-10:30

Sunday Session 1: 9:30-10:30

Room: Sugi

ACCS – Interdisciplinary

Session Chair: Chi-she Li

0056 – 9:30-10:00

Conceiving Cross-Border Communities: Mobile Women in Recent Hong Kong Cinema
Tsong-yi Michelle Huang, National Taiwan University, Taiwan

0094 – 10:00-10:30

Contending Cosmopolitanisms during the Great Exhibition of 1851
Chi-she Li, National Taiwan University, Taiwan



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Sunday Session 2: 10:45-12:15

Sunday Session 2: 10:45-12:15

Room: Matsu

ACAS – Indian and South Asian Studies

Session Chair: Vedita Cowaloosur

0011 – 10:45-11:15

Diasporic Identities in V. S. Naipaul's "The Mimic Men"

Chia Ping Weng, National Kaohsiung Normal University, Taiwan

0090 11:15-11:45

Goan Temples: Symbols of Cultural Annihilation and Resurgence

Padmaja Kamat, Goa University, India

0002 – 11:45-12:15

Exploiting the "Mother": The Tussle Over "language-mothers" in India

Vedita Cowaloosur, University of Warwick, UK

Sunday Session 2: 10:45-12:15

Room: Ume

ACCS – Cultural Differences and Stereotypes

Session Chair: Elaine Tzu-yi Lee

0046 – 10:45-11:15

Stereotyped Female Characters in Fairy Tales: A Comparison of English and Chinese Fairy Tales

Shu-Hu(e)i Lin, Aichi Gakuin University, Japan

0077 – 11:15-11:45

Re-presenting Black Culture: A Case Study on 6 Chinese Versions of the Novel "The Color Purple"

Elaine Tzu-yi Lee, Chung Yuan Christian University, Taiwan

Sunday Session 2: 10:45-12:15

Room: Tsuki

ACCS – Environment, Space and Place

Session Chair: Fang Xie

0009 – 10:45-11:15

Unfortunately Funny - Laughing out Loud at Life Misfortunes: Signifying Dark Humors in Jakarta Street Motorcycles Stickers

Andreas Akun, BINUS University, Indonesia

0108 – 11:15-11:45

Conceptualization of Urban Space in Wu Jingzi's "Rulin Washi"

Fang Xie, Stanford University, USA

Sunday Session 2: 10:45-12:15

Room: Hana

ACCS – Subjectivities and Identities

Session Chair: Hyo Kim

0065 – 10:45-11:15

"Life Sentences": Being and Language in Diasporic Writing

Shao-Pin Luo, Dalhousie University, Canada

0055 – 11:15-11:45

Showa Women Writers on Food: Koda Aya

Ekaterina Phartushnaya, Hokkaido University, Japan

0129 – 11:45-12:15

Embodying the In-Between: Theresa Hak Kyung Cha's Dicter

Hyo Kim, Medgar Evers College, USA



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Sunday Session 2: 10:45-12:15

Sunday Session 2: 10:45-12:15

Room: Sugi

ACAS – South-East Asian Studies (including Thailand, Vietnam, Cambodia, Laos)

Session Chair: Rafisah Mat Radzi

0136 – 10:45-11:15

Developing an Investment Project in Real Property Development on Vacant Land into a Cultural Attraction to Promote Local Economic Sustainability of Uoo-Thong, Suphan Buri

Thirawat Chantuk, Silpakorn University, Thailand

0135 – 11:15-11:45

Business Opportunities Depending on the Way of Belief in Holiness of Thai Society

Prasopchai Pasunon, Silpakorn University, Thailand

0170 – 11:45-12:15

Domestic Credit Rating Agencies in Malaysia: A View from Bond Market Participants

Rafisah Mat Radzi, University of South Australia, Australia

Ronald McIver, University of South Australia, Australia

Sunday Poster Session 2: 10:45-12:15

Room: Kiku

ACAS/ACCS - Interdisciplinary

0019

Immigrants and Foreign Workers' Spatial Patterns and Their Assimilation in South Korea

Seong-Kyu Ha, Chung-Ang University, Korea

Eun-Jin Choi, Chung-Ang University, Korea

0120

The Cross-media Action Research Design and Structure of Health Communication - The 2011 Anti- HIV/AIDS Campaign in Campus

Zhao Jingwen, Communication University of China, China

0147

Factors that Influence Trading of Goods and Services via Electronic Commerce Behaviors of the Students of Silpakorn University at Phetchaburi IT Campus and at Sanam Chandra Palace Campus

Jittapon Chumkate, Silpakorn University, Thailand



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Sunday Session 3: 13:15-14:45

Sunday Session 3: 13:15-14:45

Room: Matsu

ACAS – South-East Asian Studies (including Thailand, Vietnam, Cambodia, Laos)

