# International Academic Conferences:

## Global Education, Teaching and Learning (IAC-GETL)
*and*
## Management, Economics, Business and Marketing (IAC-MEBM)
*and*
## Engineering, Transport, IT and Artificial Intelligence (IAC-ETITAI)

**Budapest, Hungary**

Friday - Saturday, August 23 - 24, 2019

CIAE
Czech Institute of Academic Education z.s.

# Conference Staff

| | |
|---|---|
| Conference Chair | Radek Kratochvil, Ph.D.<br>*Czech Institute of Academic Education, Czech Republic* |
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| | Assist. Prof. Dr. Ayşegül Derman<br>*Konya NE.University, A.K. Education Faculty, Turkey* |
| | Assist. Prof. Dr. Serdar Derman<br>*Konya NE.University, A.K. Education Faculty, Turkey* |
| | Assoc. Prof. Dr. Fethi Kayalar<br>*Erzincan University, Faculty of Education, Turkey* |
| | Prof. Dr. Thomas Rachfall<br>*Hochschule Merseburg, Germany* |

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| | Dr. Dirk Förster-Trallo<br>*Hochschule für Technik und Wirtschaft Berlin, Germany* |
| Committee members | Helena Kratochvílová, Hana Hamidová<br>*Czech Institute of Academic Education, Czech Republic* |

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# Registration Days and Times

**Novotel Budapest Danube Hotel**

Bem Rakpart 33-34, 1027 Budapest, HUNGARY

| | |
|---|---|
| Friday 08.40 - 09.00 | pre-conference registration (IAC-GETL) |
| | - foyer rooms Buda + Danube |
| Friday 10.10 - 10.30 | pre-conference registration (IAC-MEBM / IAC-ETITAI) |
| | - foyer rooms Buda + Danube |
| Friday 10.30 - 14.00 | conference registration (IAC-GETL / IAC-MEBM / IAC-ETITAI) |
| | - foyer rooms Buda + Danube |

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# Conference Program

**Friday, 23.8.2019**

**Meeting room Danube (IAC-GETL)**

| | | |
|---|---|---|
| 09.00 - 09.20 | **Official opening of the conference IAC-GETL** | |
| | Conference Welcome | |
| 09.20 - 09.40 | **Associate Prof. Dr. Fethi KAYALAR** | IAC201908030 |
| | Honored guest of Faculty of Education, Erzincan University, Turkey | |
| 09.40 - 10.20 | The session chair: **Hana HAMIDOVÁ** | |
| | **Jeanette LANDIN** | IAC201908007 |
| | **Masahisa SHINODA** | IAC201908019 |
| 10.20 - 10.40 | **Coffee break** | |
| 10.40 - 12.20 | The session chair: **Fethi KAYALAR** | |
| | **Oana-Ramona ILOVAN** | IAC201908006 |
| | **Peter WILLIAMS** | IAC201908040 |
| | **Cristina TAT, Chad COTTAM** | IAC201908015 |
| | **Õie TÄHTLA** | IAC201908012 |
| | **Nil DUBAN** | IAC201908027 |

**Meeting room Buda (IAC-MEBM + IAC-ETITAI)**

| | | |
|---|---|---|
| 10.30 - 10.40 | **Official opening of the conference IAC-MEBM + IAC-ETITAI** | |
| | Conference Welcome | |
| 10.40 - 12.20 | The session chair: **Hana HAMIDOVÁ** | |
| | **Wen-Hsiang LAI** | IAC201908023 |
| | **F. Javier MIRANDA** | IAC201908029 |
| | **Ulun AKTURAN** | IAC201908025 |

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|---|---|
| **Etsuo MORISHITA** | IAC201908018 |
| **Junghwa HONG** | IAC201908044 |

12.20 - 13.20 **Lunch**

| **Meeting room Danube (IAC-GETL)**<br>Session chair: **Õie TÄHTLA** | | **Meeting room Buda (IAC-MEBM)**<br>Session chair: **Hana HAMIDOVÁ** | |
|---|---|---|---|
| 13.20 - 14.40 | | 13.20 - 15.00 | |
| **Liandong GUO, Wenruo LIU** | IAC201908005 | **Ana MARTINS** | IAC201908032 |
| **Kazuo KOYAMA** | IAC201908011 | **Anna WÓJCIK-KARPACZ** | IAC201908037 |
| **Paraskevi THEODOROU** | IAC201908042 | **Isabel MARTINS** | IAC201908033 |
| **Hui XU** | IAC201908034 | **Joanna RUDAWSKA** | IAC201908036 |
| | | **Michael OKOPI** | IAC201908021 |

**Note**

- one presentation will be approximately 20 minutes
- please bring your presentation on a USB flash drive or PC-compatible CD/DVD disc
- 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.**

**Saturday, 24.8.2019**

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|---|---|
| 09.00 - 09.05 | Meeting with the group - in front of hotel Novotel Danube |
| 09.15 - 09.30 | Boarding to the ship (Departure/arrival place - Batthyány Square) |
| 09.30 - 10.30 | The sightseeing cruise (Boat trip) with a non-alcoholic drink |

**The sightseeing cruise is free for conference participants.**

The sightseeing cruise takes one hour between the Margit and the Rákóczi bridges, introducing the main sights of the city from the River Danube.

