

Conference Proceedings

May 10-12, 2016
Osaka, Japan



ICSSAM

International Conference on Social Science and
Management

ISEPSS

International Symposium on Education, Psychology
and Social Sciences



ICSSAM

International Conference on Social Science and Management

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ISEPSS

International Symposium on Education, Psychology and Social Sciences

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General Information for Participants

■ **Registration**

The registration desk will be situated on the **10th Floor** at the **Osaka International Convention Center** during the following time:

13:00-16:30 Tuesday, May 10, 2016

08:00-17:30 Wednesday, May 11, 2016

08:30-16:00 Thursday, May 12, 2016

■ **Organizer**



Higher Education Forum (HEF)

Tel: + 886 2 2740 1498 | www.prohef.org



■ **A Polite Request to All Participants**

Participants are requested to arrive in a timely fashion for all addresses. Presenters are reminded that the time slots should be divided fairly and equally by the number of presentations, and that they should not overrun. The session chair is asked to assume this timekeeping role and to summarize key issues in each topic.



■ **Certificate**

Certificate of Presentation or Certificate of Attendance

A certificate of attendance includes participant's name and affiliation, certifying the participation in the conference. A certificate of presentation indicates a presenter's name, affiliation and the paper title that is presented in the scheduled session.

Certificate Distribution

Oral presenters will receive a certificate of presentation from the session chair after their presentations or at the end of the session. Poster presenters will receive a certificate of presentation from the conference staff at the end of their poster session.

The certificate of presentation will not be issued, either at or after the conference, to authors whose papers are registered but not presented. Instead, the certificate of attendance will be provided after the conference.

■ Preparation for Oral Presentations

All presentation rooms are equipped with a screen, an LCD projector, and a laptop computer installed with Microsoft PowerPoint. You will be able to insert your USB flash drive into the computer and double check your file in PowerPoint. We recommend you to bring two copies of the file in case that one fails. You may also connect your own laptop to the provided projector; however please ensure you have the requisite connector.

Preparation for Poster Presentation

Materials Provided by the Conference Organizer:

1. X-frame display & base fabric canvases (60cm×160cm)
2. Adhesive tapes or binder clips

Materials Prepared by the Presenters:

1. Home-made Poster(s)
2. Material: not limited, can be posted on the canvases
3. Recommended poster size: 60cm*160cm



<p>A 60cm*160cm poster illustrates the research findings.</p>	<ol style="list-style-type: none"> 1. Wider than 60cm (left) 2. Copy of PowerPoint slides in A4 papers (right)

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International Committee of ICSSAM

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Special Thanks to Session Chairs

