



**The 14th International Academic Conference in Prague 2019,
Czech Republic (The 14th IAC in Prague 2019)**

Friday - Sunday, April 19 - 21, 2019



Conference Staff

Conference Chair

Assoc. prof. PhDr. Mária Jánešová
- Czech Technical University in Prague

Conference Scientific Committee

Prof. Dr. Otto Pastor - CTU, Czech Republic
Assoc. prof. Vít Fábera, Ph.D. - CTU, Czech Republic
Sanjay Tirbhon, MSc - United Kingdom
Radek Kratochvil, Ph.D. - ACA, Czech Republic
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Vladimír Douša, Ph.D. - CEVRO Institute, Czech Republic
Jiří Vopava, Ph.D. - ACA, Czech Republic
Assist. prof. Dr. Ramazan Sak - YYU, Turkey
Assist. prof. Dr. İkbāl Tuba Şahin-Sak - YYU, Turkey
Assist. Prof. Dr. Engin Derman - Akdeniz Univ., Turkey
Assist. Prof. Igor Pihir, Ph.D. – Univ.of Zagreb, Croatia
PhDr. Daniela Hrehová, Ph.D., MBA - TUK, Slovakia
Assoc. prof. Dr. Majed Ali - the Ministry of Edu., Kuwait
Dr. James Moir - Abertay University, United Kingdom

Committee members

Radek Kratochvil, Ph.D.
Vladimír Douša, Ph.D.
Jiří Vopava, Ph.D.
Mirka Dvořáková

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Registration Day and Times

CSVTS - Czech Association of Scientific and Technical Societies

Novotného lávka 5, Prague 1, Czech Republic

| | |
|------------------------|--|
| Friday 08.30 - 09.00 | pre-conference registration – 4th floor (414, 418) |
| Friday 09.00 - 15.00 | conference registration - 4th floor (414, 418) |
| Saturday 10.30 - 14.30 | conference registration - 4th floor (414, 418) |

Conference Program

Friday, 19.4.2019

Meeting room 418

| | | |
|---------------|--|--------------|
| 09.00 - 09.10 | Conference Welcome | |
| 09.10 - 10.30 | Session chair: Mirka Dvořáková | |
| | Judith Brown and Anita Závodská | MAC201904025 |
| | Arun Chainit | MAC201904036 |
| | Jiri Stelzer | MAC201904009 |
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| 10.30 - 10.50 | Coffee break | |
| 10.50 - 12.30 | Session chair: Mirka Dvořáková | |
| | Susana Henriques Marques | MAC201904011 |
| | Dahri Tanjung | MAC201904047 |
| | Margaritis Stogiannidis | MAC201904051 |
| | Arjan Tushaj | MAC201904013 |
| | Yeti Lis Purnamadewi | MAC201904048 |
| 12.30 - 13.00 | Coffee break / lunch | |
| 13.00 - 14.40 | Session chair: Arun Chainit | |
| | C. J. Denman | MAC201904004 |
| | Marthese Azzopardi | MAC201904001 |
| | Jorge González del Pozo | MAC201904003 |
| | Elena Lisetskaya and Tatiana Pavlenko | MAC201904049 |
| | Uten Thongtip | MAC201904035 |
| 14.40 - 15.00 | Coffee break | |

15.00 - 16.20

Session chair: **Mirka Dvořáková**

S. Emre Alptekin

MAC201904042

Gülfem Işıklar Alptekin

MAC201904041

Abdullah J. Sultan

MAC201904034

Ze'ev Shtudiner

MAC201904019

Saturday, 20.4.2019

Meeting room 418

| | | |
|---------------|--|--------------|
| 10.30 - 10.50 | Coffee break | |
| 10.50 - 12.30 | Session chair: Chaiwat Phuakkhong | |
| | Marthese Azzopardi | MAC201904002 |
| | Chaiwat Phuakkhong | MAC201904037 |
| | Irina Kharabar and Polina Sycheva | MAC201904038 |
| | Carmel Azzopardi | MAC201904008 |
| | Alfred Konrad | MAC201904053 |
| 12.30 - 13.00 | Coffee break / lunch | |
| 13.00 - 14.40 | Session chair: Mirka Dvořáková | |
| | Jean Max Tavares | MAC201904016 |
| | Hakim Akeb | MAC201904043 |
| | Bijan Vasigh | MAC201904032 |
| | Ergita Kokaveshi | MAC201904014 |
| | Sumardjo | MAC201904050 |
| 14.40 - 15.00 | Coffee break | |

Scientific debate about the wider issues outside the conference rooms.

| | |
|----------------------|--|
| 15.00 - 18.00 | Guided city tour of Prague and Boat trip |
| <i>15.00 - 15.05</i> | <i>Meeting with the group and guide in the lobby of CSVTS</i> |
| <i>16.00 - 17.00</i> | <i>The sightseeing cruise (Boat trip) - from Kampa to Czech bridge</i> |
| <i>17.00 - 18.00</i> | <i>Guided city tour of Prague</i> |

The sightseeing cruise and guided city tour of Prague are free for conference participants.