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# Friday - 23.8.2019

**Room Danube (conference IAC-GETL)**

**Time: 09.00 - 09.20** **Conference Welcome**

Official opening of the conference IAC-GETL

**Time: 09.20 - 10.20** **IAC-GETL**

**Session chair:** **Hana HAMIDOVÁ**

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**Author: Fethi KAYALAR**

Erzincan B. Y. University, Faculty of Education, Turkey

**Presentation title: Are Sociotropic Or Autonomic Teachers Good At Classroom Management?**

Number: IAC201908030

**Abstract:**

Individuals with healthy and balanced personality traits are successful in both their private and organizational lives. Professional knowledge alone is not sufficient for the success. Besides knowledge, some attitudes and behaviors are required for it. Establishing and maintaining good human relations with principals, colleagues and students in the school environment, gaining functionality in accordance with all professional and managerial processes, and thus realizing the organizational goals and objectives are closely related to the personality traits and characteristics of the members of the organization. In this respect sociotropy and autonomy personality traits are great importance in school and classroom management. In the study we tried to determine whether sociotropic or autonomic teachers are good at classroom management. We applied Sociotropy-Autonomy Scale (SAS) to determine the personality traits of 30 teachers working in various Primary, Secondary and High Schools. After determining 5 sociotropic and 5 autonomic principals, we asked a question to their students to find out which personality traits are good at classroom management. We reached the conclusion that sociotropic teachers can establish good relations with the students and are good at classroom management in Primary School, but autonomic ones are good at classroom management in Secondary and High school.

**Author: Jeanette LANDIN**

Landmark College, School of Professional Studies, USA

**Presentation title: Stressed-Out, Self-Isolated, and Hyper - Connected: Teaching Today's Learners**

Number: IAC201908007

**Abstract:**

Today's learners bear a stress load of which their predecessors may never have dreamed. College students in the United States have financial and economic pressure in the form of student loans. They have the perception that academic success is the only path to career success. Additionally, today's college students have become adults in an age where electronic connection via smartphones and other devices is expected. Within their college courses, they often use specialized software, usually Internet-based, and must deliver work that is authentic and insightful. Current pedagogical techniques available for college professors encourage the use of technology to engage students where educators believe the students are: in the technological realm. Despite well-intentioned efforts, educators may not be delivering the type of education that college students need. An initial study found that college students reported academics as one of their most significant pressures and that connecting face-to-face with and belonging to a group of peers is highly essential. Educators need to find a different way to teach today's learners that considers the students' various sources of pressure, mental health, and academic success needs.

**Authors: Masahisa SHINODA** and **Keita NISHIOKA**

Mathematics and Science Education Research Center, Kanazawa Institute of Technology, Japan

**Presentation title: Analysis Of Students' Recognition For Fundamental Competency Factors Through Project Activities In University**

Number: IAC201908019

**Abstract:**

Analysis of students' recognition for fundamental competency factors through project activities is introduced. Special ideas or tools should be required to success projects, because students are beginners for project activities. Therefore, a kind of driving force to proceed with projects is necessary as well as a methodology of project management. To satisfy this requirement, an idea of "Fundamental Competencies for Working Person" defined by The Ministry of Economy, Trade and Industry in Japan in 2007, is tried to apply into the project activities. Students' recognition from the viewpoint of the above definition through the project activities are studied. Formats of annual project plan and biweekly report are introduced by reference to this definition. From the results of the questionnaire, these formats helped the students to plan and proceed with their projects, check their progress, and correct their activities. Students especially experienced the

importance of “planning skill” and “execution skill” through their project activities. This means that they recognized the lack of these skills to complete their project activities. Such recognition would become the driving force to challenge the project activities for the students.

**Room Danube (conference IAC-GETL)**

**Time: 10.40 - 12.20 IAC-GETL**

**Session chair: Fethi KAYALAR**

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**Authors: Oana-Ramona ILOVAN** and **Zoltan MAROȘI** and **Emanuel-Cristian ADOREAN**
Babeş-Bolyai University, Faculty of Geography, Romania

**Presentation title: Digital Cluj-Napoca: Merging Geography And Technology For Didactic Excellence**

Number: IAC201908006

**Abstract:**

This paper presents and analyses the results of a project implemented in Babeş-Bolyai University, Cluj-Napoca, Romania, through an internal fellowship supported by The Institute of Advanced Studies in Science and Technology – STAR-UBB Institute. This project aims at realising a digital product to be used in the teaching process, open-access, by the professors, researchers and students from our university. The digital product will enable the inclusion of two theories of Human Geography, but relevant also to other fields (Sociology, Architecture, Anthropology, etc.): the theory of representations and the non-representational theory. There is rich scientific literature on the academic approaches to study human communities and their living environment using both theories, but there are no digital products to enable researchers' and students' efficient learning of main theoretical ideas and concepts and to enable integrating these two theories in research and didactical projects. Therefore, our product fills a gap in theory and practice. The digital product is an interactive map of Cluj-Napoca showing the transformations of the urban area in the 20$^{th}$ century to the present day, using diverse types of images (photographs, remote sensing images, Google street view, etc.). Besides enabling correct learning of the concepts and methods characteristic of the two theories, the product will develop users' critical thinking and the necessary skills for realising territorial analyses. For creating this digital product, we shall use the following software, according to the three main stages of our project implementation (1. realising the cartographical part; 2. processing images and the created databases; 3. using on a webpage the materials created in the former two stages): Quantum GIS, PhotoScape, Paint, Microsoft Office 2007, HTML Editor, Google Earth, Google Maps, and diverse online converters for making compatible the formats of the different data types. Conclusions include reflections on the impact on the academic environment of the implementation of such a project, where Geography and technology merge for didactic excellence.

