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# Part I Conference Schedule

**Time:** October 23 to 25, 2017

**Location:** Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China

Date	Time	Lobby, Guilin Golden Dragonball Hotel	
October 23	14:00-17:00	Registration	
Date	Time	贵宾 2 号厅 VIP Room 2	贵宾 6 号厅 VIP Room 6
	08:30-12:00	<b>Education &amp; Psychology Sciences:</b> <b>Invited Speech Session</b>  <b>Chair: Prof. Nicholas Sun-Keung Pang,</b> <b>Prof. Woochun Jun</b> <b>Coffee Break: 10:10-10:15</b>	<b>Management Sciences and Technology:</b>  <b>Invited Speech and Technical Session I</b>  <b>Chair: Dr. Denise Tsang</b> <b>Coffee Break: 10:15-10:30</b>
October 24	12:00	<b>Lunch</b> Chinese Resturrant, 3 <sup>rd</sup> Floor	
	Time	贵宾 2 号厅 VIP Room 2	
	14:00-18:00	<b>Education &amp; Psychology Sciences:</b>  <b>Technical Session</b>  <b>Chair: Dr. John Magnus Roos</b> <b>Coffee Break: 15:00-15:20</b>	
	18:00	<b>Dinner</b> Chinese Resturrant, 3 <sup>rd</sup> Floor	
October 25	07:00-19:30	<b>One Day Tour (pending)</b>	

## Part II Invited Speeches

### Education & Psychology Sciences: Invited Speech Session

#### Invited Speech 1: Eastern Scholars Teaching in the West

**Speaker:** Dr. Xiaoli Jiang, Education & Arts Federation University, Australia

**Time:** 08:30-09:15, Tuesday Morning, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



#### Abstract

This presentation reveals several fundamental differences between individualistic Western and collective Eastern cultures that result in dissimilarities in pedagogy, teaching and learning practices. It identifies challenges and rewards for Asian scholars teaching in Western individualistic orientated universities. The presentation utilises a case study of university academics with a collective cultural background and investigates their personal reflections on their quest to adapt to an individualism orientated academic culture and achieve professional satisfaction in the mix of language and cultural challenges. It identifies the core issues of the difficulties encountered in changing from a collective orientated environment to an individualistic society and teaching context. The presentation aims to assist a better understanding of the self in relation to others in individualistic and collective societies, to help with personal reflection and to rationalise teaching and learning practices in different cultures.

#### Invited Speech 2: New Directions for Information Education in the 4th Industrial Revolution

**Speaker:** Prof. Woochun Jun, Seoul National Univ. of Education, Republic of Korea

**Time:** 09:15-10:00, Tuesday Morning, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



#### Abstract

The term “The 4th Industrial Revolution” has been used since 2016. The 4th Industrial Revolution has impact on every aspect of our life and society, and requires the fundamental change of our mind and attitude on our life. The 4th Industrial Revolution will also change education paradigm in our society. Nowadays our society needs citizens with more creative

and integrated thinking ability. In the 4th Industrial Revolution, information education becomes more important subject than any other subjects. For an individual, everyone needs information education for enjoying abundant daily life and increasing one's competitiveness. Also, for most developing and developed countries, IT industry becomes a key industry in their economy. In order to support and develop human resources for IT industry, information education is essential.

In this talk, I will present new directions for information education in the 4th Industrial Revolution. First of all, I will discuss the general features and characteristics of the 4th Industrial Revolution, and present ways including education contents and teaching-learning methods to increase one's creativity and integrated thinking ability. In turn, I propose various ways to improve one's competency for 3 areas in information education, that is, literacy, application, and ethics, respectively. Finally, I will discuss ways to improve one's computational thinking ability and programming ability in information education.

## **Invited Speech 3: Building Professional Learning Communities via School-University Partnership**

**Speaker:** Prof. Nicholas Sun-Keung Pang, The Chinese University of Hong Kong, Hong Kong (China)



**Time:** 10:15-11:00, Tuesday Morning, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China

### **Abstract**

In Hong Kong, the notion of professional learning community (PLC) can be traced back to a consultation document launched by the Advisory Committee on School-based Management (2000, p.1), "Transforming Schools into Dynamic and Accountable Professional Learning Communities". This document highlighted the importance of PLCs in enhancing the effectiveness of learning and teaching and for improving students' learning outcomes. It was hoped that through engaging in interactions, dialogues, feedback and reflections, teachers could view their colleagues as learning partners and are willing to contribute to each other's professional learning. While there has been a call for the development of PLCs in Hong Kong schools, there is no explicit policy on mandatory requirements of PLCs. From the years of 2000 to 2017, the Author has been successfully working collaboratively with over 500 kindergartens, primary schools and secondary schools in launching school-university partnership (USP) projects in Hong Kong. The main themes of these projects include school self-evaluation, organizational learning, metacognition, and assessment for learning. These USP projects aim to enhance the quality of school education in general and build professional learning communities in particular.

It is to argue that school-university partnership (SUP) may be an effective way to initiate, lead, and manage organizational change in schools and assure the quality of education. After introducing the details of a series of SUP projects in Hong Kong, and setting in context, this paper reports on an investigation into the effectiveness of implementing professional learning communities in Hong Kong schools. Lastly, the issues of school-university partnership and the characteristics and

conditions for effective school-university partnership in Hong Kong schools will be explored and examined.

## **Invited Speech 4: Chinese Students' Opinions about Global-Mindedness**

**Speaker:** Prof. Joy F. Xin, Rowan University, USA

**Time:** 11:00-11:45, Tuesday Morning, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



### **Abstract**

Global awareness is an important topic in higher education's curricula to prepare students for the 21st century, to adequately respond to today's globalized world and develop world citizenship. To investigate college students' perceptions on global awareness, a survey on global-mindedness including skills and experiences related to global citizenship was given to college students majoring in education, business, and engineering in two large cities of China. Their responses were analyzed to compare with college students in Australia, New Zealand, and USA. Higher education curriculum development to prepare responsible world citizens will be discussed.