Session Chair: Chang Yau Hoon

0138 – 13:15-13:45

The Chinese in Indonesia: Encounter, Exchange and Convergence
Margaret Chan, Singapore Management University, Singapore

0026 – 13:45-14:15

The De/Construction of Heroes: A Case Study in an Atayal Village in Taiwan
I-Chun Wang, Durham University, UK

0143 – 14:15-14:45

Multicultural and Citizenship Education in Post-Suharto Indonesia: The Case of a Christian School
Chang Yau Hoon, Singapore Management University, Singapore

Sunday Session 3: 13:15-14:45

Room: Ume

ACAS/ACCS – Interdisciplinary

Session Chair: Jane A. Lightburn

0097 – 13:15-13:45

Contests at Harbin: Genre and Colonial Space in Japanese Detective Fiction
Aileen Cruz, University of California, USA

0089 – 13:45-14:15

The Style of Interiority: The Zen-Modern Self in Shiga Naoya's "An'ya kōro"
Jacob Lee, Brigham Young University, USA

0017 – 14:15-14:45

Magical Transformation in the Film of Hayao Miyazaki
Jane A. Lightburn, Aichi Gakuin University, Japan

Sunday Session 3: 13:15-14:45

Room: Tsuki

ACCS – Interdisciplinary

Session Chair: Farok Zakaria

0119 – 13:15-13:45

Queer Artists Journey between France and Thailand through Diverse Art Forms in Contemporary Dance Theatre Performance
Sun Tawalwongsri, Royal Holloway, University of London, UK

0080 – 13:45-14:15

Identity Negotiation and Image of Dutch-Indonesian Descents in Contemporary Indonesian Postcolonial Film
Yusri Fajar, University of Brawijaya, Indonesia

0106 – 14:15-14:45

A Study on the Third Gender in Public University in Kelantan
Farok Zakaria, Universiti Malaysia Kelantan, Malaysia



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Sunday Session 3: 13:15-14:45

Sunday Session 3: 13:15-14:45

Room: Hana

ACAS – Chinese Studies

Session Chair: Yu-an Tu

0133 – 13:15-13:45

Exploring Genre and Program Production: A Case Study of Taiwan's Reality Program, Famous Children
Ssu-Han Yu, National Taiwan University, Taiwan

0134 – 13:45-14:15

The Space of Reading in Hsia Yü's "Pink Noise"
Yu-an Tu, National Taiwan Normal University, Taiwan



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Sunday Session 4: 15:00-16:30

Sunday Session 4: 15:00-16:30

Room: Matsu

ACAS - Interdisciplinary

Session Chair: Romit Dasgupta

0068 – 15:00-15:30

Exploring Social Networking Adoption: China vs Malaysia Young Consumer Perspectives

Norzalita Abd Aziz, Universiti Kebangsaan Malaysia, Malaysia

Zhao Ting, Universiti Kebangsaan Malaysia, Malaysia

0075 – 15:30-16:00

The Impact of Free-Trade on the Agricultural Products of China and India

Chalermporn Siriwichai, Ritsumeikan Asia Pacific University, Japan

0144 - 16:00-16:30

Reflecting on 'East Asia' Through Mukokuseki/Mugukjeok 'Soft Masculinity'

Romit Dasgupta, The University of Western Australia, Australia



Sunday Session 4: 15:00-16:30

Room: Ume

ACCS – Interdisciplinary

Session Chair: Nishamani Kar

0103 – 15:00-15:30

Advancing Regional Human Rights Mechanisms: The Prospects of the Asia Pacific Forum

Silvia Croydon, Kyoto University, Japan

0053 – 15:30-16:00

Bound Feet Crossing Boundaries: Chinese Migrant Women's Encounters with the Israeli Labor Migration Regime

Nily Gorin, The Hebrew University of Jerusalem, Israel

0079 – 16:00-16:30

Beyond the Veil: Deconstructing Gendered Apartheid (A Study of Taslima Nasrin)

Nishamani Kar, National Defence Academy, India

Sunday Session 4: 15:00-16:30

Room: Tsuki

ACCS – Constructions of Self and Other

Session Chair: Adelle Barry

0072 – 15:00-15:30

Confinement and Transgression in Eugene O'Neill's "The Hairy Ape" and Arthur Miller's "The Crucible"

Hui-Chun Li, National Sun-Yat Sen University, Taiwan

0126 – 15:30-16:00

Okakura Tenshin's Cultural View on China: Its Formation and Connotation

Chaochun Lin, The Chinese University of Hong Kong, Hong Kong

0074 – 16:00-16:30

Reconciliation as the Transformations of Self and Place in a New World Order

Adelle Barry, Deakin University, Australia

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Sunday Session 4: 15:00-16:30