**Authors: Peter WILLIAMS** and **Sidharth SHEKHAR**
University College London, Department of Information Studies, United Kingdom

**Presentation title: Smartphones And People With Learning Disabilities – Testing The Tap, Swipe, Pinch And Other Actions Needed To Use A Touch-Screen Mobile**

Number: IAC201908040

**Abstract:**

Mobile phone technology is becoming ubiquitous. However, a number of unique usability challenges are still unresolved, including small screen size, device orientation changes and an array of interaction methods (tap, flick, pinch etc.) These may be particularly acute for people with learning disabilities. This study examined the usability of touch-screen interactions, the difficulties and possible solutions. An app was developed in which (12) participants accessed a Google Map and manipulated it to find various London Underground station locations. Text input (a password), tap, swipe and pinch were required, and their usage analysed. Many participants were successful in finding the required information. However, many difficulties arose, including mis-understandings of the labelling (a live 'Welcome' button was not tapped, whereas a short list of instructions was erroneously seen as a menu and so erroneously tapped to access each step in the process), over-sensitive zoom feature. Three categories of error were formulated from the findings: affordance, user and functionality. Recommendations are offered, such as using more appropriate 'signage' for link buttons (affordance); manipulating the zoom feature using + and - buttons rather than a 'pinch', which requires two fingered dexterity (functionality), and more formal training and familiarity (user).

**Authors: Cristina TAT** and **Chad COTTAM**
Kwansei Gakuin University, School of Policy Studies, Japan
Kwansei Gakuin University, School of Science & Technology, Japan

**Presentation title: The Effects Of Translation On Reading Proficiency**

Number: IAC201908015

**Abstract:**

This yearlong study aimed to evaluate the progress that 103 first year students in an intensive EAP program at a small private Japanese university have made in terms of reading speed and comprehension. All the students enrolled in this program are required to read 250,000 words per semester through Xreading.com in order to pass each semester of their first academic year, for a total of 500,000 words per academic year (60% passing score). As a measurement of reading proficiency, the Edinburgh Project on Extensive Reading placement /progress test (EPER PPT) A

was administered at three different points throughout the year. Reading speed data was obtained from Xreading.com spreadsheets. At the end of the study the students were surveyed to gauge whether the rate of direct translation and grammar analysis changed in relation to their increased exposure and experience with extensive reading.

**Author: Õie TÄHTLA**

Tallinn Health Care College, Lifelong-Learning Centre, Estonia

**Presentation title: Linking A Final Thesis With A Prospective Job Based On An Example From Estonian-English-German Glossary Of Optometry**

Number: IAC201908012

**Abstract:**

Writing a final thesis can be a challenging assignment, especially finding a topic to write about. This paper introduces the possibilities of how to link a final thesis with a prospective job. It uses examples from an Estonian-English-German Glossary of Optometry, which the author of this paper has compiled with the aim of using the results from her workplace. The Master's thesis was inspired by the author's workplace. After publishing the final thesis it was also possible to enter the English-Estonian part of the dictionary into the Estonian-English-Russian Online Health Care Dictionary, a project done at the author's workplace.

**Author: Nil DUBAN**

Afyon Kocatepe University, Faculty of Education, Turkey

**Presentation title: Pre-service Teachers' Opinions About STEM Implementations**

Number: IAC201908027

**Abstract:**

STEM education strives to integrate the disciplines of science, mathematics, technology and engineering by linking a unit or course to real-life problems and content. STEM training; focuses on authentic learning and production activities such as research, design, problem solving, teamwork and effective communication skills. The activities that will enable students to turn to science, technology, engineering and mathematics by using 21$^{st}$ century skills and knowledge are also included in STEM training activities. Age requirements and in the light of emerging developments in the field of education from the primary level to the secondary level were made in Turkey in all curriculum revision in 2017. For this purpose, a unit for STEM implementations was added to the primary school science curriculum and it was aimed to increase both the knowledge and experience of teachers on this subject. Within the scope of this innovation, supporting pre-

service teachers in the pre-service period has gained importance and it has emerged that practical studies should be carried out in education faculties in order for the candidates to have the necessary knowledge-skills and experience about STEM education and to use STEM effectively when they begin their profession. This requirement also shows the importance of the research.

In this study, focus group interview was used within the scope of qualitative research method. The study group of the current research consisted of 3rd grade students (pre-service teachers) in Afyon Kocatepe University, Faculty of Education, Primary School Education Department. In the "Science and Technology Teaching-II" course, pre-service teachers who selected units from the primary science curriculum prepared STEM plans in small groups and produced STEM products during the processing of the unit. Within the scope of this research, the opinions of pre-service teachers regarding STEM implementation process were determined through focus group interviews. Content analysis was used in the analysis of the interviews. The themes, sub-themes and categories emerging from the analysis will be presented with direct quotations from the participants' views. The results will be discussed in the literature.

**Room Buda (conference IAC-MEBM and IAC-ETITAI)**

**Time: 10.30 - 10.40** **Conference Welcome**

Official opening of the conference IAC-MEBM and IAC-ETITAI

**Time: 10.40 - 12.20** **IAC-MEBM and IAC-ETITAI**

**Session chair:** **Hana HAMIDOVÁ**

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**Author: Wen-Hsiang LAI**

Feng Chia University, Department of Business Administrative, Taiwan

**Presentation title: Interactive Relationship of Knowledge Transfer and Learning Capability in Enterprises**

Number: IAC201908023

**Abstract:**

The current dynamic environment prompts enterprises to realize that self-sufficient learning is not the most beneficial approach to enhancing the business core value; instead, obtaining and transferring knowledge from external enterprises is a more effective method to build a competitive advantage. The purpose of this study is to explore ways of improving the effectiveness of knowledge storage and knowledge transfer by outsourcing through interactions among enterprises and intra-enterprise learning capability. This study aims to evaluate the relations among variables from the viewpoints of outsourcing, learning capability, interactive relationship and knowledge transfer. The study finds that better interactive relationships among enterprises significantly increase the learning capability and that enterprises with higher learning capability also achieve greater efficiency in knowledge transfer; furthermore, better interactive relationships among enterprises also increase the knowledge transfer efficiency. In addition, information sharing, partner differences, and relationship sustainability do not have significant influences on an enterprise's learning capability; absorptive capacity and carrying capacity do not have positive impacts on an enterprise's knowledge transfer performance.

