ICAEM2014 Abstract Book

2014 International Conference on Advanced Education and Management [ICAEM2014]

Jan, 03-05, 2014

Beijing, China

Co-organized by:

DEStech Publications

Advanced Information Science Research Center

ISRC

DEStech Publications, Inc.

Session 1: Education and Pedagogy

Starting Wage Difference for Gender in University Graduates' Employment

Kong Jun

Abstract. This paper uses the Mincer wage equation and the Heckman selection model to analyze the starting wages of Beijing graduates. The paper finds that gender discriminations exist in the starting wages of Beijing graduates. Some suggestions are given for the female graduates to avoid discrimination.

Challenges for Education Policy Transfer in China

Charlene Tan

Abstract. At first glance, education reform in China reflects the worldwide trend of policy transfer from Anglophone countries, with neo-liberal measures such as decentralization, school autonomy, school choice, and '21st century skills' such as critical, creative and innovative thinking. But beneath these 'Westernised' policies are traditions, worldviews and approaches that bear strong Chinese characteristics. This paper discusses the key issues, challenges and recommendations that are related to the cultural disparities between Western and Chinese perspectives on the nature and acquisition of knowledge in the process of policy transfer.

Analysis on College Students' Employment Quality Influenced by Macro Factors Based on Employment Expansion Strategy in China

Ting Wang, Ting Zhang

Abstract. On the basis of the theory of Labour Economics, the article analyzes macroscopic influencing factors on the employment quality of China's college students' as well as the relationship between influencing factors and the employment quality of college students through the establishment of measurement model. The results show that, the university enrollment expansion policy and the number of university graduates have significant negative impacts on the employment quality of university students in China, but the changes of economic structure caused by the economic development level and the development of the third industry, as well as the higher educational expenditure input have significant positive effects on it.

School Students' Perception of Academic Dishonesty with and without Digital Tools: Not Acceptable, but Common

Ina Blau and Yoram Eshet-Alkalai

Abstract. This research focuses on the rapidly-expanding, yet poorly understood phenomenon of technology-based academic dishonesty within the Israeli education system. 127 seventh graders reported on the pervasiveness of academic dishonesty (cheating, plagiarism, fabrication, and facilitating the dishonesty of others) in the class and on their views concerning the legitimacy of such behaviors. The deception gap (the difference between the pervasiveness and the legitimacy of each dishonesty type

with and without the involvement of technology) was calculated. We found that plagiarism is more pervasive, perceived as more legitimate and lead to greater deception gap in the digital format, while cheating and fabrication are more common, perceived as more legitimate and their deception gaps are greater in the printed learning context.

Implementation of Knowledge Awareness Scale (KAS) Instrument in Learning Autism Behavioral Symptoms

Jasni Dolah, Wan Ahmad Jaafar Wan Yahaya

Abstract. It is important that the lack of knowledge and awareness in recognizing autism behavioral symptoms is addressed. Society should be aware of warning signs and symptoms of autism so that they can take their children for diagnosis. Once diagnosed with autism, parents should not take follow-up treatments for granted as this may cause problems in the future. They must not wait and expect the child to catch up later or outgrow the problem. The more they know about autism spectrum disorder, the better equipped they will be to make informed decisions for their children. There is a lot of information regarding autism available these days which can be accessed online from books and magazines, as well as organized events. However, the methods used to inform society sometimes can be too technical and confusing to ordinary people. Those without basic knowledge of what autism is will have a hard time understanding this issue. There is usually a lot of technical jargon and the sentences can be really scientific as well. In this case, parents are the audiences and they need to understand the information conveyed. In this case, the instrument of Knowledge Awareness Scale (KAS) has been developed by researcher in order to measure the learners' knowledge and awareness levels towards autism. Knowledge Awareness Scale is a self-assessment scale that requires a student to complete after she or he has completed both tasks. This strategy allows the researcher to see how familiar the students with the terms and concepts from the learning task given to them. In addition to that, students activated their prior knowledge and make predictions about the learning material. The finding shows that the effects of an Interactive Multimedia Learning Environment (IMLE) had a significant effect on students' achievement score in terms of perceived knowledge and awareness as measured by Knowledge Awareness Scale (KAS) with the Presentation Mode 1 (Modality Principle) students scoring higher KAS score compare to the Presentation Mode 2 (Redundancy Principle).

Exploring E-Learning Application and Development in Taiwan's Higher Education

Hsinke Lu, Pengchun Lin

Abstract. Continuous development and innovation in information and communications technology (ICT) has changed and greatly impacted public administration, business, trade and education on a global scale. Higher education in Taiwan has faced more intense international competition since its accession to the World Trade Organization (WTO). With this trend, colleges and universities actively

promote e-Learning as a strategy for globalization through the popularity of the internet in Taiwan. In this study, a literature analysis was used to analyze the policies and regulations and the relevant data on the e-Learning development process. Based on this review, the development and current status for e-Learning programs in higher education were compiled and comprehensively analyzed to advise the government in policy making and university management in e-Learning implementation. It also provides references for future studies on technology application in e-Learning.

What Kinds of E-Feedback Could be Worth the Time and Energy of Students?

Ni Chang

Abstract. Providing feedback on students' assignments as opposed to just awarding a grade is by no means novel to most instructors. It is also one of the most powerful ways to enhance and strengthen teaching and learning. However, students do not seem to appreciate time instructors spent in writing feedback. Nor do they seem to wish to use it to improve their learning. Consequently, mistakes repeat themselves over and over. In fact, however, most students do care about feedback or e-feedback provided by instructors; they do desire to receive feedback from their instructors. Then, what kind of e-feedback could be worth the time and energy of students or what kind of e-feedback is likely supported by students and benefit their learning? This paper is intended to answer this question by taking a close look at the findings of a research study.

Using Role-playing for teaching Management Information Systems Subjects at Universities

Carlos Juiz, Carlos Guerrero, Isaac Lera, Antoni Jaume-i-Capó

Abstract. Among the various techniques and group dynamics, one extensively used is role-playing, in which the members of the group, in part or in whole, represent certain facts or issues that will be studied and that the technique helps to understand better. In this paper, we illustrate the technique of role-playing and its practical application in University minors and majors, particularly in the area of Information Systems. Its effectiveness is illustrated through two real examples of teaching two subjects in separate courses of current university degrees in Informatics.

The Importance of Teaching Secretary Team Building in Higher Vocational Colleges

Yunxia Meng, Wei Zhu, Hongling Yao, Weiling Zhang

Abstract. In this paper, the author takes Shijiazhuang Information Engineering Vocational College as an example, Analyzing of the existing problems in the teaching secretary post. She combines with her actual working practice, puts forward some suggestions to give full play to the enthusiasm of teaching secretary work, and provides the reference for the positive role in the teaching management play a better teaching secretary.

Practically Oriented Training of Engineers

Vladislav Bibik, Dmitry Il'yaschenko

Abstract. The paper presents some elements of training engineers in the integrated system "higher educational institution-plant" which is one of the mechanisms allowing the graduates to achieve competitiveness and to be in demand in the present day Russian industrial environment. A special feature of the integrated educational system in Yurga Institute of Technology, Tomsk Polytechnic University affiliate is maximum degree of the training process, production activity and research work integration.