The sightseeing cruise takes one hour, introducing the main sights of the city Prague from the Vltava river.

Sunday, 21.4.2019

Scientific debate about the wider issues outside the conference rooms.

| | |
|----------------------|---|
| 09.00 - 12.00 | Guided city tour of Prague (Prague castle area) |
| <i>09.00 - 09.05</i> | <i>Meeting with the group and guide in the lobby of CSVTS</i> |
| <i>09.05 - 12.00</i> | <i>Guided city tour of Prague</i> |

Refreshments during the conference (coffee, tea, water, fruits, sandwiches)

Note

- one presentation will be approximately 20 minutes
- please bring your presentation on a USB flash drive
- presentation room will be equipped with a laptop and data projector for PowerPoint presentations

Presentation times can be subject to change, so it is necessary to arrive at the presentation well in advance.

Friday - 19.4.2019

Meeting room 418

Time: 09.00 - 09.10 Conference Welcome
Official opening of the conference

Time: 09.10 - 10.30

Session chair: Mirka Dvořáková

Authors: Judith Brown and Barry Brock and Anita Závodská

Barry University, USA

Presentation title: Higher Education in the 21st century: A New Paradigm of Teaching, Learning and Credit Acquisition

Number: MAC201904025

Abstract:

Higher education has changed dramatically in the last three decades primarily due to the impact of technology. To be competitive in recruiting students, colleges and universities around the world must integrate a new education paradigm. This new paradigm may incorporate alternative options for earning undergraduate and graduate credits such as the assessment of experiential learning portfolios, test-outs of courses, credit for licenses, MOOCs, digital badges, and evaluation of corporate and/or military training programs. These options, delivered through online and blended teaching and learning modalities, could reduce the time and cost of degree programs. A new era requires new models of education to meet the needs of a high tech knowledge and economic environment. This study describes the impact of the portfolio as an unconventional method of earning credits toward degree completion. It suggests the need for stronger connections between the workplace and post-secondary institutions. The study presents the students' perspective on the challenges and opportunities of developing an experiential learning portfolio. The analysis of 163 surveys with written comments indicate personal and professional benefits for educators designing curriculum, students searching for alternative ways of credit acquisition and employers seeking both "soft" (communication, critical thinking) and "hard" (tech savvy) skill employees.

Author: Arun Chainit

Phranakhon Rajabhat University, Thailand

Presentation title: Integrity And Transparency Assessment Of Local Government In Sai Noi District, Nonthaburi Province

Number: MAC201904036

Abstract:

The 2018 Integrity and Transparency Assessment of Local Government (ITA) in Sai Noi district, Nonthaburi province report is comprised of four sections; objectives, methodology, integrity and transparency assessment result. The purposes of this study were (1) to assess the level of local government in Sai Noi district, Nonthaburi province, (2) to provide prospect recommendations for improving and developing of Integrity and Transparency Assessment of Local Government (ITA) in Sai Noi district, Nonthaburi province, (3) to provide prospect recommendations for formulating guidance to protect and anti-corruption on both policy and implementation level and (4) to provide prospect recommendations for aligning ITA tools on local administration to leverage Corruption Perception Index (CPI). In the ITA of Sai Noi district, Nonthaburi province's methodology were drawn on ITA system from the office of National Anti-Corruption Commission (NACC). The assessment is along with five dimensions which are Transparency Index, Accountability Index, Corruption-free Index, Cultural Integrity Index, and Work Integrity Index. In order to cover all of the NACC indicators, the methodology consists of three components. It combines with Evidence-based Integrity and Transparency (EBIT) survey form, Internal Integrity and Transparency (IIT) survey form, and External Integrity and Transparency (EIT) survey form. The conduction of ITA assessment is applied with both qualitative and quantitative by applying various instruments. These include desk research by collecting documents or evidences which is a part of EBIT assessment, paper-based questionnaires for both EIT and IIT assessment and online based for IIT. The samples consisted of 497 internal stakeholders for IIT assessment and 800 external stakeholders for EIT assessment who come from the Sai Noi district, Nonthaburi province. The overall assessment shows that ITA in Sai Noi district, Nonthaburi province is at the high level with the average point of 86.46 from a 100-point scale. Moreover, the average points of five indices could be expressed as follows. First, the assessment of transparency index is at a very high level with the average point of 86.61 out of a 100-point scale. Second, the result of accountability index is at a very high level with an average point of 90.22 out of 100-point scale. Third, an analysis of corruption-free index is expressed at the highest level with the average points at 90.38 out of 100-point scale. Fourth, the assessment shows that the integrity index was ranked at a very high level with the average point of 80.37 out of a 100-point scale. Fifth, an assessment of work integrity index had gained 84.73 average points out of a 100-point scale. Additionally, there are three indicators that received the least points. They are included procurement process, prevent and anti-corruption action plan, and internal monitoring and counterbalance respectively.