**Authors: F. Javier MIRANDA** and **Francisco I. VEGA-GOMEZ** and **Paulo ALMEIDA**

Universidad de Extremadura, Facultad de Ciencias Económicas y Empresariales, Spain

Escuela Superior de Turismo y Tecnología del Mar, ESTM - IPL, Portugal

**Presentation title: An Analysis Of The Determinants Of Academic Entrepreneurial Intention In Portugal**

Number: IAC201908029

**Abstract:**

With the growth in the popularity of the concept of an entrepreneurial university, over recent decades the commitment from European universities to commercializing research findings through the creation of spin-offs has also grown. In this way, academics become potential entrepreneurs or, as they are called in the business literature, intrapreneurs. Taking into account that the theories regarding planned behavior consider intention as the main antecedent of behavior, the aim of this paper is to test the influence that certain variables – demographic, psychological and those relating to the environment – have on the intention of academics in Portuguese universities to create a spin-off. After conducting a survey of 288 academics from all fields of knowledge, the results show that the variables influencing this intention to be an entrepreneur are entrepreneurship attitude (EA) and perceived control (PC). EA construct is in turn explained mainly by perceived utility (PU) and to a lesser extent by creativity (CREA) and business experience (BE).

**Author: Ulun AKTURAN**

Galatasaray University, Business Administration Department, Turkey

**Presentation title: Consumers' Power Mind-Set And Advertising Contents: An Experimental Study**

Number: IAC201908025

**Abstract:**

Power is a fundamental social construct. It involves a relationship between two or more people, and it constitutes a base for social hierarchy in relationships. Power not only affects individuals' feelings about themselves, but also it affects how they perceive others, and how they consume. This research aims to explore how power mind-set affects the perception of ads when the ad was including an anthropomorphized brand. In order to test the research hypothesis, an experimental study was formed as 2X2 between- subjects factorial design. As a result, it was found that both high power and low power individuals are more positive towards anthropomorphized brands than objectified brand in the ads.

**Author: Etsuo MORISHITA**

Meisei University, Deapartment of Mechanical Engineering, Japan

**Presentation title: Gas Blowdown Analytical Formula**

Number: IAC201908018

**Abstract:**

Gas blowdown from a tank is solved analytically. The formula is well known for a choked nozzle. The present author found a formula for a subsonic nozzle of air. In this paper, the blowdown formula is further extended to gases with different specific heat ratio. It was customary to solve the leakage problem from a small gap numerically. But owing to the mathematical software, it is now possible to solve the same problem in analytically closed forms. The analytical blowdown formula is compared to leakage experiments from an air compressor tank.

**Authors: Soonmoon JUNG** and **Jaemin KIM** and **Taekyeong LEE** and **Hunhee KIM** and **Junghwa HONG**

Korea University, Biosystem Control Lab, Republic of Korea

**Presentation title: The Analysis of Loads to the Driver's Upper Body by Operation of The Lane Keeping Assistance System**

Number: IAC201908044

**Abstract:**

Lane keeping assist system (LKAS) is one of the advanced driver assistance systems preventing line departure of the vehicle. However, the excessive intervention of LKAS can adversely affect the driver's safe driving. The purpose of this study is to investigate the movement on the driver's upper extremity at the driving during LKAS intervention. We conducted vehicle test using midsize car by LKAS test protocol. We attached the IMU sensor to the vehicle and driver's arm and obtained the data on the driving during LKAS intervention. The vehicle tests were performed on a straight and curved loads at 2 type velocity (60, 80 km/h). In the vehicle test, the lateral velocity at the lane departure was between 0.5 m/s and 0.2 m/s, and the lane departure direction was the driver side. The force and moment on driver's arm due to LKA system increased at high velocity. The Instantaneous LKAS intervention can cause injury to the driver's upper extremity, such as carpal tunnel syndrome. A repeated force and low-frequency loads can cause injury. Therefore, LKAS to assist the driver safety in case of lane departure due to the driver's carelessness needs to prevent injury to the driver's upper extremity.

**Room Danube (conference IAC-GETL)**

**Time: 13.20 - 14.40 IAC-GETL**

**Session chair: Õie TÄHTLA**

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**Authors: Liandong GUO** and **Wenruo LIU**

Shanghai Jiao Tong University, School of Humanities, China

Queensland Univeristy of Technology, Australia

**Presentation title: Empirical Study Of Intercultural Sensitivity And Intercultural Effectiveness Of B&R Postgraduate Students In China**

Number: IAC201908005

**Abstract:**

Through empirical investigation, this paper is aimed to examine the intercultural communication competence for postgraduate students, particularly, those who were from countries in "The Belt and Road" (B&R) region to study in China. We have witnessed rapid increase in the number of B&R students studying in China recently, which means they represent a significant part of the demographic of international student population in China. Based on intercultural communication related theories, questionnaire survey was designed and implemented amongst 212 international postgraduate students who were studying in China, to probe their intercultural sensitivity and intercultural effectiveness. With data analysis of the questionnaires collected, the outcome indicated notable differences were identified between students from B&R region and the ones from other countries. The outcome also demonstrated that the intercultural sensitivity and intercultural effectiveness were not remarkably affected by the students' length of time residing in China but the programs they were enrolled in, meanwhile, factors, such as scholarships, Chinese language course did not appear to have major impact on their intercultural communication competence. Recommendations are proposed at the end the paper to assist with future policy making relating to intercultural communication competence improvement for international students from the B&R region and their sense of cultural integration and identity in China.