Living Labs, Spaces for Open Innovation and Technology Transfer -- an Alternative to the Solution of Social Problems in Paraguay

Antonieta Rojas De Arias, Sergio Duarte Masi, Diego Dorigo, Francisco Arias Rojas, María Celeste Vega, Miriam Rolon

Abstract. Living Labs model concentrate its effort to support actors, providing a neutral space in which stakeholders could know and co-develop innovations in real-world contexts and proposes five basic principles for the operations of the aforementioned living labs: courage, openness, realism, influence and sustainability. The objective of this paper is to propose and test a Living Lab and project management model from the actual stakeholders, following the perspective of the *Stakeholder* Theory and the *Soft Systems Methodology* (SSM). This perspective places the Research - Action model on the basis of the SSM model as an appropriate vehicle for the openness towards worldviews, problems and conflicts solving by the organizations, especially when it involves the formulation of possible cultural changes (structural, process, attitudinal) and "actions for improvement" are established. Therefore, we present the case of the Development Center for Scientific Research which brings together a multidisciplinary group of researchers and the project "Participatory approach with ethnic focus for Community Development of the *Maskoy Diez Leguas* ethnicity in the *Central Chaco of Paraguay*".

Study on Citizenship Education for College Students in China

Lili Pan

Abstract. The main method to enhance people's civic awareness and to develop modern citizen is citizenship education. Facing the 21st century, citizenship education has been thought as the important part of the whole education system in most nations of the globe. For china, an innovative citizenship education program for college students should be carried out to motivate them to play an active role in the development of our country. Firstly, social awareness of morality is the premise for ruling by moral. Secondly, important task for citizen education in universities is to train the qualified specific professional persons. Last but not the least, education department should explore citizenship education method according to law of education and growth for college students.

The Role of Strategies in Successful Teaching and Learning: A Complex Juggling Act

Carol Griffiths, Chunhong Zhou

Abstract. The strategy concept is not new, and research has shown that students who make frequent use of learning strategies are more successful than students who use strategies less often. This article first defines learning strategies and presents the findings of a study which found a significant correlation between frequency of strategy use and course level. This is followed by a discussion of factors which interrelate with strategy use to influence the success or otherwise of learning endeavours. Implications for the teaching/learning situation are suggested, along with limitations and suggestions for ongoing research.

Imperative to Promote Open Source Software in College Teaching

Zhiheng Yu, Xiaoye Zhang, and Chengli Zhao

Abstract. In recent years, due to prevalence of pirated software, Microsoft and other companies increase efforts to combat and prosecute, so many companies have suffered significant losses. In addition to expensive genuine software, we have no other way to do it? The answer is no. In this paper, we discuss in the reasons that higher education workers should refuse to use pirated software and propose why and how to promote the use of open source software in details.

Study and Application of Network-Based PBL Teaching Mode

Shaoqiang Yuan, Lijun Zhao

Abstract. Project-based learning (PBL) is an advanced educational strategy in developing students' independent learning ability, but because of the constraints from time and the number of students, the PBL cannot fully plays its advantages in science and engineering experiment courses of college. This paper proposed the network-based PBL teaching mode, and introduced the idea of this mode in detail. Then, the paper discussed and analyzed the application of this teaching mode by taking modern control theory experiment course as example. Through analysis, it proved that the network-based PBL teaching mode is more appropriate than PBL teaching mode in science and engineering experiment courses.

Advanced Physical-Mathematical Education for Distance Learning

Galina Lukianova, Dmitry Temnov

Abstract. Quality support of the modern natural-science education, including physical and mathematical, and increases of motivation being trained and updating of their knowledge requires creation of the specialized information and educational space which development will be executed with use of information technologies and innovative approaches to training activity. In the present article some components of the physical and mathematical information space used in case of training of high school pupils are considered.

Discussing on Connotation, Characteristics, Principles and Implementation Strategies of Interactive Teaching

Yunjun Zhan, Lin Guo, Jiejun Huang, YanbinYuan, Wei Cui, Xiaopan Zhang, Zhangcai Yin

Abstract. The purpose of the paper is to let teachers to do in-depth understanding of interactive teaching, and to promote and implement effectively interactive teaching. By elaborating interactive teaching content and features, we logically reasoning out the implementation principle of interactive teaching, and propose the implementation strategy of interactive teaching. In the paper, It is emphasized that the principle of independence, equality, autonomy should be abided and the equal communication atmosphere should be created for interactive teaching.

Improve the Graduates Practice Ability of Electrical Specialty by the Graduation Design

Xiaofang Meng, Yingnan Wang, Lisi Fu, and Lidi Wang

Abstract. Using the graduation design, and combining the actual teaching experience, this paper put forward a method to enhance the college graduates' practice ability. In the process of graduation design, the segments of the graduation design were studied in detail, such as the topic selection, the determination of content and methods, the verification and the assessment. Through the segments mentioned above, the graduates' knowledge learned was integrated and extended, and the ability of graduates was trained to put forward, analyze, and solve engineering problems. With the proposed method in this paper, it is useful to enhance the practical ability of graduates.

Engaging Learning Environment (ELE) for Leadership training: Fostering Interest and Epistemic Change

Elina Ketonen, Markus Talvio, and Kirsti Lonka

Abstract. The aim was to apply Engaging Learning Environment (ELE) model for training insurance company middle managers in supporting their employees' occupational health, engagement, and productivity at work. The effects of ELE intervention on the managers were examined by using a questionnaire administered before and after the training. In the present study, we focused on task value, mindset and epistemic change. Participants were managers participating in intervention (ELE group, n=23) and managers who were randomized in those who had access to the e-learning part only (ELE-E group, n=43) and in those who did not participate in any training (control group, n=42). Differences between the pre- and posttest scores were examined with repeated-measures MANOVAs. Among ELE group, reactions towards training were positive. In ELE group, the interest value increased significantly between pre- and posttest. Epistemic change also took place: ELE group increased in growth mindset, practical values, and valuing collaboration.

The Study on Reading Preference of English Majors in Different Stages

Ling Wen, Qing Zhang, Tao Chen

Abstract. Based on the questionnaire analysis of English Majors' general reading selection factors in different stages, it was pointed out that student might overcome the obstacles they encounter in general reading by Relevance Theory. Meanwhile, it's necessary that teachers and students should work together to improve students' autonomous learning ability under the guidance of Constructivism Theory.

English Teachers' Psychological Pressure under CALL Environment

Zhan Ying, Xing Yuanyuan, Li Hong

Abstract. Nowadays, there are a lot of researches focused on the study of students. However, language learning is a two-way activity and the teachers' importance should not be ignored. The present research focuses on English teachers' psychological pressure under CALL environment on the basis of theories of CALL and role changes of English teachers in order to make clear about whether the psychological pressure would influence their teaching and students learning. Interview and classroom observation are used to collect the data and it is found that technical problem, curriculum design, supervision, superfluous information and teaching materials are the factors which lead to English teachers' psychological pressure under CALL environment.

Theoretical Research and Practice of Project-based Approach in English Teaching and Learning

Yuanyuan Xing, Ying Zhan, Wei Zhang

Abstract. To meet the need of Ph.D candidates' academic exchange purpose, a project-based approach is designed in teaching and learning. This paper explores the theoretical foundation of project-based approach and analyzes an application of this approach in a real classroom teaching for Ph.D candidates. Project-based approach is a new pedagogical approach composed of a series of tasks, requiring students to use various language skills and other skills to accomplish respectively. It involves students in the whole process of teaching and learning. From the teaching practice and interview, the author concludes that project-based approach best characterizes the teaching principle of student-centered and real-life-related.

How Long Lasting Are the Effects of Training on Interaction Skills? Teachers' Sample

Markus Talvio, Elina Ketonen, and Kirsti Lonka

Abstract. Social interaction skills are emphasized as key tools in modern learning psychology. Research, however, is scarce how teachers study and learn these skills. The aim of the present study was to investigate how long lasting are the effects of teachers' training on social interaction skills after nine months of completing the training. In their descriptions most participants expressed the ways of benefitting the skills studied on the training. In addition, almost all the teachers would have recommended the training to their colleagues. Even though training on social

interaction skills is often recommended, there is not much evidence about its long lasting effectiveness. This study adds to both theoretical and practical development of continuing training.