## **Invited Speech 5: The Influences of Religious Languages on Mind and Society**

**Speaker:** Prof. Yang Lee, Geongsang National University, Republic of Korea

**Time:** 11:45-12:30, Tuesday Morning, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



### **Abstract**

This study attempted to review the relation of Language, thought, and society, quoting the theoretical discussions and demonstrating an empirical data. It is discussed that thought and society, in case of no direct interaction between them, require a mediator which is figured by language. This proposition is relied on that a language is shared in a society of culture, and that the language is used to constrain thought. To test the theorem, this study referred an empirical data which the religious words which are regarded the most influential affected on the believers' mind, and their society. The religious words are surveyed to find the key words in comparison of Christian in Korea, Buddhism in Thailand, and Moslem in Bangladesh, and Hinduism in Nepal. The mind is analyzed into emotion and cognition; the emotion constitutes of three dimensions as attractive, alertness, and control, and the cognition composites with perception, memory, and thought. The society is subdivided to social practices, social costumes, and social changes. The influence of the religious words is sensational since they are so of prestige. In conclusion, to observe language is to identify both of mind and society, and to make language

common attempts to accord mind with society.

## **Invited Speech 6: Action Research on Dialogical Learning of English in a Chinese University**

**Speaker:** Prof. Yongwei Bian, University of International Relations

**Time:** 14:00-14:40, Tuesday Afternoon, October 24, 2017

**Location:** VIP Room 2 (贵宾 2 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



### **Abstract**

This is a report of two action researches on dialogical learning from an ecological perspective, in contrast to the “banking system”, a traditional way of English teaching, for teachers to transfer knowledge to students as passive receivers. Dialogical learning, developed from GaoYihong’s Dialogical Communicator (2014), and “symbolic” in Claire Kramsch’s Symbolic Competence (2009), is intending to animate students in English class and stimulate their commitment to English study, through involving students in the mutual construction of their English learning and class discourses.

The study has been conducted in two groups of students in two years, each group respectively in their first college year in China. The data were collected through interviews, learning reports and reflections, online communication like We-chat. Students of both two years demonstrated their ever-stronger awareness of and tolerance towards different interpretations of texts, and possibly different worlds of living, related to their uniquely past experiences and future fantasies. Such awareness and tolerance may help students develop critical and independent thinking that involves differences in multi-faced dialogues. This direction of English learning endowed students with more agencies in terms of meaning-making; though only those students of the second year were witnessed the development of learner autonomy in their English learning, with the on-going improvement of the teacher’s guiding strategies through action research.

## **Management Sciences and Technology: Invited Speech Session**

### **Invited Speech: Managing Creativity in UK Entrepreneurial Firms**

**Speaker:** Dr. Denise Tsang, University of Reading, UK

**Time:** 08:30-09:15, Tuesday Morning, October 24, 2017

**Location:** VIP Room 6 (贵宾 6 号厅), 4<sup>th</sup> Floor, Guilin Golden Dragonball Hotel (桂林市金龙珠国际大酒店), China



### **Abstract**

Is creativity an elusive concept? How do we manage creativity in successful, modern media firms? This paper discusses the coordination of commercial, artistic and technical resources among key decision makers within UK media firms specializing in creative outputs, characterized with novelty and usefulness. These creative outputs represent valuable intellectual property, and involve complex coordination under scarcity, where good judgement is critical. This paper proposes a framework in conjunction with creative production, which covers the conception of new ideas, the organization of creativity and the management of end user relationships. Successful firms, which are the driver of the UK economy, have evolved into coalitions of entrepreneurs working project by project. They have perfected the process in coordinating commitments among stakeholders that provide novel ideas, creative inputs and feedback on experience.

## Part III Technical Sessions

### Education & Psychology Sciences: Technical Session

Session Chair: Dr. John Magnus Roos University of Skövde

VIP Room 2 (贵宾 2 号厅), 4th Floor

14:00:18:20, Tuesday afternoon, October 24, 2017

No.	Paper Title	Author	Affiliation
<b>Invited 14:00-14:40</b>	Action Research on Dialogical Learning of English in a Chinese University	Prof. Yongwei Bian	University of International Relations
<b>14:40-15:00</b>	Cultivate elementary school in-service teachers to design experiment course by Prediction-Observation-Argumentation-Assessment (POAA) Theory	CHOW-CHIN LU	Department of Science Education, National Taipei University of Education, Taipei, Taiwan
<b>15:00-15:20</b>	Research on Fuzzy Ontology E-learning Based on User Profile	Jingfeng SHAO	Xi'an Polytechnic University
<b>15:20-15:40</b>	<b>Coffee Break</b>		
<b>15:40: -16:00</b>	Interactive Game with Situational Animation to Facilitate the Primary Students in Learning Nature and Life Science	Shu-Yuan Tao	Department of Information Technology, Takming University of Science and Technology
<b>16:00: -16:20</b>	EVALUATION OF BODY MOVEMENTS PRESENT IN TRADITIONAL CHILDREN'S GAMES FROM THE PERSPECTIVE OF THE SOCIOLOGY OF CHILDHOOD	Alexandre MELLO	Universidade Federal do Rio de Janeiro
<b>16:20: -16:40</b>	Using Visual Arts to encourage children with Autism Spectrum Disorder to communicate their feelings and emotions	William Baker	University of Tasmania
<b>16:40: -17:00</b>	论虚拟条件反射及辩证条件反射体系	保国 江	济宁联动石油化工有限公司
<b>17:00: -17:20</b>	A Multivariate Investigation into Academic Procrastination of University Students	Sichan He	University of Bristol
<b>17:20: -17:40</b>	Adolescence and psychotic destructuration	Simona Trifu	University of

	risk			Medicine Pharmacy	and Carol Davila
<b>17:40: -18:00</b>	Five Factor Model of Personality and the use of multiple internet functions	John Roos	Magnus	School of Health and Education.	University of Skövde
<b>18:00: -18:20</b>	Non-verbal personality	John Roos	Magnus	School of Health and Education.	University of Skövde
<b>Poster</b>	STUDY OF THE IMAGE OF THE WORLD IN CHILDREN OF SENIOR PRESCHOOL AGE	Nadezhda Zyryanova		Lomonosov State University,	Moscow, Russion