**Authors: Kazuo KOYAMA** and **Keisuke NIWASE**

Hyogo University of Teacher Education, Department of Physics, Japan

**Presentation title: An Analysis Of Classroom Conditions Based On A Mathematical Model**

Number: IAC201908011

**Abstract:**

In educational psychology, the relation between classroom conditions and students' mental states is known to be important, and theoretical studies to obtain numerical expressions on the relationship have been done so far. Here, we show a mathematical model of classroom conditions. It is well-known that interactions among students are an important factor on the formation of students' groups, which can affect the classroom conditions. Without external force, the groups are self-organized, depending on the interactions among students. So, "self-organization" of students' groups should be the main process on the formation of classroom conditions. One of the reliable theories for self-organization is "Synergetics" which is constructed mathematically for interdisciplinary realm. Thus, we apply the principle of synergetics to construct a mathematical model of classroom conditions. We show that the classroom conditions can be expressed by two parameters which are interactions among students and moral in the students' group. In order to assess applicability of this model to real classroom conditions, we investigated fluctuations of students' minds with pictures and questionnaire relating to the school life, and then applied to the simulation with the present model. The results well correspond to the real classroom conditions, suggesting the validity of the present model.

**Authors: Paraskevi THEODOROU** and **Efstathia Eleni PAPPA** and **Athanasios GAIDATZOGLOU** and **Maria G. LIAPI**

University of Piraeus, Department of Digital Systems, Greece

University of Thessaly, Department of Special Education, Greece

University of Athens, Department of Primary Education, Greece

**Presentation title: Equine-Assisted Therapy In Children With Autism**

Number: IAC201908042

**Abstract:**

Social interaction and motivation are major issues in promoting education of children in the autistic spectrum (ASD). As the environment is a crucial factor of social development, experiencing a multisensory environment can be a mean of instruction and education for these children. This entails being occupied and engaged in a variety of activities - proven to be important in facilitating and enhancing the education of children with autism. These activities can include the adoption of innovative approaches and activities in nature, such as equine-assisted therapy. Thus, participation and engagement in educational activities in groups and specifically in equine-assisted activities and therapeutic procedure may greatly improve their skills' development. Consequently, the need to find new ways for the education of these children and to

broaden therapeutic strategies is imperative. This paper reports on a research project examining the attitudes and behaviors of children with autism, concerning task engagement and concentration, as well as, their social, motor and adaptive capabilities after their enrolment in equine-assisted therapy. The aim of the paper is to contribute on the understanding of the role of equine-assisted therapy as a factor of stimulation and improvement of the skills and behavior of autistic children. To this end, observations of therapeutic sessions were assessed, questionnaires were administered, and interviews were conducted to trainers and parents of the participants who were at pre-adolescent and adolescent age (8 to 20 years old). The analysis of the responses provided evidence that a broader range of social skills are positively affected, when compared with motor or adaptive skills. This paper therefore concentrates more on social skills, showing which particular elements of these are impacted the most.

**Authors: Hui XU** and **Quanyong YI**

Southwest University,Faculty of Education, China

**Presentation title: The Reform Of Teaching Methods In Primary And Secondary Schools Under The Background Of New Technology**

Number: IAC201908034

**Abstract:**

The new technological revolution represented by Artificial Intelligence and Internet upgrade has swept through all fields of society, and the field of education in China is also actively using new technology to realize the transformation and development. As the node of new technological change, basic education is exploring the deep integration of teaching methods and new technologies through extensive learning, interactive learning, large-scale online open courses, flip classroom and other learning methods. The reform of teaching methods in primary and secondary schools should take the initiative to meet the needs of the development of the times, deepen the understanding of the intelligent campus environment, form a student-oriented teacher-student relationship, and explore the cultivation of new talents with the unity of subjectivity, inquiry and cooperation.

**Room Buda (conference IAC-MEBM)**

**Time: 13.20 - 15.00 IAC-MEBM**

**Session chair: Hana HAMIDOVÁ**

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**Author: Ana MARTINS**

University of KwaZulu-Natal, Graduate School of Business & Leadership, South Africa

**Presentation title: Exploitation And Exploration: The Paradox**

Number: IAC201908032

**Abstract:**

The purpose of this study is to ascertain whether universities are apposite environments to cultivate knowledge sharing and creation. Reflection of extant literature brings to light the dynamics inherent in ambidextrous leadership and its link with three levels of learning – individual, group and organization. This conceptual paper highlights that ambidextrous leadership further encourages the flows of learning between these three levels via feedforward and feedback, as well as the two learning loops of 'exploitation' and 'exploration'. Ambidextrous learning arises from the tension between these two learning loops and the dynamics in these loops fortify innovation capabilities. In the contemporary globalised world, organisational sustainability depends on a culture of innovation. Transactional and transformational leadership behaviours are concurrent with innovation results because dissimilar leadership behaviours support different aspects of organizational learning. Research on exploitation and exploration is budding due to its theoretical significance and practical importance. Learning in organisations nurtures high levels of employee engagement and satisfaction, as well as organizational performance. New age competencies create and improve cognitive thinking models in organisations and enable these improve cognitive thinking models in organisations and enable these to develop their collective, interactive and participative learning capabilities.