Quality Improvement of ICT Education through Pedagogical Transformation–In the Sri Lankan Context

Fernando MGNAS, Ekanayake MB

Abstract. Providing a quality ICT education is a big issue in a developing country like Sri Lanka due to its poor economic situation and other difficulties (e.g. equipment, skilled staff). The main objective of this research is finding a solution to improve the quality of ICT education in secondary schools using pedagogical techniques. Specific objectives of the study are: (i) identify the factors that contribute to the maintenance of international quality standards for ICT education, (ii) determination of the present status of quality in Sri Lankan schools against international standards (iii) provide the pedagogical framework necessary to enhance the quality of ICT education in Sri Lanka . To achieve the objectives above, research design was implemented in three phases as: (i) literature review to identify the quality factors, (ii) the survey, determine the present status of ICT education against the international expected quality (iii) and finally provide a framework to improve the quality of ICT education through pedagogical transformation along with suitable testing. As the findings of this study identified that nine factors are based on the quality ICT education, the present status and achievable status on quality factors were identified through gap analysis. Finally a sustainable pedagogical transformation model was derived to improve the quality of ICT education in Sri Lankan schools. To investigate teachers motivated behavior, the seven universal facial expressions of emotion was used and it showed that teachers' happier mode increased from 50% to 74%, in addition to that when practicing the model in their respective schools with the unsuccessful percentages of student performance decreased from 63.25% to 20.73%. Further, performance of the student evaluation increased from 46.04% to 63.44%. In conclusion, developing countries are unable to acquire all infrastructure and other facilities all at once. With the use of existing resources, as an economical solution, pedagogical techniques can be used to create a sustainable foundation for ICT education in developing countries until required facilities are acquired.

E-Education in an Open Distance University

Zenghui Wang, Yanxia Sun

Abstract. With the development of internet, software and the relevant techniques, the e-education becomes more and more attractive. As one of most famous open distance universities, the University of South Africa (UNISA) has partly realized e-education. This paper describes and investigates the existing e-education system of UNISA. There are many advantages, such as realizing paperless office, lower cost, high efficiency, and so on, using this e-education system for teaching and learning. Moreover, the challenges and solving methods are also studied and discussed.

Planning and Organizing a Lesson: the Key to Success as a Teacher

José Martin Gasca

Abstract. In this paper, the author cites information that he considers to be important for teachers to work with in their classrooms. He starts with the definition of a lesson and the aspects that a lesson should involve. After that, he includes the four dimensions to structure a lesson. Next, he presents the roles of reflection, rituals and principles in a lesson. Then, he mentions what the components of an efficient lesson are and the way in which they can be implemented. Finally, he cites the suggestions to complement an efficient planning.

Higher Education in Perspective: the University, the Student and the Funding Model

Maria da Conceição da Costa Marques

Abstract. This article aims to study the fundamental models of funding higher education. In the same include a scoping study, comparative, through which one looks at the Portuguese reality in parallel with the OECD and other European Union countries. In Portugal there are more than 150 institutions of higher education. According to the ENQA (2006) there are 14 public universities, a university non-integrated, 15 polytechnic institutes, polytechnic schools integrated in some universities, nine nursing schools, 4 military universities schools and 5 polytechnic military schools. In the private sector there is the Catholic University. The public universities and polytechnics are overseen by the Minister of Education and Science. In terms of autonomy, with the approval of university autonomy law - Law No. 108/88 of 24 September - saw these institutions strengthened their powers and autonomy. Recently was approved the Legal Regime of Higher Education Institutions (RJIES) by Law 62/2007, which determines changes in its governance model, both in number and in size. In terms of funding, universities are mainly financed by the State Budget, although this component will decrease in recent years. They are encouraged to use to produce their own revenue through the provision of specialized services, or by means of signing agreements. In this paper we develop funding mechanisms under which the government can finance higher education. In this exploratory study, in which recourse to data from the State Budget and OECD data available, indicate that Portugal in this respect is within the average of EU countries.

Participating Teachers' Changed View of Comprehensive Efficacy in China's New Education Experiment

Shangxiang Xiao, Suping Wu

Abstract. The New Education Experiment (NEE) in the People's Republic of China has been implemented in k12 schools for more than 10 years since 2002, but so far, very little research has been done on it. This study examines how Teachers' View of the NEE Model (TVM) mediates between their demographic and contextual factors, and Teachers' View of Comprehensive Efficacy (TVCE) as a result of NEE implementation. It is hypothesized that teachers' backgrounds and number of years and level of NEE participation would contribute to the change of comprehensive

efficacy beliefs directly and indirectly through TVM. Quantitative data from 2,173 teachers at different school levels across 12 out of 28 school districts in China indicated that, when TVM was not considered, background factors that affected TVCE were fewer and misleading, accounting for only 5% of the TVCE variation. However, these results were enormously modified when the mediating effect of positive TVM was considered. Specifically, when teachers' positive view of the NEE model was controlled, teachers with high professional titles, five years or less teaching experience, and working in junior high schools had higher level of positive comprehensive efficacy, while teachers who taught English, in midland or rural schools had lower level of positive comprehensive efficacy; the level and number of years of NEE participation were also related to high positive TVCE. Between the same background variables and negative TVCE, there was an inverse relationship on the condition that positive TVM was controlled: teachers who taught in junior high, with less experience and higher professional titles, participated in NEE for longer time and at a higher level, were likely to have lower level of negative TVCE. In addition, teachers who were in suburban or eastern schools also had lower level of negative TVCE, whereas teachers who were in midland or rural schools, and who taught English or math, had higher level of negative TVCE.

A Student Need Survey for a Proposed MS Program

Leepin Shing, Leehur Shing, Marnling Shing, Chenchi Shing

Abstract. When a new program is proposed to an institution, usually the number of enrollment cannot be predicted. In order to have a successful program in the future, enrollment number is expected to reach to a minimum at the beginning of offering a new program. Finding out a possible student demand commonly is a requirement for a new proposed program for higher administration. This paper exemplifies how to design such a survey for a newly proposed data and information management Master of Science degree program.

Teaching Reform and Practice of Pulp and Paper Engineering Design Course

Daiqi Wang, Chaojun Wu

Abstract. Pulp and paper engineering design course played an important role in training outstanding talents for paper industry. On the basis of the course features, some teaching reform measures for the pulp and paper engineering design were presented in this paper. The teaching practice of the course illustrated that the teaching contents were enriched, teaching methods were improved. The teaching of theory courses should be focused on cultivating the engineering concept. The computer supportive role in teaching and practicing of the course should be enhanced.

The Use of Some Modern Educational Technologies for the Development of Professional Competencies of Students in the NSTU

Marina V. Legan, Tatiana A. Yatsevich

Abstract. The choice of modern educational technologies used in the educational process of students enrolled in the direction *Technosphere Safety* for the development

of professional competencies. Developed and applied scenarios case studies, role-playing educational games, interactive booths, web-quests.

Research and Practice of Individualized Education of University for Developing Application Capabilities

Yongchun Xie, Shuyuan Jia

Abstract. Under the framework of the existing university training model, face with the apply ability of students to improve, the paper put forward individualized education mode, which is used for guiding and increasing the learning and practice of students' application capabilities, and also propose teaching methods for personalized education. And in this paper analyze the reform ideas of the curriculum system, and then advance this idea that the ability of students should be gradually strengthened in stages in the limited learning time. Meanwhile, by case analysis confirm the validity of the mode of the individualized education of university for developing application capabilities.