Authors: Jiri Stelzer and Iva Klimesova and Milan Elfmark and John Price

Valdosta State University, USA

Palacky University Olomouc, Czech Republic

Presentation title: Food Craving Intensity and Gender Differences

Number: MAC201904009

Abstract:

Background: Food cravings typically influence an individuals' diet and ultimately their health. However, the differences in food cravings between genders are unclear. Purpose: The purpose of this study was to increase knowledge of food craving intensity between genders. Methods: The research group consisted of 1,394 participants (67% females, 33% males) between 15 and 92 years of age with normal BMI values. Self-reported General Food-Craving Questionnaire-Trait (G-FCQ-T) was used to determine individuals' eating habits and motives for eating based on four subscales: interest of foods, loss of control, positive expectations, and emotional eating. Results: The result suggested that there is no difference between males and females in the intensity of food cravings evaluated by G-FCQ-T total score; however, the gender differences were confirmed in two subscale scores. Positive expectations subscale score was higher for males than for females, and emotional eating subscale score was higher for females than for males. Discussion: Our data indicated that the food craving intensity differences between the genders were in two subscales from a total of four subscales. Translation to Health Education Practice: Our finding confirmed the importance to create gender-specific norms to evaluate dietary population norms.

Author: Kerrin Burnell

University of Macau, Macau

Presentation title: Cognitive Diagnostic Assessment: Value added English language Placement Testing at a University Foundation Program

Number: MAC201904018

Abstract:

This paper outlines the findings of a literature review investigating Cognitive Diagnostic Assessment (CDA) and whether it could be used in a university setting in the Sultanate of Oman to extract richer information from the current placement test students entering tertiary education at a public university have to take. It details what it means for a test to be considered diagnostic and focuses in particular on the reading component of an existing placement test. A comparison of the practice of creating a diagnostic test and retrofitting an existing test for diagnostic purposes is presented followed by a description of the steps involved in carrying out CDA using one of the

many available cognitive diagnostic models (CDMs) models available. Finally, implications for the Omani tertiary context are considered.

Meeting room 418

Time: 10.50 - 12.30

Session chair: Mirka Dvořáková

Authors: Susana Henriques Marques and Kalen Vaughn

Instituto Universitário de Lisboa, Portugal

Presentation title: How International Nonprofit Organizations Can Use Facebook To Build Relationships With Potential Donors And Volunteers

Number: MAC201904011

Abstract:

The aim of this paper is to investigate and discuss the applications of marketing in the nonprofit sector, among international nonprofit organizations. The paper will focus on the role of Facebook in nonprofit marketing, this study aims to investigate the connection between Facebook engagement and real world behavior – in this case, donation and volunteer activity. The goals of this investigation were accomplished through a mixture of qualitative and quantitative research backed by a thorough literature review. The content of three nonprofit organizations' Facebook pages was analyzed, and a survey was administered to the followers of these organizations. Findings revealed that a follower's perceptions of the content shared by the nonprofit organization, as well as his/her relationship with that nonprofit organization, positively influences that follower's engagement on Facebook in the form of likes, comments and shares. It was also revealed that engagement via Facebook is related to a follower's real-world donation and volunteer behavior. To achieve success via Facebook and garner donors and volunteers, international nonprofit organizations must therefore focus on sharing interesting and engaging content as well as building relationships with their followers through Relationship Marketing techniques and online interactivity.

Authors: Dahri Tanjung and Rizal Syarief and Parulian Hutagaol

IPB University, Indonesia

Presentation title: Estimated Recreational Value of Lake Toba Using the TCM and CVM Methods

Number: MAC201904047

Abstract:

The Lake Toba area in North Sumatra Province is a famous tourist destination in Indonesia. The Government of Indonesia has designated this area as a National Tourism Strategic Area and has

been registered to UNESCO as the Global Geopark Network Region. Lately, tourist visits have decreased due to various things, including environmental degradation around the lake. The purpose of this study is to measure the economic value of Lake Toba tourism object. This research is expected to be able to assess the extent to which the role of natural tourism is seen as an environmentally friendly tourist spot. This study uses primary data obtained from field surveys to actors who are currently and have been recreation visiting Lake Toba. Furthermore, the analysis used is the travel cost method and the contingency valuation method. The results of the study showed that the significant determinants of the probability of individuals to be willing to pay a nominal value for improving environmental quality were frequency, travel cost, education, and perception. Then, the determinants of the number of visits are income, gender, perception, and distance. The economic value of ecotourism is estimated Rp.260.1 million for consumer surplus and Rp.40.6 billion for total benefits/year.