**Authors: Anna WÓJCIK-KARPACZ** and **Jarosław KARPACZ**

Jan Kochanowski University, Poland

**Presentation title: The Relationships Of Employees' Entrepreneurial Orientation With Organisational Commitment: The Role Of Perceived Organisational Support**

Number: IAC201908037

**Abstract:**

**Purpose -** the purpose of this article is to examine the moderating role of perceived organisational

support (POS) in the relationship between employees' entrepreneurial orientation (EEO) and organisational commitment (OC).

**Design/methodology/approach -** the conceptual framework for this research is a theory of perceived organisational support (POS). According to this theory, employees form general beliefs concerning how much organisations value their contributions and care about their well-being. The employees' entrepreneurial orientation is an individual differentiating factor which captures the behavioural tendency to demonstrate proactive, innovative and risk-related behaviours in order to introduce positive situational changes. Therefore, the theoretical and practical importance of developing and applying employees' entrepreneurial orientation in shaping organisational commitment in the perspective of perceived organisational support has resulted in making this issue one of the most popular ones among many other researchers' programmes.

**Findings -** this research serves as an interesting contribution to the literature on employees' entrepreneurial orientation and organisational commitment by interpreting perceived organisational support as a consequence of the leadership style. A set of proposals which identify (1) how employees' entrepreneurial orientation and organisational commitments are related to each other, and (2) how this relationship is moderated by perceived organisational support has been presented as well.

**Practical implications -** enterprises need to pay more attention to perceived organisational support through their employees because of the consequences for maintaining or increasing their organisational commitment.

**Future –** the research findings motivate to continue the research on the antecedents of perceived organisational support in the form of organisational leadership in various sizes of enterprises and their business profiles.

**Author: Isabel MARTINS**

University oF KwaZulu-Natal, School of Management, Information Technology and Governance, South Africa

**Presentation title: Unlearning - Antecedent Of Organisational Innovation Capabilities**

Number: IAC201908033

**Abstract:**

Organisational routines and standard operating procedures carried out daily lead to inertia, stifle creativity and hinder innovation. This embedded learning produces thoughtlessness and rigidity as past learning inhibits new learning; therefore, organisations need to unlearn old ideas by reflecting on their insufficiencies and abandoning them. Organisational change generates questioning both

assumptions and values, which leads to unlearning. This conceptual paper critiques typologies of unlearning and forgetting as well as related barriers of forgetting in the organizational process. This capacity for unlearning is important because there seems to be the urgent need for organizations to give up obsolete knowledge in order for organizations to embrace innovation and creativity. Organisational change generates questioning assumptions and values, which leads to unlearning. This study reflects on absorptive capacities and knowledge management, stressing that knowledge resources are critical to achieving sustaining competitiveness. Absorptive capacity is the ability of the firm to identify the value of new information, assimilate and apply it to new products, services or processes within the organization. Absorptive capacity also entails certain dynamic capabilities as well as the capacity to engage in organizational learning.

**Authors: Anna WÓJCIK-KARPACZ** and **Jarosław KARPACZ** and **Joanna RUDAWSKA**
Jan Kochanowski University, Poland

**Presentation title: Impact Of Market Orientation On The Performance Of Msmes: The Role Of Market Dynamism**

Number: IAC201908036

**Abstract:**

**Purpose -** the purpose of this article is to identify the role of market dynamism in the relationship between market orientation and firm performance.

**Design/methodology/approach -** the article is the answer to the needs for systematic research of models between market orientation and firm performance. The subject matter of the article forms part of the broader trend of research on discovering the role of market dynamism while analysing the effects of market orientation. The theoretical part presents market orientation, market dynamism and firm performance as multi-dimensional constructs and a research model, while the empirical part describes the used measures, research sample and the results of quantitative empirical research. The research sample included micro-, small- and medium-sized enterprises (MSMEs) operating in technology parks in Poland. The two methods used for performing the quantitative empirical research are: CAWI and PAPI.

**Findings -** the research findings provide an insight into the level of market outcome and orientation of MSMEs operating in technology parks in Poland. In addition, the article contains arrangements which not only regard direct relationships between market orientation and firm performance, but also moderating effects of market dynamism on these relationships. It has been proven that market orientation is an important stimulant of firm performance, while market

dynamism has not been classified as a moderator of the market orientation-firm performance relationship.

**Practical implications** - the importance of these issues for strategic management raises along with the progress of managerial staff on increasing the efficiency of business organisations.

**Future -** further research on inter-relationships among different strategic orientations and firm performance in many contexts is important. On the international stage, the research may be re-conducted in the context of enterprises which are launching new products in other countries.

**Authors: Benneth Uchenna EZE** and **Michael OKOPI** and **Smart EDREMODA**

Institute of Managerial Economists of Nigeria, Nigeria

**Presentation title: Determinants Of Women Entrepreneurship In South-West, Nigeria**

Number: IAC201908021

**Abstract:**

The entrepreneurial activities of women have engendered a lot of argument on the factors that propels women to be entrepreneurial. This study examines the determinants of women entrepreneurship in South-West, Nigeria, using pull and push factors (measured by autonomy, achievement, locus of control and frustration with previous work).The study employs survey research design, through the administration of structured questionnaire on selected women entrepreneurs in Lagos and Ogun States. The findings revealed that both pull and push factors significantly influence women entrepreneurship, with coefficient and p-value: autonomy (0.813, $p<0.05$), achievement (0.792, $p<0.05$), locus of control (0.758,$p<0.05$), frustration with previous work (0.684, $p<0.05$). It can therefore be concluded that both push and pull factors are the determinants of women entrepreneurship in South-West, Nigeria. Furthermore, the desire to be independent (autonomy) is the major determinant driving women entrepreneurship in South-West, Nigeria, while achievement, locus of control and frustration with previous work are the second third and fourth determinants respectively.