Analysis of Integrating High Vocational Colleges' Social Training Programs into Development of Regional Economy

Zhixin Feng, Jin Guo, Yuesong Lin

Abstract. Social service is among the three functions that high vocational colleges are supposed to serve. As one of the core elements made up of social service, conducting social training programs within regional economy is a vivid manifestation of high vocational colleges fulfilling their social responsibilities. The purpose of conducting training programs is to serve the development of regional economy. Integrating training programs into the development of regional economy will ensure the effective use of teaching resources of colleges, promote their own development and eventually enhance their social influence.

Improve the Quality of Middle School Mathematics Teaching using Modern Information Technology

Zhaohai Wang

Abstract. Information technology brought major changes to mathematics education. It involves the integration of information technology and the teaching con application problems of information technology in mathematics teaching tent, teaching mode, teaching methods of mathematics curriculum and the inquiry activity of mathematics, etc. and it also involves the.

Research on the Higher Vocational Education System Development Model Based on Enterprise Management Theory

Qiuping Liu, Xueli Wang

Abstract. In order to exert the social service function of higher vocational education and adapt to the talent demand of social and economic reform, this paper introduces the enterprise management theory, from the point of resource utilization, analyses the development mode of modern higher vocational education. It proposes the system

integration mode, the similar merging mode and the optimization and reorganization mode, and studies the reason, the specific form, and so on. It takes the Hebei province as the example.

Exploration of the Applied Talents Training and Teaching Mode in Local Colleges and Universities

Yanming Zhang

Abstract. The meaning and classification of the applied talents are introduced in this article. Main problems that exist in the process of applied talents training in local colleges and universities are analyzed. In addition, the feasibility and applicability of the CDIO engineering-education mode used in applied talents training are discussed on this basis. At last, several problems that should be noticed in the process of applied talents training using CDIO concept in the local colleges and universities are pointed out.

The Relation between Prevention of Overweight in Youth People and New Approaches in Physical education Classes

Diana Issan Saporta

Abstract. During the last years the overweight and the obesity in youth people became a really problem. This phenomenon is every year more predominate and many countries try to manage with this new challenge. The multiple of researches and articles show how this problem became a central problem in our lives. The ministry of Education, the educational system and more particularly the physical education are involved in this process in most countries.

Exploration of CAx Engineering Education Compliant with Regional Economy Development

Sheng Dai, Weiwei Li, Chun Fang, Jinfang Wang, Yuxin Gao, Jian Fan

Abstract. The rapid regional economic development, the local industrial transformation and upgrading urgently need sa large number of engineers who master computer-aided technologies (CAx). Training to adapt to the regional economic development of CAx professionals has become the theoretical and practical tasks which need to be solved urgently in local universities. This paper discussed the teaching reform of CAx series courses of material processing and control engineering specialty in local universities. According to requirement of regional economic development, CAx-education should adapt forwardly to the demand of regional economic and social development. Based on traditional teaching mode, teaching system of CAx series courses is constructed to highlight the local characteristics of curriculums and "Traditional and Characteristics" of the applied dynamic teaching system is established. And promote fostering CAx engineers provided with the ability of innovation and engineering practice by created CAx innovative and practical platform.

Categorizing College Students by Academic Attitudes: An Application of Q-Methodology Approach

Liguang Liu

Abstract. Academic attitudes of college students vary greatly and the difference of learners' academic attitudes may lead to difference in academic performance. Traditional questionnaire-based survey has limitations in exploring respondents' subjectivity. This study uses Q-methodology to categorize college students by their academic attitudes, based on self-reported opinions of first-year undergraduate students. The factors resulting from Q-methodology represent clusters of subjectivity that are operant and can be functionally utilized. By analysis, four types of attitude are identified: self-disciplined; lower motivation; discontent; and lecturing dependent. However, the study does not currently find significant differences in academic performance among four corresponding student groups

The Revelation of Washington Accord to Chinese Engineering Education

Jingyi Yi, Yiyang Fan

Abstract. As the authority and standards accredited by the higher international engineering education, "Washington Accord" has significant implications for advancing China to become internationalization and professionalization of higher engineering education. Starting by analyzing the frame and characteristics of "Washington Accord", this thesis focuses on the discussion and research of revelation on the higher engineering education in China.

The Philosophical Underpinning for School Reforms: A Review of the Paideia Proposal

Lianhong Gao

Abstract. To underpin school educational reforms, among others, the Paideia Proposal has been recognized as the most reliable philosophical model. This paper is written to have a thorough review of the Paideia philosophy, curricular objectives, instructional techniques and administrative features, including the challenges of implementing the proposal.

Study on the Rationality of the Specialty Construction in Local Universities

Xiaojun Yang, Xue Gao

Abstract. Specialty setting directly affects the educational pattern and level of universities and also directly relates to if they can provide talent and technology support for local economic and social development. Universities, market demands and governments play important roles in setting specialty. As for the rationally specialty construction of local universities, social demand is an important basis, autonomic management mechanism a key point and government a necessary condition.

Exploration of Detoxification Education and Its Working Way

Jun Yang, Yanyan Yu, Qian Huang, Wenlong Li, Cheng Chen

Abstract. After years of efforts and exploration of the detoxification relevant

personnel, China's detoxification education has gradually embarked on a scientific and standardized track. But there are still a series of problems, as some detoxification education institutions do not clear the concept of detoxification education and ignored the critical role of psychological treatments and professional training, detoxification evaluation methods without scientific and normative, and the social integration of "forced drug abstainers" unobvious left compulsory isolation detoxification center. This article expounds the exploration of detoxification education from four respects: reform the concept of detoxification education, emphasis on psychological treatment, reforms the detoxification evaluation methods and the following services to the social integration of patients. By grasping the key point of the management activities and integrating various anti-drug social resources, we respectively carry out voluntary drug detoxification, community drug detoxification, compulsory isolation detoxification and community rehabilitation according to different drug users, and have achieved good detoxification effect.

Study on the Barriers and Teaching Strategies about Vocational College Students with Poor Spoken English Level

Dongmei Wang

Abstract. With the continuous development of technology, the 21st century is the era with information, knowledge, and globalization, the English in their daily life and work is very important. The standard and the target of new courses is to develop application-oriented talents in spoken English, Therefore, how to improve the vocational college students' spoken English ability is the problem we can't wait to solve. And some students seldom speak English. What are reasons for it and how to solve problems? By analyzing the status of contemporary of vocational students, teaching strategies are proposed.

Cultivating Students' Creative Ability Based on TRIZ Theory and Mind Map

Qing Wang, Da Cui, Mingshu Chi, and Yong Li

Abstract. Cultivating talent is the key to improve the independent innovation and build an innovative country. In view of the actual higher education, we introduced TRIZ theory and mind map to teaching link. To guide college students to use TRIZ theory and mind map to participate in the various innovative design contests. It is proved that TRIZ theory and mind map can stimulate the potential of students of invention, cultivate students' scientific thinking habits and improve the comprehensive quality of college students.

Research of Ability Oriented Course Group Construction and Reform

Bo Jiang, Jun Li, Li-Zhen Zhang, Cheng-Ming Chen

Abstract. In order to meet the social demands for the ability of graduates, this paper puts forward a thought of ability oriented course group construction and reform, and take production information system course group as example, from system perspective, did research on content, method, teachers, teaching materials and test, finally established an effectiveness evaluation index system of ability training, and

evaluated the effect of course group construction using this system.

Exploration and Practice of the Teaching Mode Reform on Graduates

Yanling Li, Wenxia Sun, Yu Zhu

Abstract. Seminar style teaching is an attempt in the teaching reform of graduate courses. This paper, setting the course of Data Mining and Knowledge Discovery as an example, carries out the exploration and practice on how to apply the seminar style teaching mode effectively. Upon cultivating students' innovation ability and active learning ability etc., it focuses on the three elements in seminar style teaching. And combined with concrete examples, the teaching process and the specific method are shown. Then the problems in the specific implementation of seminar style teaching are summed up to take notice.