## Management Sciences and Technology: Technical Session

Session Chair: Dr. Denise Tsang, University of Reading, UK

VIP Room 6 (贵宾 6 号厅), 4th Floor

08:30:12:00, Tuesday Morning, October 24, 2017

No.	Paper Title	Author	Affiliation
<b>Invited 08:30-09:15</b>	Managing Creativity in UK Entrepreneurial Firms	Dr. Denise Tsang	University of Reading, UK
<b>09:15-09:30</b>	A Study on the Innovation of Business Model in Manufacturing Enterprises under the Background of "Internet Plus"	Fanzhu Kong	Business school, Huaiyin Institute of Technology
<b>09:30-09:45</b>	Knowledge Sharing and Creating Process in A Social Development Project: Developing a Model for Intra-Project Knowledge Management	Masahiro Oseko	Nevka Col, Ltd.
<b>09:45-10:00</b>	Research on the Framework of Information Management System for Scientific and Technological Achievements	Xiaohui Li	Institute of Scientific and Technical Information of China
<b>10:00-10:15</b>	Research on Open Access Of China's Science and Technology Report	zhang yanqiu	Institute of Scientific and Technical Information of China
<b>10:15-10:30</b>	<b>Coffee Break</b>		

<b>10:30: -10:45</b>	The Evaluation of Emergency Logistics Capability in Beijing-Tianjin- Hebei Region Based on Fuzzy Matter-element Analysis	Liang Yan	Logistics Institute,Beijing Wuzi University, China
<b>10:45: -11:00</b>	Forecast and Opportunity Analysis of Cold Chain Logistics Demand of Fresh Agricultural Products under the Integration of Beijing, Tianjin and Hebei	Li Songmiao	Information Institute, Beijing Wuzi University, Beijing, China
<b>11:00: -11:15</b>	Multichannel-Retail-Logistics": A Concept against the Traffic Infarct	Frank Thurmann	A company of the KNV Group
<b>11:15: -11:30</b>	Study on the New Development and Strategy of Retail Private Labels in Japan	Lanfeng Yu	Gunma Prefectural Women's University
<b>11:30: -11:45</b>	Optimal Policies for Multi-Product Inventory Replenishment and Bundling	Jianjun Xu	Dongbei University of Finance and Economics
<b>11:45: -12:00</b>	Research on an optimal policy for a single-vendor single-buyer integrated production inventory system with investing options	Hung-Chi Chang	National Taichung University of Science and Technology, Taiwan
<b>12:00: -12:15</b>	Impact of Incubated Enterprises' Cognitive Social Capital on Innovation Performance in Incubation Network: Acting through Intangible Resources Acquisition	Zhenhua Li	College of Management and Economics, Tianjin University
<b>12:15: -12:30</b>	Social Marketing for Environmental Protection	Yushan Zhao	University of Wisconsin-Whitewater
<b>12:30 -12:45</b>	Mutual Fund Fees, Performance, and Governance Structure in Canada	Lawrence He	Brock University

## Part IV Abstracts

### Education & Psychology Sciences: Technical Session

**ID: CCE2017\_10001**

**Title:** Cultivate elementary school in-service teachers to design experiment course by Prediction-Observation-Argumentation-Assessment (POAA) Theory

Name: CHOW-CHIN LU

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Abstract:

This study was to cultivate elementary school in-service teachers designing experiment course by Prediction-Observation-Argumentation-Assessment (POAA) theory. We took 14 elementary school in-service teachers majored in Advanced Entomology curriculum of department of science education, National University of Education as purpose sample. This study adopted mixed methods with both quality and quantity research. First, elementary school in-service teachers were taught with insect knowledge and POAA theory (8 weeks). Second, in-service teachers practiced using POAA theory in Entomology experiment course by the focus group method (4 weeks). Finally, elementary school in-service teachers used POAA theory to design their own experiments and Entomology Argument Worksheets (EAW) (6 weeks), and took micro-teaching in the class. We used Evaluation of POAA theoretical Experiment Design (EPED) to assess micro-teaching and EAW. We also took pretest and posttest on elementary school in-service teachers with Science Inquiry Competence Test (SICT) and Science Argumentation Quality Test (SAQT) at Advanced Entomology curriculum start and the end. This study not only analyzed qualitative data but also collected EAW, EGTA, SICT, and SAQT for analyzing.

The result showed that: 1. Elementary school in-service

teachers could use insect knowledge and POAA theory to design experiment course, because they learned a lot of insect concepts, POE and Guided Toulmin's Argumentation. 2. The pretest and posttest of SICT and SAQT results showed significant difference, elementary school in-service teachers had learned science inquiry competence and science argumentation quality after Advanced Entomology curriculum. 3. From the EPED assess, Elementary school in-service teachers designed POAA theoretical experiment with good grade, the explanation of EAW can improve scientific argumentation, let students find support theoretical basis for further explanation and interpretation.

**ID: CCE2017\_10002**

**Title: STUDY OF THE IMAGE OF THE WORLD IN CHILDREN OF SENIOR PRESCHOOL AGE**

Name: Nadezhda Zyryanova, Alina Pankratova

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Abstract:

Analysis of the processes of the younger generation adaptation to a changing world is an important task. The study of these processes should include not only the analysis of the impact on the development of a child of its immediate surrounding, but also of a distant environment acting indirectly. Changes occurring in the distant environment, especially fundamental and drastic ones, can have a significant impact on the development of children, their well-being, the formation of a worldview, and a system of values. Our research is devoted to the study of the influence of social changes on the concept of the world of children

of senior preschool age. The project was launched in February 1992, during the period of fundamental changes taking place in Russia, immediately after the start of market reforms. Then, repeated studies (cross-sections) were carried out in the situation of relative stabilization of the situation in the country (in June 1995 and in May and June 1998) and after devaluation of the ruble and the beginning of the banking crisis in September 1998. After this, in 2000 and 2010, two more series of studies were performed. Currently, with the support of Russian Humanitarian Science Foundation (grant No. 16-06-00758), the next stage of the study is being performed. The choice of the study period is not accidental, it is always connected with certain significant changes in the social situation in the country (transition to a market economy, devaluation of the ruble, period of relative stability, banking crisis, presidential elections, the war in Chechnya, the annexation of Crimea, economic sanctions). These changes affect the lives of people, both children and adults. But, as it is shown by the analysis of publications in the media and the results of focus groups with school teachers, kindergarten teachers and parents, from the perspective of adults, the impact of the negative consequences of crises on children is more pronounced. It should be noted that these estimates of the impact of socio-economic changes in Russia on the younger generation as a whole have changed little since the 1990s to the present. As before, adults, first of all, talk about what the modern children are deprived of, they express concern about the level of their intellectual and spiritual development. Often, their fears are based not on real problems of modern children, but on common myths.