Author: Margaritis Stogiannidis

University of Latvia, Latvia

Presentation title: Value-Based Executive Remuneration Systems: A Discussion About The Design Possibilities Of Value-Based Remuneration Systems, Legal Framework Conditions And Settings From The Field Of Value-Based Management

Number: MAC201904051

Abstract:

Scientific contributions that examine the structure of executive remuneration systems in the frame of shareholder value and discuss them in the context of business literature are rare. Only some commercial studies which are hardly to access discuss their structure. Moreover, empirical studies of the executive remuneration systems of companies usually provide individual aspects of remuneration, only. Consequently, this paper catches up to this gap by discussing the latest developments in management remuneration following the shareholder value approach. Thereby, an overview of the underlying grievances between management and ownership on the basis of the principal-agent-problem, the managerial power approach, and the optimal contracting theory will be given followed by an illustration of the latest legal developments in Germany. Then, this paper will deal with the structure of such systems, and the individual design-options of the components of remuneration systems will be discussed. In terms of structure, the focus is on value-based key performance indicators (KPIs) and on the use of share option plans, as the two dominant components of variable performance-related remuneration will be outlined. Furthermore, the individual design options and their advantages and disadvantages with regard to value orientation, transparency, influenceability by management, their profitability and other factors are examined.

Authors: Arjan Tushaj and Albana Hashorva

University of Tirana, Albania

Presentation title: Impact Of Banking Concentration On Interest Spread In Albanian Banking Sector

Number: MAC201904013

Abstract:

The paper examines the correlation among banking concentration and interest spread using datasets of Albanian banking sector during 2005 - 2017. Empirical results highlighted the negative effect of banking concentration using Herfindahl – Hirschman Index of total loans on interest spread. These results support the significance of structural features of banking sector to determine the interest spread in banking sector. Also we focused to explain which of the specific banking determinants and macroeconomic variables are more influential on interest spread. However empirical results demonstrated their impact on interest spread.

Author: Yeti Lis Purnamadewi and Nurul Inayah and Muthiah Puteri Tanjung

Bogor Agricultural University, Indonesia

Indonesia University, Indonesia

Presentation title: Determinants of Economic Growth in Underdeveloped and Developing Regions in Central Sulawesi Province, Indonesia

Number: MAC201904048

Abstract:

Based on its per capita income, Central Sulawesi Province is included in the upper middle income category, but the majority of districts in this region (64%) are still in the underdeveloped region. Thus the difference in per capita income between underdeveloped regions and other regions is very large. According to these problems, the objective of this study is to analyze the level of income inequality across regions and analyze the determinants of economic growth in both regions. Results of the analysis using the Williamson Coefficient of Variation (CVw) indicate that the level of regional income disparity in Central Sulawesi Province tends to increase from relatively low, at 0.22 in 2009 to relatively high, at 0.55 in 2017. The findings from cross-region panel regressions show that there are differences in the factors that determine economic growth in the underdeveloped and developing regions. Economic growth in underdeveloped regions, besides being determined by fiscal conditions (original revenue and capital expenditure of local government), is also determined by human conditions and physical capital (life expectancy and length of the road). While economic growth in developing regions is only determined by fiscal conditions.

Meeting room 418

Time: 13.00 - 14.40

Session chair: Arun Chainit

Authors: C. J. Denman and Rahma Al-Mahrooqi

Sultan Qaboos University, Sultanate of Oman

Presentation title: English Teachers' Classroom Management Procedures in Omani Public Schools

Number: MAC201904004

Abstract:

The English language proficiency of Omani public school graduates continues to fall behind international standards and the expectations of policymakers, employers, and higher education institutions. Studies have identified various factors associated with this outcome, with ineffective classroom management procedures offered as a potentially significant contributor. As very little topic-related research has been conducted in Oman, this exploratory research investigated Omani public school English teachers' classroom management procedures in response to normal classroom infractions and to "chronic offending" learners. It also explored whether preferred procedures were impacted upon by teacher gender and grade taught, and the classroom management challenges participants faced. A classroom management questionnaire was administered to 116 English teachers from public schools across Oman. Analysis of resultant quantitative and qualitative data indicated that participants used a limited range of classroom management procedures, and that preferences were largely not influenced by teacher variables. Challenges to effective classroom management offered included student, classroom, parent, subject, and administration factors. Implications of these findings are discussed.

Authors: Marthese Azzopardi and Carmel Azzopardi

University of Malta Junior College, Malta

Presentation title: Item Analysis Of Summative Advanced Level Biology Examinations

Number: MAC201904001

Abstract:

The results of examinations taken by Maltese post-secondary students learning Advanced level Biology at the end of their first year is crucial in the advancement of their careers. The objective of the study was to statistically analyse the examination scores and calculate the difficulty index of the entire paper and individual items in paper 1 over the period 2014-2018. Controlling or

balancing the item difficulty of an examination improves its validity. Scores were slightly positively skewed in three out of the five years studied, showing that students attained more low scores than high ones. A score in the region of 50% was attained by the majority of students in all years studied and scores never exceeded 85%. The mean score for all years was $49 \pm 11.58\%$ and the range of scores, exceeded 61 in all years investigated. This indicates that the students investigated form a heterogeneous group. Results show that items were restricted in the level of difficulty: none were 'easy'. This study showed that paper setters consistently designed examination questions of an overall 'moderate' level of difficulty (0.40) which is below the optimal value of 0.50. The value of this study is that future examinations can be improved when items from past papers with known difficulty index are reused. Another value of this investigation is that close examination of items reveals which questions were most difficult, thus indicating a concept that needs to be taught more thoroughly as well as provides an opportunity to identify common misconceptions among students. Another result of this study is that students encountered difficulties when answering questions at various levels of cognition.