Methodological Tools for Media Literacy Research in Mass Media Professionals and Spanish Educational Context

Agustín García Matilla, Alejandro Buitrago Alonso, Eva Navarro Martínez

Abstract. Nowadays, we cannot speak anymore about isolated mass media but a hypermedia context, which surrounds and affects us at all times. Correspondingly, the assessment of Media Literacy in every sector of society has become mandatory. Hence, the present paper describes the methodology to follow in our Research & Development National Project, which has been conducted since 2010, and whose ultimate objective is the Media Literacy assessment among the communication professionals within our country.

The Effects of the Professional Learning Communities

Ayşen Bakioglu, Mustafa Dervisogullari

Abstract. We are living in an age of globalization and knowledge society and it has brought new roles and burdens on schools. Teachers and school administrators are expected to perform different roles and this clearly show a professional development need for them. Education reformers in the USA has searched ways to restructure schools and they came up with professional learning communities which is considered as the best practice by many education researchers to improve the school as a whole community while diminishing teacher isolation and promoting teacher collaboration and dialog for sharing practices and experiences. Turkish schools are also in need of some change. In the researches that examined the dimensions of professional learning communities and some reports show that Turkish schools need to turn into learning organizations by applying professional learning communities. This can help to reduce the barriers for teacher collaboration and thus help cure the problem of teacher isolation. It is clear from the literature that implementing professional learning communities can improve the effectiveness of Turkish schools and it can lead to better outcomes in student learning which helps them to become successful and lifelong learners.

The Violence Hidden in Humor in the Children's Theatre

Nihal Kuyumcu

Abstract. Humor is a very important element for the Children's Theatre. The children's communication with the play depends on the fun they have. However, "violence" which we encounter as an important problem in the recent years is reaching us through the media technologies at every moment of the world we are living in. Cartoons, computer games, comic strips are presenting the violence of any kind – explicitly or implicitly, and frequently we internalize this violence unawares. It is out of the question that the children who mostly take part in the world of adults are not being affected by this situation. While "violence" is solely an unfavorable situation for the children's psychology, we come into the violence hidden in the humor in the Children's Theatre in the recent years. The theoreticians have different views on the violence taking part in an open struggle. While the first group asserts that there should not be any violence for it leads children to imitation, the second group defends the idea that the children notice the violence, then evaluate and learn through it; thus it would not occur. The main point we would like to emphasize is the physical and psychological violence hidden in Humor. As humor is at the forefront, the violence can be kept out of the assessment and the children can internalize this kind of an approach unwittingly. Within the scope of this study, the topic of "The Violence Hidden in Humor in the Children's Theatre" will be discussed by giving examples.

French Teacher Training in Turkey

Nur Nacar-Logie

Abstract. Whatever the subject taught or learned is it is clear that the teacher is one of the most important participants in the process of teaching. Therefore the training and the process of training the teachers are particularly important. Based on this idea, the main target of this work is to present and study the training conditions of French language teachers in Turkey and their profiles on one hand , and on the other hand to compare them with those of some of the European Union countries according the frame of reference. In the Turkish university system, to become a professor of any foreign language, with a degree of high school, candidate students study in general 1+4years of license, total of 5 years then. Despite all this time of studies, the results are not always homogeneous, namely the future teachers of French do not always have the highest levels in all necessary skills. Thereby a comparative study of the process of training and profiles of students would be useful to identify likely gaps. Within the framework of this research European Profile for Language Teacher Education and Reports to the European Commission will be also studied.

GIS-Incorporated Immersive Visualization and Engagement (GiVE) of Spatial Algorithm Education

Yuchun Huang and Jinglei Wang

Abstract. Spatial algorithm is the key to understand Geographic Information System (GIS) and most hot applications of Location-Based Service (LBS). But spatial algorithm is hard to teach and understand for both educators and learners, due to its

abstract complexity. This paper, for the first time, proposes a GIS-Incorporated platform for immersive algorithm visualization and engagement of spatial algorithm (GiVE). The platform is based on the Web-Service and Database technology, which exposes learners to real-world spatial problems and algorithms in the context of Web GIS. Learners can customize the algorithm input data intuitively and set the parameters of algorithm visualization (AV) and algorithm engagement (AE) at different levels. The immersive experience of learners is also enhanced by the accompanying instructional multimedia materials, stop-and-think questions on the intermediate result and coding of algorithm, and automatic rewinding of animation upon confusion. All the experience activities and responses are organized in the Database server with the specific algorithm steps at a certain level decomposition of the algorithms. The platform is promising to extend for the plug-compatible, immersive visualization and engagement of all spatial algorithms.

Improvement of Nanotechnology Activity Learning: A Project-Based Lab Approach

Ming-Der Jean

Abstract. The implementation of laboratory courses of nanotechnology modules with a project-based learning in sputtered deposition-based technology for mechanical engineering students is described. Nanotechnology activity learning topics include theoretical background for sputtering deposition techniques, processing and deposition, nanotechnology modules, examination and analysis, and evaluation and assessments. During the course of the project, the students are introduced to real-world engineering practice through written report submission of their learning achievements. The project has proven to enhance the learning objectives, yet cost effective and has provided good outcome measures. Also, the learning achieved through projects can be improved through student-driven action. This project elucidates the principles, experiments, examination and application of nanotechnology for students, who also learn how to collaborate a sputtered deposition-based system to make experimental zirconium nitride modules. In addition, students can design a magnetron sputtering program to manufacture and control experimental zirconium nitride modules in nanotechnology courses. However, the pretest scores were in the low slightly agree range and the posttest scores were a high agree, indicating more students moved into the high agree range. Based on feedback from the survey, the students' responses were very positive and encouraging to increase the thin film modules.

Improving Innovation Ability through Practical Programming Training Course

Jiong Yang and Yi Cui

Abstract. Aiming at solving the problems that occurs in the university courses of computer majored students, we analyze the reasons that cause the disability of programming, practicing, and designing of computer majored students from all aspects including the initiative of students, professional basis of students, curriculum properties, course content and other factors. The resulting negative consequences are

also discussed. We, combining teaching practice and research, propose the improvement of teaching ideas and methods to improve innovation ability of students so that university and college students, especially those majored in computer science can lay a solid foundation for the future. The proposed method can also be used as a new way to explore the characteristics of computer teaching for innovation and creativity ability training.

Criticism of Leadership Scholarship and Education: the Case of Serbia

Valentin Konja, Dejan Matic, Ozren Uzelac and Aleksandar Grujic

Abstract. The most recent changes in the economic and social sphere led to different perception of Serbian leaders, managers and employees about themselves and their market role. Serbia, as a country in development and due to the fact that it aspires to be a member of the EU, needs new cultural patterns and models that have to be adopted through the process of integration, although it faces internal resistance to these changes. Leaders have the most important role in braking the resistance and leading the changes. However, the main problem is that there are very few true leaders in Serbia. The culprits for this condition are largely Serbian scholars, because of their negligence and ignorance to lead the development of leadership science in Serbia. Generally, there is insufficient knowledge about contemporary principles of management and leadership that implies new approaches to employees and a new psychological contract in employee-employer relationships.

Session 2: Management Technology and Applications

Theoretical and Methodological Approaches of the Formation and Development of Innovative Clusters in Kazakhstan in the Regional Context

Anel A. Kireyeva , Nailya K. Nurlanova

Abstract. This study highlights theoretical and methodological approaches of the formation of innovative clusters in the regional context. The authors offer different conceptual views, which are aimed at dissemination of innovations from the growth poles to the periphery of the country. The study employs methods of monitoring and ranking of innovation potential in the regions of Kazakhstan. An analysis was showed that Kazakhstan's regions have substantial differences in the groups of regions for most of the indicators have presented form a tightly located clusters and in the ratings of innovative susceptibility and innovation activity. Based on this analysis we have proposed to create innovative cluster in regions, which can play the role of translator's innovations at the periphery of country.