Sunday Session 4: 15:00-16:30

Room: Hana

ACAS/ACCS - Interdisciplinary

Session Chair: Jakkrit Sangkhamanee

0031 – 15:00-15:30

Gong and Sekafi Dances of Lundayeh in Kemabong, Sabah: A Way to Understand the Nature of People
Lee Suan Chong, University Malaysia Sabah, Malaysia

0092 – 15:30-16:00

Thai Boxing and Embodiment: The Construction of Masculinity through Sportsmanship
Jakkrit Sangkhamanee, Chulalongkorn University, Thailand

Sunday Session 4: 15:00-16:30

Room: Sugi

ACAS - Interdisciplinary

Session Chair: Thomas French

0105 – 15:00-15:30

The Hidden Transcript of Chinese Journalists under the Dilemma between Political Control and the News Professionalism
Yu-Li Wang, Chinese Culture University, Taiwan

0111 – 15:30-16:00

Convenient Journalism? New Routine for TV News Gathering in Taiwan
Huei-Ling Liu, Taipei National University of Arts, Taiwan

0159 – 16:00-16:30

The Public Relations Dimension of the Disaster Relief Operations of the Japanese Self Defense Forces
Thomas French, Ritsumeikan University, Japan



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Closing Session: 16:45-17:00 – Kiku Room

Virtual



Virtual Presentations

Asian Studies: Middle Eastern Studies (including Assyria, Iran, Egypt, Turkey)
0149

Evaluation of Authorship in Khorasan Style of Persian Literature
Seyedeh Parisa Sajjadi, Tehran University of Art, Iran
Behrooz Mahmoodi Bakhtiari, University of Tehran, Iran

Asian Studies: Middle Eastern Studies (including Assyria, Iran, Egypt, Turkey)
0160

Iranian Women's Poetry from the Post-revolutionary Islamic Literature to Feminism Consciousness and Expression
Mahroksadat Hosseini, University of Winchester, UK

Cultural Studies: Constructions of self and other
0070

Visualizing Subaltern History: A Study of Raghavan Atholi's Sketches
Nisha M, Govt College, Malappuram, Kerala, India

Cultural Studies: Globalization
0116

The 'Gambatte' Project: An Action Research Application The 2010 South Africa World Cup Media Publicity and Cultural Exchange Initiative Project Conducted in Japan between 2007-2010
Bheki Hlabane, Ritsumeikan Asia Pacific University, Japan



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IAFOR conferences are organized in affiliation with some of the world's best known universities, organizations, and corporations, working in partnership to bring you events and speakers that challenge and stimulate; inform and inspire.

Our events are celebrations of the international, the intercultural, and the interdisciplinary, where speakers from different backgrounds express divergent views, search for common ground, and look for the synergies that can lead to multi-disciplinary collaborations.

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IAFOR is very happy to have its conferences based in the great trading city of Osaka, known as the Japan's kitchen, an amazing city to explore, and one just a short journey from the ancient capitals of Nara and Kyoto.

We hope you enjoy the Conference!



2012 Upcoming Events

October 24-28 2012

ACE2012 - The Fourth Asian Conference on Education

November 2-4 2012

MediAsia2012 - The Third Asian Conference on Media & Mass Communication

FilmAsia2012 - The First Asian Conference on Film and Documentary

November 16-18 2012

ABMC2012 - The Third Asian Business & Management Conference

2013 Upcoming Events

Thursday March 28 - Sunday March 31, 2013

ACP2013 - The Third Asian Conference on Psychology and the Behavioral Sciences

ACERP2013 - The Third Asian Conference on Ethics, Religion and Philosophy

Thursday April 4 - Sunday, April 7, 2013

ACAH2013 - The Fourth Asian Conference on Arts and Humanities

LibrAsia2012 - The Third Asian Conference on Literature and Librarianship

Thursday April 25 - Sunday April 28, 2013

ACLL2013 - The Third Asian Conference on Language Learning

ACTC2013 - The Third Asian Conference on Technology in the Classroom

Friday May 24 - Sunday May 26, 2013

ACAS2013 - The Third Asian Conference on Asian Studies

ACCS2013 - The Third Asian Conference on Cultural Studies

Thursday June 6 - Sunday June 9, 2013

ACSS2013 - The Fourth Asian Conference on the Social Sciences

ACCS2013 - The Third Asian Conference on Sustainability, Energy and the Environment

Wednesday October 23 - Sunday October 27, 2013

ACE2013 - The Fifth Asian Conference on Education

ACETS2013 - The First Asian Conference on Education, Technology & Society

Friday November 8 - Sunday November 10, 2013

MediAsia2013 - The Fourth Asian Conference on Media & Mass Communication

FilmAsia2013 - The Second Asian Conference on Film and Documentary

Friday November 22 - Sunday November 24 2013

ABMC2013 - The Fourth Asian Business & Management Conference

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