Author: Jorge González del Pozo

University of Michigan-Dearborn, USA

Presentation title: Spanish Cinema and Social Justice: A Teaching Approach to Film

Number: MAC201904003

Abstract:

This presentation will show how to introduce in class Spanish film step-by-step panoramically along with its different periods. This talk will cover some basic and more advanced methods to introduce filmic language and filmic terminology in class in a dynamic way, as well as the main filmic theories based on cultural studies on how to analyze and interpret Spanish film. Also, the presentation will show how to progressively introduce the vast Spanish filmic archive, a brief historical panoramic and the different periods and contexts this medium has experienced through the times. The presentation will talk about written analysis and how to help college level students to produce better essays that deal with critical issues in a progressive and professional way. Finally, the conference will provide clear ways on how to helps students to understand these films and to produce analytical-critical written interpretations of these films that will allow them to identify the main issues in society and rethink socio-political commitment through art.

Authors: Elena Lisetskaya and Tatiana Pavlenko and Elena Dudina

Novosibirsk State Pedagogical University, Russia

Presentation title: Art And Design Academy For Children: A Modern Learning Environment For Nurturing Talents

Number: MAC201904049

Abstract:

The article addresses the problem of creating a modern learning environment for cultivating artistic and creative abilities of children and adolescents. The purpose of the article is to describe a complex educational programme of developing creative artistic abilities of children and adolescents implemented by Art and Design Academy for Children (Institute of Arts, Novosibirsk State Pedagogical University), and clarify its curriculum and stages. The programme comprises three modules designed taking into account pupils' age-specific characteristics: for primary, middle and high school students. Each module is a separate holistic unit with its objectives and outcomes. On the other hand, the contents and structure of integrated modules are designed according to the principle of continuity. The authors emphasize the role of profession-oriented learning activities, project-based learning activities and mentoring in preparing motivated prospective students for Institute of Arts who can succeed in pursuing degrees in Education, Fine Arts, Applied Arts and Crafts, and Design. The article concluded that Art and Design Academy for Children facilitates nurturing artistically gifted children and adolescents and preparing talented novice teachers.

Author: Uten Thongtip

Phranakhon Rajabhat University, Thailand

Presentation title: Application Of Gis For Integrity And Transparency Assessment Of Local Government In Bang Bua Thong District, Nonthaburi Province

Number: MAC201904035

Abstract:

The 2016 Integrity and Transparency Assessment of Local Government (ITA) in Bang Bua Thong district, Nonthaburi province report is comprised of two sections; objectives, methodology, Application of GIS for integrity and transparency assessment result. The purposes of this study were (1) to assess the level of local government in Bang Bua Thong district, Nonthaburi province and (2) to provide prospect recommendations for improving and developing of Integrity and Transparency Assessment of Local Government (ITA) in Bang Bua Thong district, Nonthaburi province. In the ITA of Bang Bua Thong district, Nonthaburi province's methodology was drawn on ITA system from the office of National Anti-Corruption Commission (NACC). The

assessment is along with five dimensions which are transparency index, accountability index, corruption-free index, integrity culture index, and work integrity index. In order to cover all of the NACC indicators, the methodology consists of three components. It combines with Evidence-based Integrity and Transparency (EBIT) survey form, Internal Integrity and Transparency (IIT) survey form, and External Integrity and Transparency (EIT) survey form. The conduction of ITA assessment is applied with both qualitative and quantitative by applying various instruments and GIS. These include desk research by collecting documents or evidences which is a part of EBIT assessment, paper-based questionnaires for both EIT and IIT assessment and online based for IIT. The samples consisted of 1,542 internal stakeholders for IIT assessment and 800 external stakeholders for EIT assessment who come from the Bang Bua Thong district, Nonthaburi province. The overall assessment shows that ITA in Bang Bua Thong district, Nonthaburi province is at the high level with the average point of 86.59 from a 100-point scale. Moreover, the average points of five indices could be expressed as follows. First, the assessment of transparency index is at a very high level with the average point of 92.32 out of a 100-point scale and more significantly, this index gained the highest average point among five indices. Second, the result of accountability index is at a very high level with an average point of 89.05 out of 100-point scale. Third, an analysis of corruption-free index is expressed at a very high level with the average points at 83.16 out of 100-point scale. Fourth, the assessment shows that the integrity index was ranked at a very high level with the average point of 84.64 out of a 100-point scale. Fifth, an assessment of work integrity index had gained 83.77 average points out of a 100-point scale. Additionally, there are three indicators that received the least points. They are included procurement process, prevent and anti-corruption action plan, and internal monitoring and counterbalance respectively.