#### **ID: CCE2017\_10013**

#### **Title: Research on Fuzzy Ontology E-learning Based on User Profile**

Name: Jingfeng SHAO

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Abstract:

To provide the personalized learning services for learners in the environment of E-learning, firstly, through fuzzy ontology, learning preferences and cognitive status of user was described, and the personalized learning contents were provided via E-learning recommendation system. Secondly, a method to describe user profile was proposed, domain ontology was expanded, and user preferences, interests and hobbies were described. And then, the interested learning object was provided by the recommendation system for users. Finally, as verified by experiment, the results have shown that the acquired fuzzy ontology can describe user preferences very well, and the method we proposed is useful in the personalized learning services for learners.

#### **ID: CCE2017\_10010**

#### **Title: Interactive Game with Situational Animation to Facilitate the Primary Students in Learning Nature and Life Science**

Name: Shu-Yuan Tao<sup>1</sup>, Yi-Syuan Sie, Mei-Jia Tsai

Affiliation: Takming University of Science and Technology

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Abstract:

Constructing the concept of scientific theory and understanding phenomena of the theory are the most important thing in learning science. However, construction of the concept of science theory often requires assisted by mental activity rather than only relying on classroom teaching. Researches demonstrated that game-based learning could not only guide learning activity via virtual game world, but also motivate the learner in learning. Additionally, a situating animation can present the learning content of scientific phenomena by designing the scene and characters. Thus, this study proposed an interactive game with situational animation to facilitate the primary students in learning the course of nature and life science, and further evaluate the effects of learning achievement by game-based learning activity.

**ID: CCE2017\_10011**

**TITLE: EVALUATION OF BODY MOVEMENTS PRESENT IN TRADITIONAL CHILDREN'S GAMES FROM THE PERSPECTIVE OF THE SOCIOLOGY OF CHILDHOOD**

Name: Alexandre MELLO

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Abstract:

**INTRODUCTION**

The field of the Sociology of Childhood changed the theoretical and methodological referential in the research on aspects of child culture (Corsaro, 2005). Part of the children's culture, the game is the child social activity and must be learned in the children's sociality context (Brougère, 1995).

The traditional games occur in the interaction among peers and are practiced freely by children in different countries in accordance with rules accepted by the groups they belong to. They provide moments of physical activity, discoveries and social interaction. They stimulate basic motor skills like walking, running, throwing, jumping, swinging and such. These skills are formed by the coordinated action of moves that will serve as a basis for more complex learning. They also stimulate psychomotor functions like body scheme, tonus, coordination, spatial and temporal organization, rhythm, fine motor skills, laterality and balance (Mello, 2006).

The objective of this study was to conduct a survey of children's traditional games in Brazil to investigate their characteristics as an integral social practice of child culture and to evaluate the bodily movements present in their practice.

**METHODS**

We adopted the qualitative approach (Graton and Jones, 2010) and the methodological referential of the sociology of childhood (Corsaro, 2005; Sirota, 2006) that proposes children should be investigated as actors and subjects of their practices. In different regions of Brazil, 54 teachers, participants in the research as

collaborators, observed games, heard the children's reports, developed a dialogue and recorded data on specific sheets.

**RESULTS AND DISCUSSION**

The research recorded 72 traditional children's games in Brazil. Depending on the geographical area, they had different designations and suffered variations on the ways they were performed (examples: hide and seek, kite, goat-blind, marbles, jump rope, hopscotch). They were practiced in squares, streets, backyards and schools courtyards (outside the curriculum). During the games, intense social interaction occurred; 57% were practiced by boys and girls together; the ages ranged from 6 to 12; the predominant age range was 9 to 10 years (89%); on average, the groups had 6 to 10 participants simultaneously (43%). The research confirmed the presence of basic motor skills and psychomotor functions in different body movements recorded during the traditional games.

**REFERENCES**

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- Graton C, Jones I. (2010). Research methods for sports studies. Routledge, London.
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**ID: CCE2017\_10017**

**TITLE: Using Visual Arts to encourage children with Autism Spectrum Disorder to communicate their feelings and emotions**

Name: William Baker

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Abstract

Children with Autism Spectrum Disorder (ASD) often experience difficulties in identifying their emotions and the emotional states of others, additionally, they also often experience challenges in verbal communication. Together, these characteristics can lead to compromised social and emotional wellbeing and mental health issues. However, children with ASD often have relative strengths in visual processing, and such strengths have been integral to the success of visual supports and video-based interventions for a range of socially significant skills for children with ASD. This preference for visual processing may also represent opportunities for children with ASD in identifying and expressing their emotions. There is a limited but promising body of literature that suggests visual Art therapy can be beneficial for individuals with ASD and provide opportunities for them to develop flexibility, self-esteem, and social communicative behaviour (Schweizer, Knorth, & Spreen, 2014). This presentation reports a study exploring the potential of Art making to assist children with ASD to better communicate their feelings and emotions. Providing an outlet for self-expression may reduce the challenges people with Autism face and in doing so, improve the quality of life for them as well as their families. A qualitative descriptive case study was chosen for this study within the theoretical framework of Art as therapy. Two boys, aged seven and ten years, participated in five and six visual Art as therapy sessions (respectively). The sessions developed participants' skills in Art making and expressing emotion as rapport was built over the study period. A variety of rich data were collected during the study which included: questionnaires, interviews, video-recordings, observation notes and participant Art works. This presentation showcases the Art works of the participating boys, featuring a variety of mediums to communicate their thoughts, feelings, and emotions. A description of the visual Art as therapy experiences and the impacts upon students' communication, social interaction, and self-esteem are discussed.