# Posters

**IAC-GETL 2019**

**Authors: Andrea KOLKOVÁ** and **Blanka POCZATKOVÁ**

VŠB - TU Ostrava, Economic Faculty, Czech Republic

**Presentation title: Analysis And Forecasting The Number Of Students On Colleges In The Czech Republic**

Number: IAC201908009

**Abstract:**

The Czech Republic has been struggling for several years with a drop in university students. This decline is mainly due to the demographic development of the company. The aim of this article is to analyse and assess the structure of students in the Czech Republic and, based on this analysis, to analyse the factors affecting the number of university students. The article will also include the forecasting of the future development of the number of students, based on classical forecasting methods, such as exponential smooth methods and ARIMA models. A regression model will also be compiled containing factors that potentially affect the number of students in the Czech Republic.

**IAC-MEBM 2019**

**Authors: Zonghui MAO** and **Xingyun XUE** and **Qingrong ZHANG**

Nankai University, Department of Economics, China

Nankai University, Department of Software, China

Nankai University, Department of Finance, China

**Presentation title: How Does Climate Change Influence Regional Instability?**

Number: IAC201908022

**Abstract:**

The effects of Climate Change will alter the way humans live to some extent, and may have the potential to cause destabilized governments, which result in fragile states. In this paper, we mainly solve five tasks. Firstly, we construct two main models: Suffer-Resist-Recover Evaluation Model and generalized Lotka-Volterra equations by using entropy weight method (EWM) as well as comprehensive weight determination method (combined AHP and EWM). Our models can identify the Fragility Index (FI) of any states and how climate change increases fragility through direct means or indirectly. Moreover, we get two fracture points (FP) among three ranks (the fragile rank, the vulnerable rank and the stable rank) by using natural fracture point method. For

task two and three, we choose two different countries, Yemen and Germany, to measure its fragility. For task four, we offer several proposals to reduce FI and build a multi-objective programming model to minimize the cost. For task five, we have the conclusion that our models are inapplicable in cities and continents. Undoubtedly, proper use of this model will fulfill our expectations for more stable states and lower FI.

**IAC-ETITAI 2019**

**Authors: İhsan ULUOCAK** and **Hakan YAVUZ** and **Erdi TOSUN**

Çukurova University, Faculty of Ceyhan Engineering, Turkey

Çukurova University, Faculty of Engineering, Turkey

**Presentation title: Design And Setup Of A Eddy Current Dynamometer**

Number: IAC201908035

**Abstract:**

This study contains designing and building an eddy current dynamometer with ability to apply various control algorithms and comparing their performance. The hardware and software of this test bed are prepared for real time testing procedure. The user interface is graphical and can run on Windows. For this purpose, MATLAB-Simulink environment is selected. With that way, a fast and control applications can be achieved. The mechanical part of the system consists of one diesel internal combustion engine with 53 kW and one retarder which can give 750 Nm braking torque. The data acquisition process is done by Arduino Mega. The system has one encoder and one Load cell to measure the shaft speed and torque created by the dynamometer. The coils inside the retarder is driven by PWM drive module.

**Authors: Erdi TOSUN** and **Kadir AYDIN** and **İhsan ULUOCAK**

Çukurova University, Faculty of Ceyhan Engineering, Turkey

Çukurova University, Faculty of Engineering, Turkey

**Presentation title: Effects Of Membership Function Type And Number Of Membership Functions On Anfis Predictions Of Diesel Engine Vibration**

Number: IAC201908039

**Abstract:**

Nowadays, artificial intelligence techniques are being commonly applied for modelling and solving non-linear engineering problems in order to avoid time consuming and costly experimental processes. Beside of all others, ANFIS technique is prominent since it brings the advantages of both artificial neural networks and fuzzy logic. Considerably good estimations can

be achieved by selection of suitable membership functions (MFs) type and MF numbers in ANFIS architecture. Unfortunately, there is no definite rule for the best type and numbers of MFs for each parameter. Therefore, it is an iterative process by trial and error method until the best structure is found. In this study, it was intended to predict engine vibration level with various input parameters. Various types and numbers of MFs was tried in order to find optimum prediction results. It was concluded that, best prediction with minimum mean absolute percentage error (MAPE) was obtained with trimf type and 2 MF number for each input parameter. On the other hand, worst estimation was observed with trimf and 4 MF number for each input parameter. Additionally, results have demonstrated that increasing the number of MFs does not mean the enhancement of prediction capability.

**Author: Arkadiusz KAMPCZYK**

AGH University of Science and Technology, Faculty of Mining Surveying and Environmental Engineering, Poland

**Presentation title: BIM In The Investment Proces**

Number: IAC201908041

**Abstract:**

The article concerns modeling information about buildings and constructions in the aspect of investment process. The article presents the basic categories of Building Information Modelling (BIM), including the methodology of project and construction works (Advanced Work Packaging, AWP), Augmented Reality (AR) and Virtual Reality (VR). The results of the author's surveys using terrestrial laser scanning with the Leica ScanStation C10 laser scanner are presented. The surveys concerned the interior of two rooms: an office and a lecture room, obtaining a wide range of conclusions. Studies have shown that the provisions of the Directive 2014/24/EU of the European Parliament and of the Council of 26 February 2014 on public procurement stipulate that “public works contracts and design contests, Member States may require the use of specific electronic tools such as electronic modelling tools for construction data or similar" - are not mandatory, and their feasibility depends only on the EU Member States. According to the author, BIM, being a set of processes supported by technology, should be taken into account at the stage of Feasibility Study. The author also states that BIM is to help make the choice. However, the choice itself is the result of the decision-making process. The findings of the conducted studies contribute to the subjects raised in the contemporary domain of civil engineering and transport. The author presents conclusions, observations and proposals, which should be taken into account

and improved. The article was prepared under the research subvention of AGH University of Science and Technology No. 16.16.150.545 in 2019.