Analysis on Influence of Financial Constraint of Enterprise's Investment -- Empirical Analysis of Listed Companies in Manufacturing Industry

Jianqiang Guo, Huan Wang, Sicong Zhao, Kaiyi Guo

Abstract. Basing on taking into account the characteristic of Chinese corporations and securities markets and else economic condition, using new panel data of

manufacture industry in Chinese securities markets, this paper gives a study on the relation between financing constraints, uncertainty, and corporate investment. The results show that the cash flow and uncertainty have significant effects on the investment. With increasing return of equity, the investment-cash flow sensitivity is increasing. Bigger corporations and corporations with higher profit level show sensitivity to uncertainty. Our advice is that the government must create equitable conditions of financing and circumstance of economic stabilization.

Integrating Supply Chains to Achieve Mass Customization Ability

Gensheng (Jason) Liu

Abstract. Effective mass customization depends on accurately identifying customer needs and procuring appropriate components from supply base to manufacture the required product configurations in a timely manner. We adopt a supply chain perspective in this study, and examine the association between supply chain management and mass customization by separating the former into its constituent functions of planning and integration activities. A structural equation model is analyzed using data from 262 manufacturing plants. It is found that supply chain integration fully mediates the relationship between supply chain planning and mass customization ability. The results indicate that using a supply chain perspective in planning activities helps a focal firm to integrate with key stakeholders along the supply chain, which subsequently helps the firm to mass customize.

E-brand Construction Strategy for SMEs

Yu Xiao, Bo Ji

Abstract. In the era of Internet, it is inevitable for SMEs to construct and operate e-brands. Different SMEs have different ways to construct brands because of the divergences between traditional media and internet media, the different environment of SMEs' growth. The paper indicates the connotation of e-brands, points out the construction principle of SMEs e-brands, proposes construction methods of SMEs e-brands, presents effective strategies of e-brand promotion and emphasizes key points when traditional SMEs build their e-brands.

The Perspective of Organization and Management Based on the Psychological Contract

Lu Wang

Abstract. The harmonious psychological contract can enhance organizational cohesion and build good employment relations. In this paper, starting from the concept, content of psychological contract, grasp the employees in a hidden psychological relationship between attitude change, exploring the satisfaction of psychological contract and the violation of the impact on job satisfaction.

The Psychological Outcomes of Talent Management: The Way to Optimize Employee Performance

Shadiya Mohamed Saleh Baqutayan

Abstract. In today's global business environment, talent management becomes one important source of competitive advantage that creates value for all companies. Most leaders today recognize that competitive advantage in the knowledge economy is determined by human capital. People are the only asset that innovates, innovation is the only path to sustained performance, and talents are the only individuals who can executes successful winning business strategy. Consequently, talent management must be continuously reviewed to find the best fit. This step is essential as the business world is dynamic and talent management as with the understanding on what exactly is a talented employee, is unique to each organization. While companies may have talent management in place, these practices must be continuously reviewed and updated so that the company can capitalize on its talented employees to grow and expand into new markets. Therefore, talent management needs to be given great effort at every organization and the psychological outcomes need to be debated in order to optimize the employees' performance.

Proposing a Framework with Factors Negatively Influencing Potential Tourists' Intentions to Visit Disaster-struck Destinations

Hsiu-Yuan Wang

Abstract. Tourism is a major economic sector; many countries and destinations depend on tourism for their growth and survival. However, disasters are becoming more frequent, intense and geographically diverse. The aim of this study is to propose a new research framework that is able to capture both the cognitive and affective components influencing potential tourists' behavioral intentions to visit a disaster-struck destination, which have negatively affected their perceived destination image. Six propositions are developed to promote future empirical research.

The Effect of Multinational Companies' R&D Projects to the Technology Innovation Capability of China

Peng Jiang, Xiaofeng Ju, Dan Liu

Abstract. This study attempts to investigate how the internationalizations of multinational companies' R&D projects influence the technology innovation and creativity of Chinese enterprises. By adopting principal component analysis, Hodrick-Prescott analysis, Johansen co-integration analysis, Granger causal relationship analysis, and pulse response analysis, this study finds that they have mutual promoting effect. Multinational companies' R&D activities are a win - win and mutually beneficial cause.

Problems and Countermeasures of Bilingual Use of Chinese and English in Service Industry -- Taking Shaoxing for Example

Yi Liu, Xiufang Li

Abstract. Bilingual expressions turn up in Chinese service industry in order to cater to the trend of globalization, however, translation problems exist in this field. This paper explores problems and countermeasures of bilingual use of Chinese and English in Shaoxing (a small city in South China)'s service industry, proposes some

suggestions for improvement, and further points out that the service industry should take cultural differences and characteristics of service industry into consideration. Besides, the paper advocates following the laws concerning language use in China. The study attempts to provide advice and new ideas to the municipal management.

Using Linear Programming to Solve the Bread Sale Decision Problem in Bakery

Chinhsin Chiu, Chi Lo, Lihjier Young

Abstract. Bakery includes bread, cookies and cakes, etc. Among them, bread loaf is the most popular and profitable. The research objects are red bean, raisin, bacon onion, whole wheat and white bread loaves. This research tries to find out how a bakery can make most money in profit by determining the number of loaves of the above 5 different flavor breads should be made under limited ingredients and other fixed costs. This study uses the linear programming to get the solution. However, the best theoretical solution may not meet the actual market demand so another method will be suggested for future study.

IPO Timing Research Based on Quality of Firms: Evidence from Chinese A-Share Market

Zhiqiang Hu, Zhaohui Wan, Pei Wang

Abstract. This paper analyzed the relationship between firms' quality and IPO timing with mathematical model. We found that good quality firms have the motivation of postponing their IPO. We tested the conclusion with data of Chinese A-share market from 2001 to 2012. The result shows that if firms' qualities are assessed according to Initial-day Return (IR) and Shanghai-Shenzhen 300 Index constituents (HUSHEN), good quality firms trend to postpone their IPO in the hot issue market, while poor quality firms tend to advance their IPO. However, this kind of relationship will not be significant if Cumulated Average Abnormal Return (CAR) is measured. And for regulatory authorities good quality firms should go public first.

Ranking of Competencies for the Administration and its Philosophical Foundations in Colombia

Jahir Lombana, Leonor Cabeza and Jaime CastrillÓN

Abstract. Based on results of the project Tuning Latin-America, replicated in Colombia, this research identifies the five most and the five least important competencies according to the mean of perception from academicians and employers to be taken into account for the performance of administration professionals. Competencies are classified according to the philosophical foundations taking into account Bédard´s approach of: ontological, axiological, epistemological and praxeological. This study uses a descriptive orientation on the construction of a ranking and applies statistical inference to determine the level of importance of competencies. Results show different perceptions between academicians and employers. Employers and academicians think that managers are oriented to the epistemology and praxeology, both for generic and specific competencies. It can be concluded that it is necessary to close the gap between the knowledge and praxis

versus values and principles through education in higher education institutions.

Managing User Experience on Social Commerce Websites: A Study Proposal

Jia Shen

Abstract. This paper describes a study proposal to examine and manage users' experiences of an emerging E-commerce technology: social commerce websites. Leveraging the power of social networking technologies with online shopping, social commerce sites have emerged in recent years to address the fundamental nature of shopping as a social experience. Despite tremendous business interest and anticipated potential benefits, some central issues remain such as whether Internet users will adopt such websites and the factors that affect the adoption. This paper proposes a study in examining factors such as social comparison and enjoyment in the acceptance of social commerce websites. Potential contributions are also discussed.