**ID: CPSH2017\_10000**

**Title: 论虚拟条件反射及辩证条件反射体系**

Name: 保国江

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**Abstract:**

通过对巴甫洛夫实验的再分析研究，发现人们以往忽略了的有趣细节，即“一只听到铃声就分泌唾液的狗在一段时间内既没有得到食物也没有听到铃声时，这种条件反射可以和以前保持得一样强烈”，在此实验结果的基础上，得出存在虚拟条件反射的结论，认识到了非条件反射与条件反射之间的辩证关系，发现了非条件反射的反射弧与条件反射的反射弧之间是并行关系.进而论述条件反射与虚拟条件反射之间的辩证关系，虚拟条件反射一定要适应实在条件反射的发展状况，如果虚拟条件反射适应非条件反射的发展状况，就会促进实在条件反射的发展，虚拟条件反射也会得到巩固，反之，如果虚拟条件反射不适应实在条件反射的发展状况，就会抑制实在条件反射的发展，虚拟条件反射就会遭到消退.在此基础上提出新的条件反射体系，建立新的条件反射体系包括的十六种条件反射及其112种细分类型.进而指出语言文字属于示意类拓扑，并且给出了示意类拓扑的一种公式。

**ID: CPSH2017\_10010**

**Title: A Multivariate Investigation into Academic Procrastination of University Students**

Name: Sichan He

Affiliation: University of Bristol

Email: sichan.he@outlook.com

**Abstract:**

The study assessed the academic procrastination among students in the university of Bristol. The study enrolled 201 students from different ages, educational levels and country background. The study explored the prevalence of academic procrastination, and the reasons that render procrastinatory behaviors of

university students, and the psychological influence that caused by procrastination. Findings showed that 97% students are affected by different effect of procrastination, 48% students "very often" or "always" procrastinate. Laziness, lack of motivation, stress, too much time internet use and difficulty of task are major identified reasons for academic procrastination. More than 80% students suffer from anxiety when they procrastinate.

**ID: CPSH2017\_10011**

**Title: Adolescence and psychotic destructuration risk**

Name: Simona Trifu

Affiliation: University of Medicine and Pharmacy Carol Davila

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**Abstract:**

Motivation: The ability to organize and make decisions in life ensures self-control and self-confidence. In assuming the tutor role (in the psychological dimension of meaning), the functions of maternalization and paternalization must be fulfilled, as well as ensuring the fulfillment of maternal, paternal roles after being incorporated by the child in order to be properly exercised. To determine the creative capacities or the systemic delirium as a solution for solving the failure to adapt to the socio-cultural environment, perceived as traumatic.

Objectives: Psychological evaluation of the current profile and psychic personality structure for the understanding of the operational patterns. Testing mental capacity and the boundaries between real and imaginary that ensure success in the work of the therapeutic process, by having a departure prognosis.

Hypothesis: In the case of patient T., the difficulties encountered may be caused by the onset of depression or possibly by adjustment disorder with anxiety on a dysfunctional attachment pattern. The essential element is the separation and division of the family for

a period of one month from the onset of the stressor, involving both the vulnerability of the ego and the triggers, due to major life changes. The current difficulties and symptoms are internal and external disorganization, nervousness, amnesia, lack of interest and curiosity, affection disinvestment plus the excess-marked detraction model, and the major role of loneliness overlapping with family abandonment. Applied tools: anamnesis, clinical interview, building the life map, clinical scales to investigate the intensity of depression, anxiety, and the possible psychotic areal due to hereditary load of the patient - HAM D, HAM A, PANSS (to investigate prevalence phenomenology and differential diagnosis with the areal of an increase in the imaginative function, given the artistic formation of the adolescent girl). The combined application of the depression and negative scale of PANSS aims to lead to a better differential diagnosis between depressive coloration versus the onset of a major psychiatric disease at risk of association with psychotic phenomena. Also, the complex investigation of personality also involved the administration of a Lusher projective test along with the tree test, face test, and family test.

Results: The case study highlighted the Ego scattering that is immature (unintegrated and inappropriate) and the existence of mental underdevelopment to which the familial, social and environmental factors contributed in a negative way. During this period of adolescence, the patient tries to rely on defense mechanisms, which however fail, because of having a poor psycho-affective structure since primitive childhood.

Conclusions: This case study focuses on the links between hereditary data, psycho-affective developmental structuring during the primitive stages of the early childhood, mental health, or the etiology of a personality disharmony, where the princeps characteristics, as well as the Social and environmental factors play an important role. Panss was used because it was very difficult to realize if the patient only has only a psychotic functioning or is facing a delirious profile due to the loneliness she experiences and becomes aware of once the separation of her parents occurs.

**ID: CPSH2017\_10008**

**Title: Five Factor Model of Personality and the use of multiple internet functions**

Name: John Magnus Roos

Affiliation: School of Health and Education. University of Skövde

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Abstract:

In the present study we examine the relationship between personality traits and the use of multiple internet functions in a nationally representative study of the Swedish population (N = 1694). Our results indicate that use of multiple internet functions are positively related to Openness to Experiences and Extraversion, and negatively related to Neuroticism.

Personality research has established a Five Factor Model of Personality, constituted by the degree of Agreeableness, Conscientiousness, Extraversion, Neuroticism and Openness to Experiences. Each one of the 5 factors have two extremities; (1) agreeable versus antagonistic, (2) conscientious versus impulsive, (3) extravert versus introvert, (4) emotionally unstable versus emotionally stable, (5) open-minded versus close-minded. Together with designers at Veryday, a top-ranking international design agency, we have personified each one of the ten extremities. The present study aims to validate this non-verbal scale of the Five Factor Model of Personality.

The validation process has included both university students and experts in the field of Personality psychology. The validation process includes content validity, criterion validity and construct validity from a student sample and expert validity from researchers at four international conferences (ECPA 2015; ICP 2016; World Conference of Personality 2016 and ECPA 2017).

Three of the five personality factors seem to be possible to capture with non-verbal characters. However, openness and conscientiousness remain challenging. The non-verbal characters need to be further validated.

**ID: CPSH2017\_10008**

**Title: Non-verbal personality**

Name: John Magnus Roos

Affiliation: School of Health and Education. University of Skövde

Email: magnus.roos@his.se

Abstract:

## Management Sciences and Technology: Technical Session

**ID: MASS2017\_10002**

**Title: A Study on the Innovation of Business Model in Manufacturing Enterprises under the Background of “Internet Plus”\***

Name: Fanzhu Kong

Affiliation: Business school, Huaiyin Institute of Technology

Email: tongjihrd@163.com

Abstract:

As a new productive force, “Internet plus” is changing the modes of production. It has become a key to develop a new business model to meet “internet plus”

for manufacturing industry. This paper analyzed the basic connotation and elements of the business model. On this basis, it discussed the factors that affect the innovation of the business model on the era of “Internet plus”, and put forward the innovation strategy of business model from the four aspects of customer value proposition, client, enterprise and industry.