Meeting room 418

Time: 15.00 - 16.20

Session chair: Mirka Dvořáková

Authors: S. Emre Alptekin and Gülfem Işıklar Alptekin

Galatasaray University, Industrial Engineering, Turkey

Galatasaray University, Computer Engineering, Turkey

Presentation title: A Customer-Oriented Model for Internet of Things Solutions

Number: MAC201904042

Abstract:

The Internet of Things (IoT) is a popular term used to define an ecosystem of ‘smart, connected objects’, which interact with its users to enhance their experience and contribute to the quality of their lives. The basic element of this interaction is the data produced as a byproduct, which is fed into the system once again to improve the product/service. The extracted useful information packaged as a value-added service creates a new marketplace for service providers. However, effective solutions require the integration of different data sources and the solution of connectivity related issues. Hence, in this work, we propose an introductory model for effectively managing customer IoT demand to be used for future pricing models in competitive market environments. Here, the main objective is to persuade the customers to be part of the system by using/sharing data. Since the primary sources of data is the customer, their needs are taken into considerations when forming the basis of the demand model. Quality Function Deployment (QFD) and Analytical Network Process (ANP) are get together to compute the relative importance weight of the customer needs.

Author: Gülfem Işıklar Alptekin

Galatasaray University, Department of Computer Engineering, Turkey

Presentation title: A Simple Demand Model for Crowdsourced Software Marketplace

Number: MAC201904041

Abstract:

Crowdsourcing is an emerging phenomena based on outsourcing the work to undefined large network of individuals by means of open call requesting for participation. It has started to gain much more attention in software engineering research areas, from coding to development by means of special platforms and applications. It is seen as a good alternative for academia and industry as a means of software development approach. Crowdsourcing is believed to enhance

efficiency of the projects and reduce their development times and costs. Besides, it is possible to find a large number of people/community who are willing to work for crowdsourced projects at any time. This paper focuses on the demand models in the crowdsourcing platform, where crowd members and requestor firms get together. In this platform, both sides need to satisfy from their received profits; either from the gained prize or received software product. In this paper, we first introduce crowdsourcing concepts in software engineering and then concentrate on the demand models.

Author: Abdullah J. Sultan

Kuwait University, Kuwait

Presentation title: The Impact Of Rebranding On Customers' Evaluations Of Retro Brands: Evidence From Kuwait

Number: MAC201904034

Abstract:

Nostalgia effect has been utilized in marketing communications by many companies for its positive influences on customers' responses. In this research, the effect of nostalgia was operationalized in lab experiments using advertisements that featured nostalgic cues. The findings from 393 undergraduate students from Kuwait demonstrated that participants in the nostalgic (compared to non-nostalgic) condition responded more positively to purchase intentions, word of mouth, brand attitudes, and ad attitudes. Implications for nostalgic brands are discussed.

Authors: Jeffrey Kantor and Offer Moshe Shapir and Ze'ev Shtudiner

Ariel University, Israel

NYU Shanghai, China

Presentation title: Beauty Is In The Eye Of The Employer: Labor Market Discrimination Of Accountants

Number: MAC201904019

Abstract:

We investigate labor market discrimination in CPA firms based on physical appearance and find that accountants in managerial positions prefer to hire attractive candidates. This beauty premium is larger in the four big CPA firms ("Big 4") and can be explained by the perception that attractive candidates possess essential traits for becoming successful accountants.

Saturday - 20.4.2019

Meeting room 418

Time: 10.50 - 12.30

Session chair: Chaiwat Phuakkhong

Authors: Marthese Azzopardi and Carmel Azzopardi

University of Malta Junior College, Malta

Presentation title: The Statistical Analysis And Evaluation Of Final Advanced Level Biology Examinations

Number: MAC201904002

Abstract:

It is widely accepted that statistical analysis and evaluation of examination results are crucial to improve teaching quality. Evaluation of such results is important to assess students' performance. This study is based on examination results obtained by first-year Biology Advanced level students attending a public institution over a five-year period, 2014-2018. The results indicate that the distribution of examination scores approximate to normal distribution with averages varying from $30 \pm 13.47\%$ and $43 \pm 14.31\%$. The difficulty level is consistent across the years irrespective of there being no guidelines for tutors when designing questions. In all years investigated, the difficulty index of the whole paper indicated that questions were 'moderate', but below the optimal value of 0.50. Comprehensions offered the least level of difficulty while students found the unstructured essay type the most difficult. The most difficult unstructured essays dealt with the Ecology section of the syllabus. Results from this study, show the need for tutors to include questions of varying difficulty levels when constructing the final examination as a tentative step in improving the percentage of passes in the end-of year examinations. It is recommended to include the difficulty index in final examination reports besides comments about each item.

Authors: Chaiwat Phuakkhong and Prasit Phanthawong and Supatpong Yamim

Sruatthani Rajabhat University, Faculty of Humanities and Social Sciences, Thailand

Presentation title: Opening The New Dimension Of Zone: Creating Peace And Tranquility

Number: MAC201904037

Abstract:

This article focuses on analyzing peace and creating tranquility by trying to demonstrate the

Learning process in the contemporary conflict experiences. The turning point of the peace-making process of Thailand and the opening of a new dimension of zone to create peace and tranquility, to discharge from the traps of conflict that is currently confronted to a happy society, safety, hope and smile. For information and data focus on analyzing and criticizing the evidence from the relevant documents.