The Modern Enterprise Management Promoted by the Pre-Qin Management Philosophy

Min Zhu, Wei Xu

Abstract. The purpose of this paper is to explore the promotion of the pre-Qin management philosophy for the modern enterprise management. Firstly, we can build a philosophical framework for the pre-Qin management thoughts. We showed the role of each thought in the pre-Qin management. Secondly, the harmony of the pre-Qin management philosophy was explained simply. Finally, a roulette model of the enterprise management philosophy connected with the pre-Qin management philosophy was given. This roulette model can explain the function of each pre-Qin thought in the modern enterprise management. The pre-Qin management philosophy has an important function for the modern enterprise management. It can provide a philosophical basis for the modern management science, and put the scientific management to the enterprise management.

Evaluation China's Forest Recreation Resources by Using the Optimal Control Method

Zhang Ying, Zhou Xue

Abstract. Valuation of forest recreation resources is an important issue. This paper collected relevant data from 1990 to 2010 in China, and created an evaluation model using the optimal control method, and calculated the optimal price of forest recreation resources in China. Results show that China's forest recreation optimal price is 10,440 RMB yuan/ha, shadow prices should be used and social and economic factors should be taken into account in the evaluation. This study has important implications for compensation and management of forest recreation resources in China.

Mathematics Achievement: Impact of Affective Variables and Socio-Economic Status

Khemduth Singh Angateeah, Preethee Gonpot, Kaviraj Sharma Sukon

Abstract. The purpose of this study was to examine the effect of socio-economic

status and three school related constructs – Attitude, Motivation and Perceived usefulness of Mathematics – on 8th graders' (13 years old) achievement in mathematics in Mauritius. Though cognitive abilities of students and their family background are important predictors of achievement, there is an increasing amount of research evidence on the prominent role of affective variables and socio economic status on mathematics achievement. A sample of 491 grade 8 students (13 years old) from 13 secondary schools was involved in 2011. Structural Equation Models (LISREL 9.0) was used to measure the influence of affective variables and Socio-economic status on mathematics achievement. Socio-economic status and attitude had greatest influence on mathematics achievement. Perceived usefulness of mathematics had positive influence on motivation and attitude but negative direct influence on mathematics performance.

Developing International Partnerships as an Internationalization Strategy: Implications for Higher Education Leaders

Yalin Gorica

Abstract. Globalization and internationalization have encouraged higher education in many developing and developed countries to engage in academic exchanges and cooperation with one another or with other sectors worldwide. Developing international partnerships has become an integral part of many higher education institutions' internationalization strategic plan and requires close attention from higher education leaders in order to build international strategic alliances and to increase the institution's competitiveness on the world stage. This paper explores the literature and research studies in order to understand the extent that international partnership is used as an internationalization strategy in higher education. By examining different types and forms of international partnerships, this paper discusses the benefits and challenges involved for developing international partnerships and the implications for higher education leaders. Further research directions in the development of international partnership and higher education leadership are also suggested.

Strategic Management, Leadership and Governance of the University in Portugal

Maria da Conceição da Costa Marques

Abstract. Universities have a role in society different from other businesses or service industries. Universities as any human organizations are composed of people. And like any organization, they have a mission, objectives, goals, structures, roles and relationships of authority, decision-making processes and communication, interpersonal and intergroup dynamics, needs, values and interfaces. The diversity of determinants implies that the strategic management of universities becomes a multifunctional system decision, which must be formulated, implemented and evaluated in order to achieve their long-term goals. The process of strategic management in universities incorporates the development and strategy formulation, implementation, monitoring and feedback. This article discusses the strategic

management of organizations, especially universities, emphasizing the role that this process can have on the organization and how its implementation can help to enhance their leadership role in society to which it is addressed.

The Paschalidis Tri-Anthropo-Type Business Model: a Person-Centered Innovative Discovery, Leading to Successful Management, Optimal Performance and Cost Effectiveness

George Pashalidis

Abstract. The Paschalidis Tri-Anthropo-Type Model is a novel discovery, which unravels the function of the human brain. According to the Model all people are divided into only three Personality Types, Type A, B and C. The purpose of this study is to test out the Model's application in the field of business, the Paschalidis Tri-Anthropo-Type Model in Business. 15 companies took part in the study. The implementation of the Paschalidis Tri-Anthropo-Type Model in Business was followed by significant improvement in the general performance and well-being of both employers and employees.

Implementation of Quality Management Systems in the Food Industry

Katerina Bojkovska, Julijana Tomovska

Abstract. This paper describes several quality management systems in the food industry. The systems are applied in the quality assessment of all business subjects in the food industry, with the primary objective of protecting consumers and gaining their trust in safe food production and distribution. The adoption of food management systems also gives businesses in the food industry the security and the competitiveness they need on the market. Quality management systems keep up with market globalization and are consequently applied as standard worldwide.

Applying Corporate Governance Principles in the Public Sector for Information Technology Assets

Carlos Juiz

Abstract. In this paper, we are showing how Information Technology (IT) governance frameworks contribute to the implementation of the key principles of the good corporate governance, particularly, in the public sector. We demonstrate that there are numerous links, matching the proposals of good governance principles with the behavioral goals of an IT governance framework implementation. We conclude that using an IT governance frame work in a public entity mutually reinforces the key principles of good governance, especially the transparency and accountability goals for the IT assets.

Determining the Optimal Inventory and Number of Shipments for a Two-level Supply Chain Model with Defective Items

Chichung Lin, Chwentzeng Su

Abstract. This study develops an integrated supplier-buyer inventory model that takes into account defective items. In this model, a single supplier splits the buyer's order

into several small lot sizes and delivers them over multiple periods depending on the buyer's needs. How the buyer screens defective items is discussed using three cases: the buyers removes the defective items all at once; the buyer removes the defective items immediately from the original stock; and the buyer removes the defective items by batch processing. The closed-form formulas of the proposed models determine the optimal order quantity and number of deliveries that lead to the lowest total combined cost for the supplier and buyer. An analysis of the results suggests that batch processing is the best way to remove defective items, and that frequent shipments of small lot sizes lead to lower total combined cost than a single shipment.

The Empirical Study on Fair Value, Asset Impairment and Audit Fees

Zheng Hao, Zheng Li, Shi Dai, Yini Yang

Abstract. With the background of international convergence of accounting and auditing standards during the Post Financial Crisis Era, this paper proposes the hypotheses that audit fees are positively related to gain or losses from fair value changes (GLFC) and asset impairment losses (IMPAIR).Based on the data of listed companies in China from 2009 to 2012, this paper designs a regression model of GLFC, AIL and audit fees to empirically test the hypotheses. According to the data analysis of SPSS 17.0, the hypotheses are verified. It indicates that audit fees reflect riskiness and fair value, which has significance to the research of audit pricing and audit policy-making.

Several Urgent Issues with China's University Management and Operation

Zijun Tian

Abstract. This paper studies the contradiction of autonomy "loosening" against "tightening" in Chinese universities. The government input gap is huge between universities that belong to the central government and local universities. This falls in question of the efficiency and fairness of higher education investment. The expanding institution structures in universities leads to increasing operation cost and decreasing efficiency, as well as serious "Academic Bubble." Such phenomena severely impede the academic improvement, and even the national innovation strategy. These issues might jeopardize the healthy development of China's higher education.

Intellectual Capital Network: Concept and Construction

Meng Liu, Yanliang Chen

Abstract. The internal elements of human capital, structural capital and relational capital synergy mechanism attracted the concern of scholars. This study attempts to analyze the connotation of internal elements of intellectual capital from a network perspective, to analyze internal elements network of intellectual capital from the knowledge, division and interactive three angles, and to establish an intellectual capital network based on the synergy effect of the three-dimensional elements.