**ID: MASS2017\_10005**

**Title: The Evaluation of Emergency Logistics Capability in Beijing-Tianjin- Hebei Region Based on Fuzzy Matter-element Analysis**

Name: Liang Yan  
Affiliation: Logistics Institute, Beijing Wuzi University, Beijing, China  
Email: mxg105@163.com

#### Abstract:

The correct analysis and evaluation on present situation is the key to improving emergency logistics capability in Beijing-Tianjin-Hebei region. This paper took emergency logistics capability in Beijing-Tianjin-Hebei region as the research object. It established analysis model of emergency logistics capability in Beijing-Tianjin-Hebei region based on fuzzy matter-element method. This paper did further study by applying this model. Accordingly, it obtained variation chart of the first-level indicator capability and variation trend chart of comprehensive capability. Finally, this paper summarized and verified research result. The conclusion of this paper has certain instructive effect on improving the emergency logistics capability in Beijing-Tianjin-Hebei region and that could be of referential value for the evaluation and analysis of similar problems.

#### **ID: MASS2017\_10006**

**Title: Forecast and Opportunity Analysis of Cold Chain Logistics Demand of Fresh Agricultural Products under the Integration of Beijing, Tianjin and Hebei**

Name: Li Songmiao  
Affiliation: Information Institute, Beijing Wuzi University, Beijing, China  
Email: lisongmiao1101@sina.com

#### Abstract:

This paper is based on the national strategy of Beijing-Tianjin-Hebei integration. At first, we make strategy analysis on the development of cold chain logistics of fresh agricultural products, using the PEST analysis model to analyze the macro environment and SWOT analysis model to distinguish strengths, weaknesses, opportunities and threats it faced now meticulously, then we discuss the development strategy

combination of the cold chain logistics of fresh agricultural products under the policy that the integration of the Beijing-Tianjin-Hebei region. Secondly, we analysis the cold chain logistics demand of fresh agricultural products in view of the integration of the Beijing-Tianjin-Hebei region under the fresh agricultural products categories: vegetables, fruits, meat, eggs, milk and aquatic products. The exponential smoothing is used to forecast first, then the secondary exponential smoothing model is set up to make the fitting figure with the actual and predictive value, to ensure that this method is meaningful. In addition, we forecast the output in the next few years and analyze the results. Finally, combining with the development strategy combination and prediction analysis, we put forward the development pattern of fresh agricultural products cold chain logistics, and give a prospect of the fresh agricultural products cold chain logistics development in the future.

#### **ID: MASS2017\_10007**

**Title: Multichannel-Retail-Logistics": A Concept against the Traffic Infarct**

Name: Frank Thurmann  
Affiliation: A company of the KNV Group  
Email: frank.thurmann@knv.de

#### Abstract:

The German book industry comprises 6000 sources und 7000 drains between manufacturers (publishers) and retailers (bookseller). This uniqueness has been facilitating the development of an innovative logistic system that minimizes the relation in the transport network. It could be exemplary for the urban supply for other industries or countries.

The principle is a reduction of a  $(m \times n)$  to a  $(m \times 1) + (1 \times n)$  relation. This means 42 Mio. potential relations can be reduced to 13.000 every day.

The main key factor is the reversion of the order assignment: as opposed to most other industries, the recipient (bookseller) decides on the shipment

partner. This enables consolidation both on the first and last mile of the distribution. An additional reduction of shipments is supported by the combined distribution and returns handling in one single process.

Daily overnight shipment relieves traffic load during rush hours and enables the replenishment process before opening hours even for small and remote retailers.

A powerful consolidator is essential to cover the complete supply chain and connect all partners. It has to comprise order management, warehousing and distribution for both retail and e-commerce for shipments that range from 20g to 20.000 kg. Its IT infrastructure has to facilitate transparency and continuous flow over the complete goods and invoicing processes.

50% of e-commerce clients prefer to collect their book purchases at the retailer. This avoids the granulation of the last mile to end customers and facilitates a consolidated shipment. Customer preference and transport consolidation are no contradiction.

Germany's book industry's transport system is a prototype for the future demand to reduce traffic load and yet meet the demand on overnight or same day delivery at low costs.

### **ID: MASS2017\_10013**

#### **Title: Study on the New Development and Strategy of Retail Private Labels in Japan**

Name: Lanfeng Yu

Affiliation: Gunma Prefectural Women's University

Email: [yu@fic.gpwu.ac.jp](mailto:yu@fic.gpwu.ac.jp)

#### **Abstract:**

The market scale of private label products in the distribution industry in Japan grows rapidly recent years. This paper aims to analyze the new development and features of private label products in Japan, and to identify how the private label products achieve the low

cost and high market share in the distribution industry. We examine the process of development along with the features in different stages, distribution routes, and cost advantages of the private label products in Japan. We further discuss the recent change of consumer behavior in Japan, and explore the relationship between the development of the distribution industry and economic growth.

### **ID: MASS2017\_10011**

#### **Title: Optimal Policies for Multi-Product Inventory Replenishment and Bundling**

Name: Jianjun Xu

Affiliation: Dongbei University of Finance and Economics

Email: [xujianjun@dufe.edu.cn](mailto:xujianjun@dufe.edu.cn)

#### **Abstract:**

We consider a multi-item inventory model in which a seller periodically replenishes a number of products and their bundles. In each period, demands stochastically arrive after ordering and bundling and fulfilled with available stocks. Unmet demand is backlogged and unsold items are carried over to the next period. We structure optimal policies for product replenishment and bundling to minimize the expected total discounted cost over a finite horizon. We reveal the economic relationship between the products from the seller's inventory control perspective. We propose an integrated approach that combines two different forms of optimal policies, one of which is for the optimal order up to levels (OULs) and bundling quantity (BQ) and the other is for the optimal target inventory levels after ordering and bundling. Each of the optimal policies shows a certain partial aspect of optimal operations. But, we can get a complete understanding by combining them.