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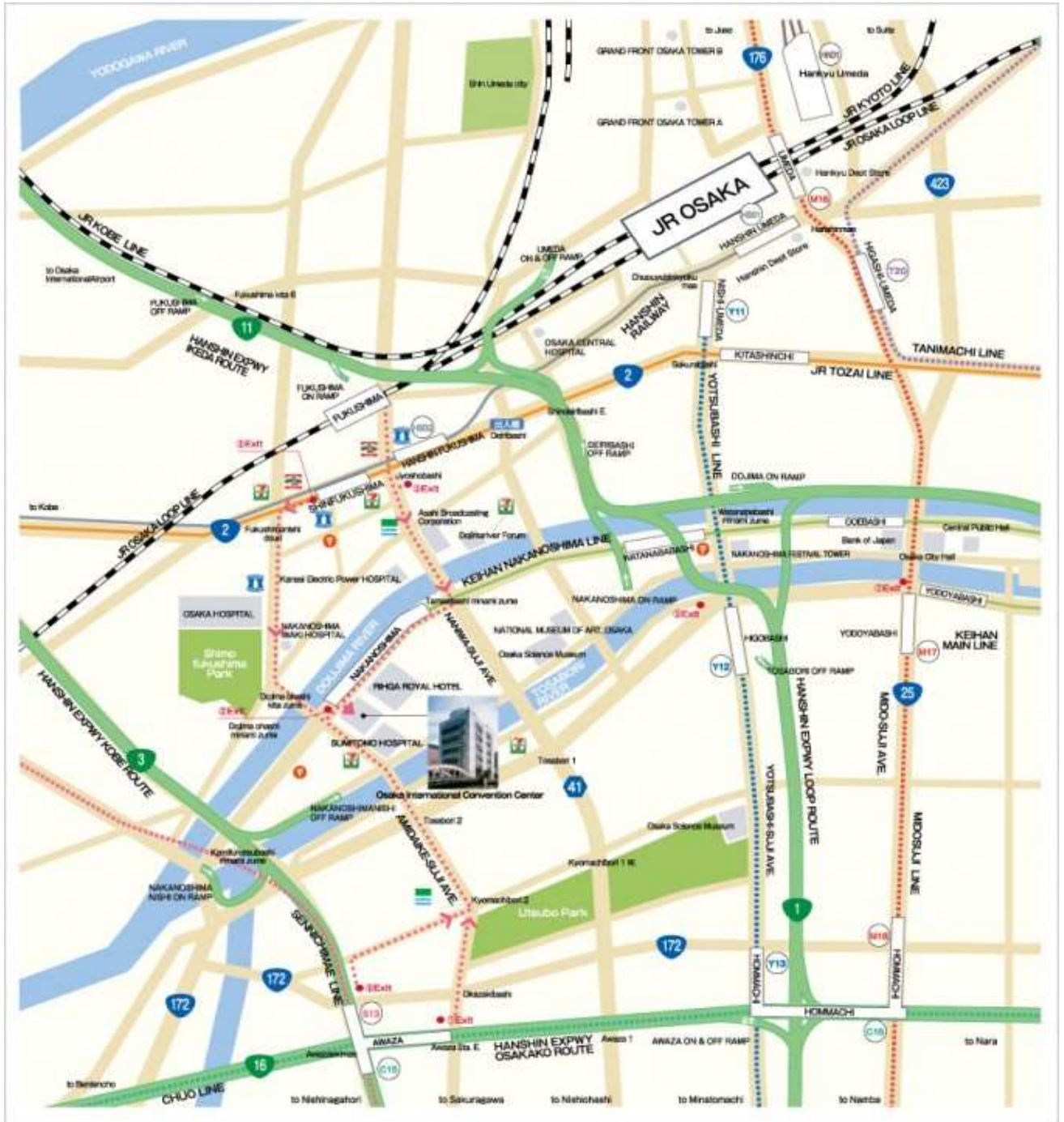
Conference Venue Information

Osaka International Convention Center

Tel:+81-06-4803-5610

Address: 5-3-51 Nakanoshima, Kita-ku, Osaka City, 530-0005 Japan

Access to Osaka International Convention Center



From Kansai International Airport

- Approx.55 minutes to Osaka Station on the JR Line
- Approx 60 minutes to the Osaka Station by airport limousine bus

15 minutes by Osaka city bus from JR Osaka station. Take No.53-bound for Funatsubashi,or No.55-bound for Tsurumachi 4-chome.Get off at Dojima Ohashi bus stop.

From Osaka International Airport(Itami Airport)

- Approx 30 minutes to Osaka Station by airport bus

15 minutes by Osaka city bus from JR Osaka station. Take No.53-bound for Funatsubashi,or No.55-bound for Tsurumachi 4-chome.Get off at Dojima Ohashi bus stop.