Multiple Solutions of Fourth Order Difference Boundary Value Problem

Xingping Li, Xiumei He, Xiangui Luo

Abstract. In this paper, we consider the multiplicity of solution for a new class of nonlinear fourth order difference boundary value problems. Some existence theorems are obtained for multiple solutions by making use of the mountain pass lemma and the three critical points theorem.

Triz Theory and Mind Map to the Cultivation of Students Innovative Ability

Qing Wang, Ping Wang, Jingru Bai, Wenpeng Hong

Abstract. The importance of cultivating college students' innovation ability, domestic emphasis on it has gradually become referred to the unprecedented height with the augmentation of the national comprehensive strength and a significant boost of international status. That is, to occupy a certain status on the international community of the 21st century and have a strong competitive power of our country, training large amount of talents with innovative consciousness and innovation ability is essential. Colleges and universities as a domestic important base of cultivating high quality and innovative talents, the training quality is particularly important, and the TRIZ theory and mind map on college students' creative thinking ability has a vital role, so it is very necessary to introduce TRIZ theory and mind map to our students.

TRIZ Routes the Solving Process of Innovation Problem

Jingru Bai, Na Bai, Qing Wang, and Chunxia Jia

Abstract. Innovation is not only a concept, but also a mature theoretical system. It has specific implementation methods and tools. Therefore, the capacity of innovation can be aroused and cultivated by a way of students' innovation education. This paper simply introduces the theory of TRIZ to solve the problem of innovation and an efficient innovative method - Mind Mapping. How to make the solving of innovation problem modeled? We put forward an effective mode of innovative education at the end of the article, so that students in scientific research and production practice, to cultivate practical ability to innovate.

Regular Star Polyhedra in the Nineteenth-Century Italian Treatise

Nicla Palladino

Abstract. During the Unification of Italy, great mathematicians were involved in the writing of works that were educationally effective and closer to the scientific results that were just being achieved at the time. In 1858 was published the *Trattato di Geometria Elementare*, Giovanni Novi's Italian translation of the French textbook by A. Amiot *Leçonsnouvelles de géométrie élémentaire*. Novi's substantial contribution was to integrate the French treatise with theories that had just been developed. A subject on which he dwells is regular star polyhedra, starting from theories expounded by Poinsot, Bertrand and Cauchy.

Cultivation of Innovative Consciousness and Research Methods in Graduate Course "Nano-Science and Technology" Teaching

Lijun Yang, Hongzhi Zhang, and Yang Wang

Abstract. This paper discusses how to cultivate the innovation consciousness and research methods of the graduate students in the course teaching. According to author's experience on the teaching graduate course, this paper gives an analysis on the teaching contents, the teaching material, the teaching reform and the teaching methods. In the graduate students teaching process, teacher must promote academic freedom, carry forward the spirit of criticism and other aspects of the specific measures and implementation effect. The survey shows that the students' innovation consciousness focused on the integration of cross-disciplinary knowledge, and research methods focus on the multi-directional thinking and reverse thinking. At last, the paper gives an outlook on the higher education system, teacher training system, and society system.

Experimental Research and Numerical Simulation of Crowd Evacuation Management in Road Tunnel Fire

Xin Han, Jun Zhou, Beihua Cong

Abstract. Rational design of crowd egress facility plays a significant role on fire safety of road tunnel. The personnel moving time and guide behavior by administrative staff are main factors affecting effective crowd evacuation during road tunnel fires. Taking a certain large cross section road tunnel as a physical model, this paper carries out evacuation experimental as well as simulation analysis on several fire scenarios with the help of software FDS+Evac. By comparing crowd moving behavior, fire temperature, smoke density and visibility under several kinds of road tunnel fire scenarios, the crowd moving parameters and appropriate guide behavior are obtained which could be a reference for fire safety design of road tunnels.

Management Analysis of Fire Spread Feature on Heat Release Rate in Road Tunnel

Xin Han, Lili Han, and Beihua Cong

Abstract. With rapid development of transportation industry, the road tunnel fires occupy a large proportion in all kinds of safe accidents. However, the research concerning the influence of heat release rate on fire spread feature in road tunnel is still insufficient. Based on full size experiment of road tunnel fire and the method of CFD numerical simulation, this paper choose a certain urban road tunnel as the study subject. The burning and spreading characteristics of road tunnel fire are discussed and the distribution of thermal radiation as well as the effect of spread to fire heat release rate is also analyzed. The results demonstrated that the development curve of thermal radiation is consistent with the fire heat release rate curve.

Simulation Analysis on Management of Major Fire Potential for a Commercial Plaza

Xin Han, Lubin Huang, Beihua Cong

Abstract. With the rapid development of social economy, the usage of some existing buildings in downtown areas has been changed. Some modified buildings cannot meet relevant fire code requirements, posing a great challenge to control of fire hazards. Taking a commercial plaza which is required to fire rectification as research subject, this paper uses FDS software to carry out stimulation analysis on fire scenario based on CFD numerical model. According to the temperature, smoke concentration, visibility and other fire features, this paper concludes relevant results of stimulation analysis and puts forward more scientific and rational rectification plans. The corresponding measures comprehensively consider existed problems about rectification of major fire potential with fire relevant regulations and laws.

Discussion about the Foreign Exchange Risk of International Project Contracting In the Current Situation

Baowen Tian

Abstract. In the international construction project, the account is always settled in foreign currency. Under such floating exchange rate system, international construction companies are generally faced with currency risk. In order to help them effectively avoid or reduce foreign exchange risk, this paper relates and analyses seven methods of preventing foreign exchange risk after continuing exploration of theory and practice. With the increasing currency risk of international construction project, these precautions need to be constantly updated and optimized so as to help the construction companies to reduce losses or maximize profits.

The Business Curriculum: Meeting the Needs of Students and Industry Professionals

Sean Coary

Abstract. This paper investigates the current curriculum of an undergraduate marketing department. A survey deployed to industry professionals, alumni and current students identifies areas for curriculum improvement and areas to improve the marketability of students in the industry. Results suggest that students place a higher emphasis on government regulations and retailing while industry professionals emphasize a mastery of consumer insight skills. There were no significant differences regarding the importance of technology and social media in marketing to consumers.

Exploration of Innovative Robot Practice Teaching Platform

Zhihuan Zhang, Huidi Zhang and Meiqin Zhang

Abstract. The establishment of innovative practice teaching platform, the key is to verify the main experiment teaching model gradually reform the traditional, change to the comprehensive experiment, designing experiment and research experiment. Construction of a new robot teaching innovation platform from the paper, to improve the overall level of innovation laboratory, probes into the construction of innovative

robot teaching platform, the purpose and significance of the overall planning, and the practice and research on the platform application.

Research Applicability of the Z Model Applied in China

Sheng Hu and Kefan Xie

Abstract. Z model based on the analysis of financial indicators has high practical application value. After analyzing the structures of 5 variables score Z model of famous Edward. I. Altman, the paper discusses the model applicability in China by selecting 30 sample data in 2006.

A Blended E-Learning Model for a Higher Education Framework

Anurag Gupta, Bruce Kim

Abstract. The rapid growth of Information and Communication Technology (ICT) has led to a significant metamorphosis of the traditional education system. Wide utilization of technology in all domains of life has altered the modes of disseminating and assimilating information. Higher education is no exception. The changing demands of industry coupled with the growth of "net-generation" requires significant overhaul of the conventional centers of higher education in order to cater to the needs of an individual student. Hence, an effective e-learning model is necessitated, which blends traditional instructional mode with a technologically advanced interface. This would not only deliver a customized learning environment but would also encompass pedagogical and cultural components. Therefore, this paper discusses traditional instructional methods pitted against blended e-learning model in a higher education framework. Challenges and drawbacks of the traditional system will be highlighted and a prospective solution in terms of incorporating technology for teaching is posited.