### **ID: MASS2017\_10016**

#### **Title: Construction of Logistic Information System of Xinjiang Featured Fruits Based on Quick Response**

Name: Xu Ying  
Affiliation: Business School of Zhejiang University City College  
Email: xuying@zucc.edu.cn

**Abstract:**

This paper presents a design of logistic information system of Xinjiang characteristic fruits which is studied from the perspective of consumer experiences, it aims to provide quick response to customers. The main advantages of this system is to integrate online and offline information, implement the whole industry chain traceability system and integrate advanced digital technologies.

**ID: MASS2017\_10015**

**Title: Impact of Incubated Enterprises' Cognitive Social Capital on Innovation Performance in Incubation Network: Acting through Intangible Resources Acquisition**

Name: Zhenhua Li, Li Fuwei  
Affiliation: College of Management and Economics, Tianjin University  
Email: li\_zhh2004@126.com

**Abstract:**

In the background of incubation network, the paper studies how incubated enterprises gain cognitive social capital through embedding in the network, obtain intangible resources effectively in the resource-sharing environment and improve their innovation performance. We construct and analyze the theoretical model of cognitive social capital, intangible resource acquisition and innovation performance. The incubated enterprises need to strengthen cognitive social capital accumulation through incubation network, it effects the ability of intangible resource acquisition, then helps start-ups improve innovation performance.

**ID: MASS2017\_10001**

**Title: Social Marketing for Environmental Protection**

Name: Yushan Zhao  
Affiliation: University of Wisconsin-Whitewater  
Email: zhaoy@uww.edu

**Abstract:**

Social marketing applies marketing strategies to change behaviors of consumers and companies to save the environment. Social marketing activities include marketing 4Ps: product, place, promotion, and price. We can use social marketing concepts to analyze environmentally friendly products, services, or policies, research the target audiences, develop unique promotional tools for different target audiences, and set up distribution channels to reach the target audiences. Social marketing concepts can be applied to a variety of environmental protection opportunities in company management, consumer green product innovation, community education, or government policy development.

In this project, social marketing's roles are reviewed in general for the protection of environment. Social marketing is to use marketing theories to solve social problems, such as environmental pollution. Environmental protection becomes the serious challenge for the world, especially for developing countries. Marketing scholars found that same marketing principles that are used to sell products to consumers could be used to sell environmental protection ideas. Social marketing can be applied to influence people's attitude and behaviors to benefit the society. As an example, company waste is a serious threat to the environment. Social marketing principles can be applied to analyze the product (the waste), the target audiences (company managers and employees), and the impact of the waste on the environment. Social marketing can be very useful to develop strategies to influence the attitude and behaviors of the target audiences to handle the waste, minimize the negative effect on the environment, and benefit the society.

**ID: MASS2017\_10026**

**Title: Knowledge Sharing and Creating Process in**

## **A Social Development Project: Developing a Model for Intra-Project Knowledge Management**

Name: Masahiro Oseko

Affiliation: Nevka Col, Ltd.

Email: zhaoy@uww.edu

### **Abstract:**

This research investigated the sharing, experimenting and creating process of knowledge in a social development project implemented by Dhaka city, Bangladesh with the assistance of Japanese government. Most of the international cooperation organizations such as the World Bank are interested in inter-project knowledge management but less in intra-project knowledge management. These organizations mainly focus on storing and sharing of knowledge centering on their headquarters, but not reach out to each one of their projects. However, knowledge is presented, shared, experimented, and created in the field of each project. Conducting a field-work and using qualitative research methods, the author closely observed the knowledge process of the project and found that the knowledge was created through the interaction of optimizing and satisficing, rationalistic plan and incremental plan, universal knowledge and local knowledge, and learning and reflecting. Based on these findings, this paper presents a model of knowledge management in a social development assistance project, which was named “PAR model,” a spiral process model of three phases of Planning, Acting, and Reflecting.

### **ID: MASS2017\_10028**

#### **Title: Research on an optimal policy for a single-vendor single-buyer integrated production inventory system with investing options**

Name: Hung-Chi Chang

Affiliation: National Taichung University of Science and Technology, Taiwan

Email: hungchi@nutc.edu.tw

### **Abstract:**

The philosophies of Supply Chain Management and

Just-In-Time production have inspired numerous researches in the field of production and inventory management. To gain more insights into the coordination between vendor and buyer, the integrated decision models considering vendor-buyer production-inventory problems have been developed. Likewise, to explore the advantage of continuous improvement, the investing options for changing givens (such as setup cost, quality level) have been incorporated into various decision models. In this research we revisit a previous study that addresses the above issues. Specifically, it considers a single-vendor single-buyer integrated production inventory system, where the vendor's production process is imperfect, the products are sold with free minimal repair warranty, and the vendor can invest simultaneously in setup cost reduction and process-quality improvement. The results show that the significant savings in the integrated cost are attained. However, we find that there are some theoretical and numerical results questionable. In order to increase the applicability of above study, here we resolve the model using an alternative approach and provide the exact solutions. Numerical study is conducted to show the performance of proposed method. Some managerial insights from the perspective of investing in setup cost reduction and quality improvement are explored.

### **ID: MASS2017\_10032**

#### **Title: Mutual Fund Fees, Performance, and Governance Structure in Canada**

Name: Lawrence He

Affiliation: Brock University

Email: zhe@brocku.ca

### **Abstract:**

The Canadian mutual fund setting is unique in that two governance mechanisms – corporate and trust - coexist. This study empirically examines the impact of each mechanism on fund fees and performance. We find that corporate class funds charge higher fees but deliver superior fee-adjusted returns than trust funds. We then analyze the impact of various board characteristics on

fees and performance for corporate class funds. We find that a board with smaller size, CEO duality, and a higher percentage of independent directors is more likely to charge lower fees. In addition, smaller boards are strongly associated with higher fee-adjusted performance. Our study supports agency theory over stewardship theory and provides valuable guidelines for Canadian investors and regulatory agencies.