From Shin-Osaka Shinkansen(Bullet Train) Station

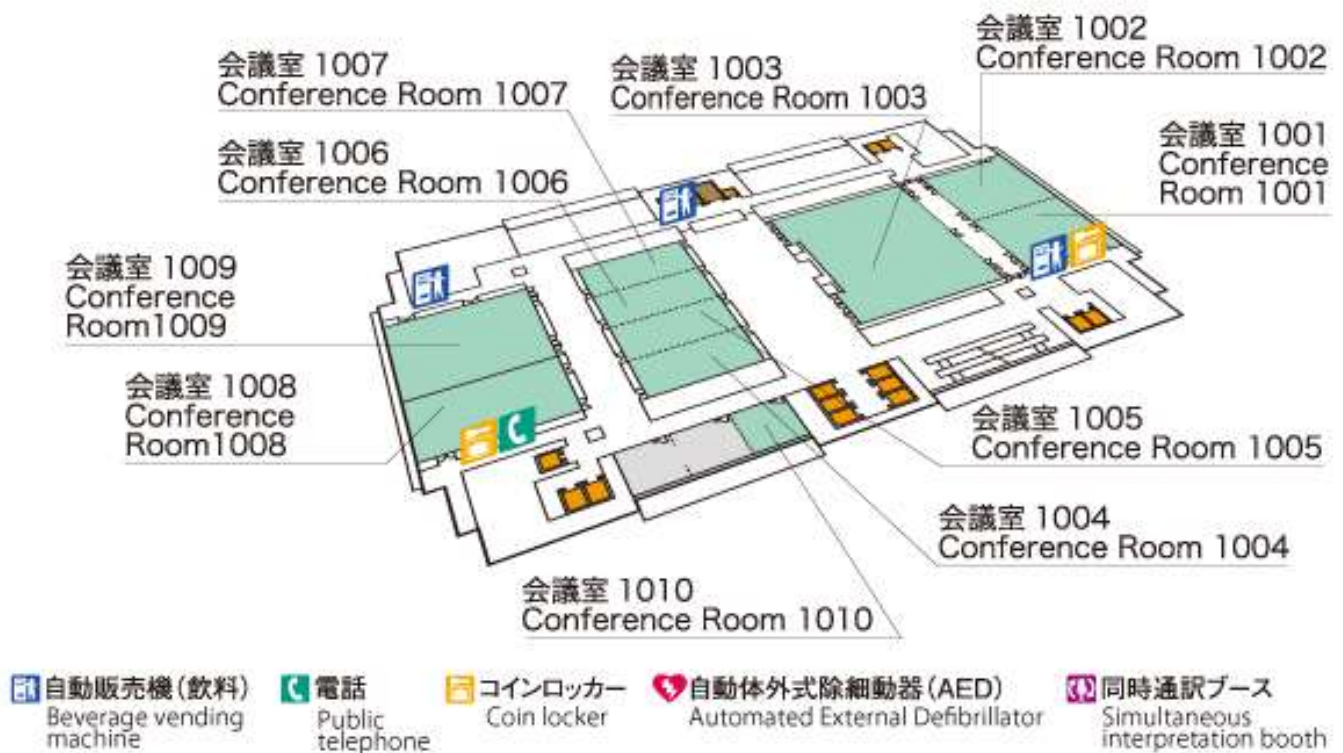
- Transfer to the JR local line at Shin-Osaka Station,and disembark at Osaka Station(approx.5 minutes)

15 minutes by Osaka city bus from JR Osaka station.Take No.53-bound for Funatsubashi,or No.55-bound for Tsurumachi 4-chome.Get off at Dojima Ohashi bus stop.

Train Informaiton

- 1 minute by walk from Nakanoshima station (Exit No.2) on the Keihan line.
- 15 minutes by walk from Fukushima station on the JR loop line
- 10 minutes by waik from Shin-Fukushima station on the JR Tozai line(Exit No.3)
- 10 minutes by walk from Fukushima station on the Hanshin line(Exit No.3)
- 15 minutes by walk from Awaza Station on the Subway Chuo line (Exit.No.1),or Sennichimae line (exit No.9).