This study found that peace-making depends on expansion of "Learning Zone" about conflict and seeking the ways to resolve conflicts by peaceful means, encouraging people to "communicate" with each other openly in the 4 dimensions as follows: 1) Safety zones: public safety and respect for humanity, this is the reason that is justified in demanding for respect of human rights and respecting humanity 2) Learning zone: creating peace classroom or peace study from universities to the communities, and working processes of educational institutions related to the conflict throughout the peaceful approach in Thai society. 3) Communication zone: enriching information from people in the conflict zones to the non-conflict zones. The current situation of communication has been changed due to the communication environment undergone large adjustments. The power of communication that had been monopolized by the mainstream media was spread into the hands of ordinary people. Thus, the role of alternative media, local media, online media and social media has influenced the perception of people's information more and more, and many times played an important role in affecting the dynamics of conflict. 4) Creative zone: Children and youth who live in the three southern border provinces must have good quality of life, but at present, these children and youth in these areas are growing in the surrounding problems included physical, behavioral, social, intellectual and spiritual situations in which the situation of children and youth in society has become more intense in almost every aspect, which shows that when opening new dimension of zones that creating peace and tranquility leading to the cooperation of all sectors in creating intellectual abilities and wisdom for the future generations to create harmony and reconciliation with the power that is dynamic for the further development of the country.

Authors: Irina Kharabar and Polina Sycheva

Novosibirsk State Pedagogical University, Russia

Presentation title: The Needs Of The West Siberian Region Residents In Foreign Language Education

Number: MAC201904038

Abstract:

This article is devoted to questionnaires and survey's analysis of the West Siberian region citizens about their foreign language's level possession. Different age groups (from 18-25, 26-35, 36-45,

46 and more) and people of different professions were interviewed. The survey of the West Siberian region residents was conducted in such cities as Novosibirsk, Omsk, Barnaul, Tomsk, Novokuznetsk, Kurgan. 120 people were interviewed. The results were interpreted and presented in the article.

Author: Carmel Azzopardi

University of Malta Junior College, Malta

Presentation title: Using Difficulty And Discrimination Indices To Analyse The Physics Final Exam In A Maltese Post-Secondary Institution

Number: MAC201904008

Abstract:

This study analyses the performance of students in their physics end-of-year exam at a Maltese public post-secondary institution for the period 2013 to 2018. The discrimination and difficulty indices were used for this analysis to outline the level of difficulty and discrimination in the questions respectively. The total number of students analysed was 1188, comprising both males and females. The majority of questions in all exams were of average difficulty with a maximum of 92.9% (13/14) in 2016 and a minimum of 71.4% (10/14) in 2018. Very difficult questions were found in the papers of 2017 (14.3%; 2/14) and 2015 (7.1%; 1/14). No defective questions were found in all years but excellent questions were identified in all years with maximum percentage of questions in 2016 (57.1%; 8/14) and the minimum of 21.4% (3/14) in 2017. Of all questions in 2017, 28.6% (4/14) were of poor nature while only 7.1% (1/14) were found classified so in 2016. A significant correlation between the discrimination and difficulty indices was found for the years 2016 ($r = 0.542$, $N = 14$, $p = (0.045) < 0.05$) and 2017 ($r = 0.689$, $N = 14$, $p = (0.006) < 0.01$).

Author: Alfred Konrad

University of Latvia Riga, Latvia

Presentation title: Customer Retail Experience as a new approach for creating dealership sales loyalty in the automotive industry

Number: MAC201904053

Abstract:

Generating loyal customers should be the focus of every retail company. Because loyal customers are the true value of a firm. It is therefore not surprising that a great amount of research has dealt with the causes and determinants of loyalty. At the same time the concept of customer experience as an approach for creating competitive advantages is becoming into focus. The question arises here how these two concepts fit together. Current research, in branches like servicing and

travelling shows evidence for a significant relationship. However, there are only a few scientific studies that deals with loyalty in the automotive retail industry and the concept of customer experience has been neglected in this context so far. By conceptual exploring the concepts of loyalty and customer experience in the context of automobile retail industry, this paper lays a foundation for a more profound consideration and argues for the recognition of this concept as a new holistic approach for creating dealership sales loyalty.