#### **ID: MASS2017\_10024**

#### **Title: Research on the Framework of Information Management System for Scientific and Technological Achievements**

Name: Xiaohui Li

Affiliation: Institute of Scientific and Technical Information of China

Email: xhli@istic.ac.cn

#### **Abstract:**

To promote the transformation of scientific and technological achievements supported by national financial funds, the ministry of science and technology and the ministry of finance have established the National Science and Technology Achievement Database(NSTAD) to provide information support services for the transformation of scientific and technological achievements. This library contains information on the deliverable technologies that are supported by government finance, including new technologies, new products, new processes, new materials, new devices and new systems. Based on the overall design of the NSTAD, this study introduces the main functions of the NSTAD, presents a workflow for scientific and technological achievements information

acquisition, processing, auditing and release, analyzes the demand for information resources of scientific and technological achievements, and discusses the information service mode of scientific and technological achievements.

#### **ID: MASS2017\_10025**

#### **Title: Research on Open Access Of China's Science and Technology Report**

Name:Zhang YanQiu

Affiliation: Institute of Scientific and Technical Information of China

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#### **Abstract:**

Be considered to an important communication pattern of academic outcomes, open access can promote free sharing of research results. As the national output of scientific research, China's technical report has an important connection with sharing policies and platforms. This paper researches on the development of Chinese technical report based on analysis development of open access policy, open access journals and knowledge base list. In case of technical report of Guangdong province, from the point of technical report store and technical report browsing, using the method of literature metrology, this thesis analyzes changes, trends and characteristics of storage capacity, regional distribution, project sources, submission institutions of technical report using the data of the National Science and Technology Report Service. In view of the existing problems, improvement suggestions and perfect countermeasures are put forward.

## **Part V Instructions for Presentations**

### **Oral Presentation**

#### **Devices Provided by the Conference Organizing Committee:**

- Laptops (with MS-office & Adobe Reader)
- Projectors & Screen
- Laser Sticks

#### **Materials Provided by the Presenters:**

- PowerPoint or PDF files

#### **Duration for each Presentation:**

- Regular Oral Session: 10-15 Minutes for each Presentation(5 minutes for Q&A)
- Invited Speech: 40-45 Minutes (5 minutes for Q&A)

# Part VI Hotel Information

## About Hotel

The Golden Dragonball Hotel (Jin Longzhu Guoji Dajiudian) is situated in central Guilin not far from popular natural scenery like Elephant Trunk Hill. The hotel's restaurant serves both Western and Chinese cuisines. A café with a wide choice of coffee and dessert is a great place for guests meeting friends. Business-related needs are well catered to with the business center and conference room. Moreover, Wi-Fi access is available in public areas.

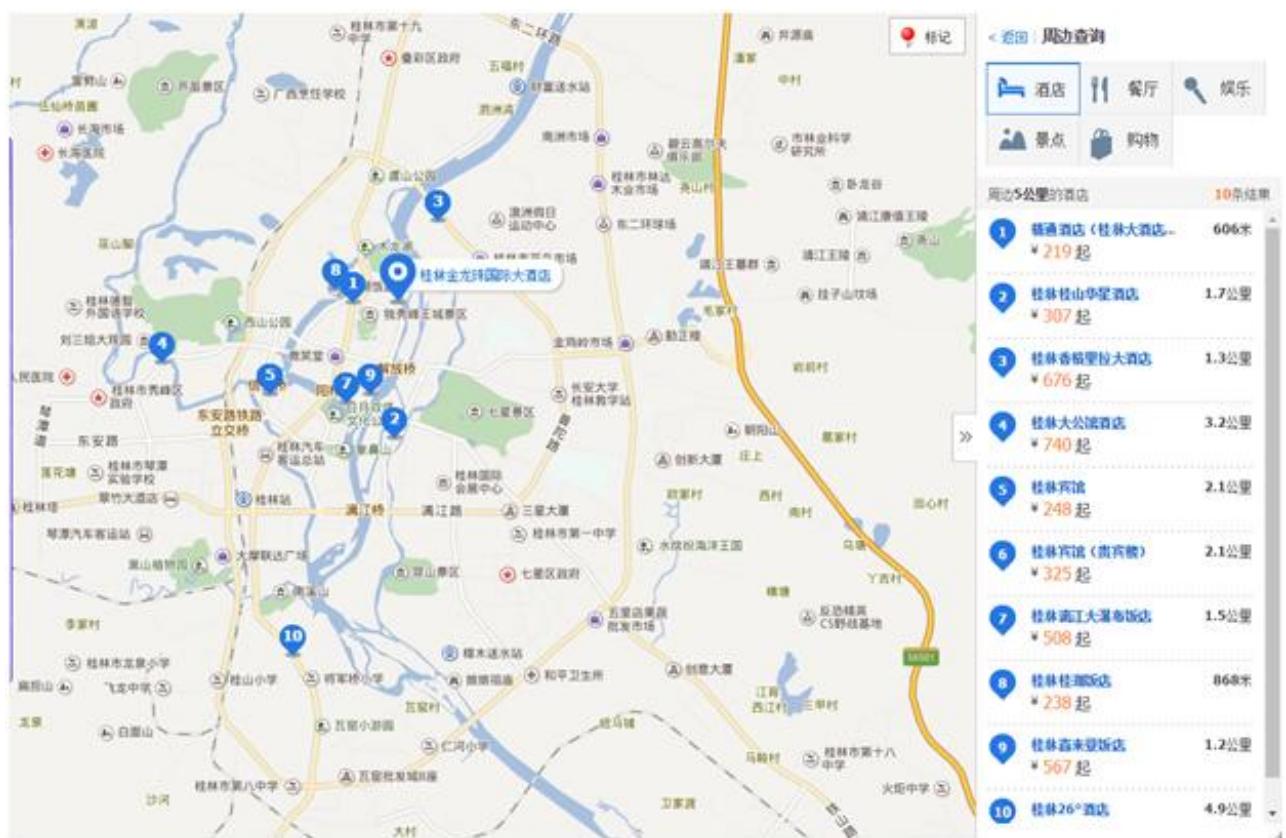
Address: 17 Longzhu Road (Longzhu Lu), Diecai District, Guilin, China  
(桂林市叠彩区龙珠路7号, 桂林市金龙珠国际大酒店)

Tel: 0773—2560000

Fax: 0773-2819555

Website: <http://www.jlzhotel.com/>

**For non-Chinese author, please show the following info to the driver if you take a taxi:**  
请送我到: 中国桂林市叠彩区龙珠路7号, 桂林市金龙珠国际大酒店



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