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# Conference Publications / Proceedings

"Proceedings of IAC in Budapest 2019", ISBN 978-80-88203-12-4

Indexing – EBSCO, Google Books, NKC - National Library of the CR

The selected articles from IAC-MEM / IAC-MEBM conferences in 2019 **will be published** in Special Issue of journal **"Economies", ISSN 2227-7099**

Included in the conference fee.

Web: https://www.mdpi.com/journal/economies/special_issues/2019_iac-mem

The selected articles from IAC-TLEl / IAC-GETL conferences in 2019 **will be published** in Special Issue of journal **"Education Sciences", ISSN 2227-7102**

Included in the conference fee.

Web: https://www.mdpi.com/journal/education/special_issues/education_sciences#info

# Contact

**Czech Institute of Academic Education z.s.**

Vodnická 309/20

149 00 - Prague 4

Czech Republic

Email: info@conferences-scientific.cz

Web: www.conferences-scientific.cz

Social networks: twitter

and

**Czech Technical University in Prague**

Web: www.cvut.cz

# Cooperation

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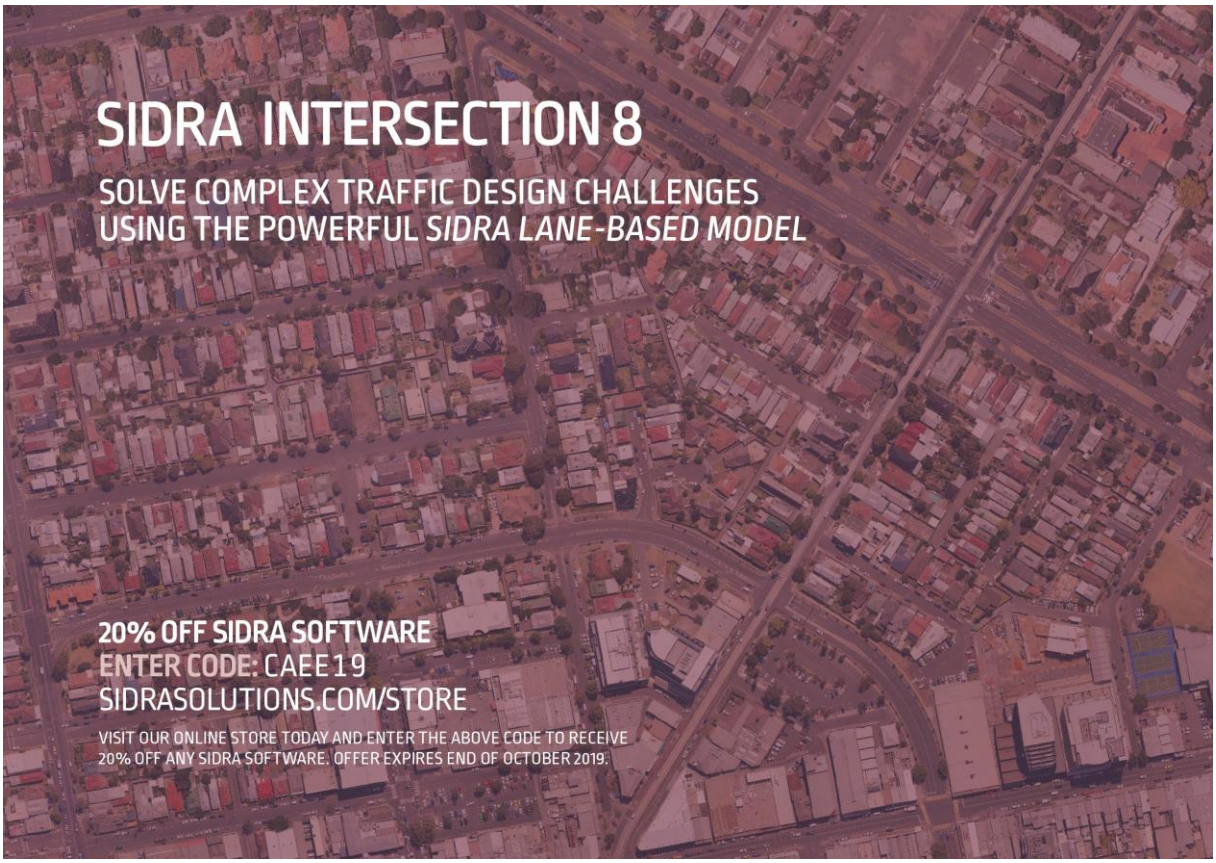

# Upcoming Conferences:

**OCTOBER 2019 - DRESDEN (GERMANY)**

**International Academic Conference on Management, Economics and Marketing**

*and*

**International Academic Conference on Teaching, Learning and E-learning**

*Friday - Saturday, October 25 - 26, 2019*

**NOVEMBER 2019 - VIENNA (AUSTRIA)**

**International Academic Conference on Management, Economics, Business and Marketing**

*and*

**International Academic Conference on Global Education, Teaching and Learning**

*and*

**International Academic Conference on Transport, Logistics, Tourism and Sport Science**

*Friday - Saturday, November 29 - 30, 2019*

**MARCH 2020 - BUDAPEST (HUNGARY)**

**International Academic Conference on Management, Economics and Marketing**

*and*

**International Academic Conference on Teaching, Learning and E-learning**

*and*

**International Academic Conference on Transport, Logistics, Tourism and Sport Science**

*Friday - Saturday, March 13 - 14, 2020*

**Web:** www.conferences-scientific.cz