Meeting room 418

Time: 13.00 - 14.40

Session chair: Mirka Dvořáková

Authors: Jean Max Tavares and André Riani Costa Perinotto and Otaviano Franciso Neves

Pontifícia Universidade Católica de Minas Gerais, Brazil

Universidade Federal do Piauí (Campus Parnaíba/PI), Brazil

Presentation title: The Effects Of Images On The Willingness To Pay For Tickets At Tourist Attractions

Number: MAC201904016

Abstract:

The aim of this study was to measure consumers' willingness-to-pay (WTP) for tickets in tourist attractions, which they had never previously visited, after viewing 'tourist attraction' advertising. This article has evaluated the possible effects of publicity - in an image form - on the willingness to pay for tickets, at three tourist attractions, in each of the five countries that were most visited by Brazilian subjects in 2017, namely, the United States of America, Spain, Argentina, France, and Portugal. The sample had 400 Brazilians who had never travelled abroad. The results have shown that 'image advertising' enhanced their WTP, although in 20% of the attractions, the effects were contrary. The results have suggested important contributions for the public and private sectors when related to tourist marketing.

Author: Hakim Akeb

ISC Paris Business School, France

Presentation title: An Algorithm For The Sphere Open Dimension Problem

Number: MAC201904043

Abstract:

This work considers the sphere packing open dimension problem which consists to pack a set of spheres of known radii into a bin of fixed height and depth but unlimited length. The objective is then to minimize the obtained length for the bin. The proposed algorithm implements a further look-ahead search combined with a local search. Results obtained on a set of benchmark instances in the literature improve most of the previous known solutions.

Authors: Bijan Vasigh and Z. Ziarati

Embry-Riddle Aeronautical University, USA

Azad University, Iran

Presentation title: Methodologies And Techniques For Determining The Value Of An Aircraft

Number: MAC201904032

Abstract:

Aircraft valuation and the estimation of an accurate aircraft price is undoubtedly an monumental task. In this paper, an asset valuation model will be presented to show how a series of endogenous as well as exogenous factors can influence the value of an aircraft. Specifically, a discounted cash flow methodology is used to forecast a theoretical valuation old or new generation aircraft. Both total operating revenue and aircraft operating costs are taken into account to come up with a reliable pre-tax profit measurement that is used as the basis of the discounted flow analysis. A sensitivity analysis making use of Monte Carlo simulation then identifies which factors pose a greater influence in the suggested theoretical aircraft value. Hence, we address how value fluctuates in response to economic fluctuations. In particular, we are cognizant that the theoretical value an aircraft highly depends on the underlying assumptions used.

Authors: Ergita Kokaveshi and Tonin Kola

University of Tirana, Albania

Presentation title: An Analysis Of Credit Cards Usage In Albania

Number: MAC201904014

Abstract:

Technology has been efficiently exploited by the banking system, enabling the provision of modern banking services oriented towards electronic payment system. For developing countries like Albania, where most of the payments were made with cash, this is still considered an innovation. According to Bank of Albania, issuance of credit cards has increased by 12.1% for 2017. Most of the economists associate this with the low financial education of consumers and the limited infrastructure of POSs by businesses. But we cannot ignore the high interest rates for their use. This paper will focus on the analysis of the Albanian banking system payment development, and more specifically on the use of credit cards. Credit can be good when used cleverly. However, for developing countries like Albania, its use is associated with: i) high costs because the interest rate is high, while the income level is medium / low. ii) with the increase of conspicuous consumption that simply affects the individual's position in society and do not have any impact on the promotion of domestic production as they are mainly imported products.

Authors: Sumardjo and Adi Firmansyah

IPB University, Indonesia

Presentation title: Community Empowerment Innovation by Utilizing Agricultural Waste in Pekarangan (Traditional Homestead Garden)

Number: MAC201904050

Abstract:

Pekarangan or traditional homestead garden has a great potential for food development, yet its management not optimal without environmentally friendly, economical, and sustainable technologies. On the other hand, straws and husks in rice production areas are abundant, since most farmers are still considering as waste and burning it on field. This study is an attempt in resolving agricultural waste management such as straws and husks. PT Pertamina EP Asset 3 Subang Field initiated mushroom farming program in pekarangan by utilization of agricultural waste. This study used action research method with focus on empowerment empirically as a model for food sovereignty of low economic level community in mushroom farming. The results showed that utilization of paddy straws in mushroom cultivation have positive impact on food sovereignty. Economically, utilizing agricultural waste increased farmers' incomes, socially it formed partnerships as social capital, and environmentally it reduced CO₂ emissions from straw burning. The success keys in this empowerment model are the sustainability of mushroom marketing, innovation in mushroom farming, capacity building through empowerment, and mentoring by applying principles of extension. This study strengthened the principle of extension which are learning by doing and seeing is believing to develop participatory innovation adoption in the community.

Posters

Authors: Galina Chesnokova and Ruben Agavelyan

Novosibirsk State Pedagogical University, Russia

Presentation title: Modern Context Of Teacher`S Professional Development In High School

Number: MAC201904039

Abstract:

Teachers` professional development process in educational modernization context is considered in the article. It is listed time challenges that make special demands to a teacher. It is noted that only formed readiness to work in an increased difficulty situation allows a teacher to develop as a professional and as a person. A detailed description of readiness is given: informational, organizational, pedagogical, emotional and psychological. It is emphasized that together with innovative factors` positive influence of the present, it is possible a negative outcome, it is important to build a special events system in the educational institutions. The forms`, methods` and technologies` variants included in such a system are given.

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