The 10th Floor Plan



Oral Session: Conference Room 1004~1007

Poster Session: Conference Room 1008

Tea Break & Networking: Conference Room 1008

Conference Schedule

Tuesday, May 10, 2016		
Oral Session (10th Floor)		
Time	Schedule	Venue
13:00-16:30	Registration	Foyer Area
13:30-15:00	Management (1)/ Communication (1)	Room 1004
	Education (1)	Room 1005
15:00-15:15	Tea Break & Networking	Room 1008
15:15-17:15	Management (2)/ Politics (1)	Room 1004
	Psychology (1)/ Education (2)	Room 1005

Wednesday, May 11, 2016

Oral Session (10th Floor)

Time	Schedule	Venue
08:00-17:30	Registration	Foyer Area
08:45-10:15	Management (3)	Room 1004
	Politics (2)	Room 1005
10:15-10:30	Tea Break & Networking	Room 1008
10:30-12:00	Education (3)	Room 1004
	Society (1)/ Culture/ Psychology (2)	Room 1005
12:00-13:00	Lunch	Conference Hall (12 th Floor)

Wednesday, May 11, 2016

Oral Session (10th Floor)

13:00-14:30	Social Science Keynote Speech	Room 1004
	<p><u>Dr. Henry Ma</u></p> <p><i>Topic: Teaching for Creativity: The Necessary Elements for Fostering Creativity in Education</i></p>	
14:30-14:45	Tea Break & Networking	Room 1008
14:45-16:15	Education (4)	Room 1004
	Management (4)	Room 1005
16:15-16:30	Tea Break & Networking	Room 1008
16:30-18:00	Education (5)/ General Social Sciences	Room 1004
	Management (5)/ Communication(2)	Room 1005

Wednesday, May 11, 2016
Poster Session (Room 1008, 10th floor)

Time	Schedule
15:00-16:00	Poster Session (3)
	Communication / Finance / Society / Psychology / General Social Sciences / Education
16:30-17:30	Poster Session (4)
	Management



Thursday, May 12, 2016

Oral Session (10th Floor)

Time	Schedule	Venue
08:30-16:00	Registration	Foyer Area
08:45-10:15	Management (6)	Room 1005
	Law	Room 1006
10:15-10:30	Tea Break & Networking	Room 1008
10::30-12:00	Education (6)	Room 1004
	Management (7)	Room 1005
	Society (2)	Room 1006
12:00-13:00	Lunch	Conference Hall (12 th Floor)
13:00-14:30	Education (7)	Room 1004
	Finance (1)	Room 1005
	Society (3)	Room 1006
14:30-14:45	Tea Break & Networking	Room 1008

Thursday, May 12, 2016

Oral Session (10th Floor)

Time	Schedule	Venue
14:45-16:15	Education (8)	Room 1004
	Economics/ Finance (2)	Room 1005
	Society (4)	Room 1006



Social Sciences Keynote Speech

Room 1004

13:00-14:30 Wednesday May 11, 2016

Topic:

Teaching for Creativity: The Necessary Elements for Fostering Creativity in Education

Professor Henry Ma

Associate Dean, School of Design, The Hong Kong Polytechnic University
Leader, Creativity and Design Education Laboratory



Abstract

Conventional education systems often hinder the development of creativity. Teachers always expect a single best answer for every problem. The education system assumes teachers know all the answers and their duty is to pass these on to the students and save the students' from making the effort to seek answers for themselves. Moreover, the education system also over-emphasizes the acquiring of knowledge but lacks emphasis on creative thinking skills. However we are living in fast-changing times, knowledge and skills are becoming obsolete much faster than that are in the past. Fostering creativity can help our students meet the future challenge. Many educators and scholars proposed different methods for fostering creativity. This lecture will discuss the conception of creativity and present a theoretical framework with different elements that shall help in fostering creativity in our teaching and learning practice.

Brief Introduction of Dr. Henry Ma

Dr. Henry Ma, Associate Dean and Associate Professor of School of Design, The Hong Kong Polytechnic University, Guest Research Professor of the Beijing Film Academy and Honorary Professor of Gratia Christian College. He received the "Creative Industry Leader Award in China" (中國創意產業領軍人物獎) and the Hong Kong Digital Entertainment Industry Person of the Year Award (Digital Entertainment Education) in 2012 and 2007 respectively. Henry graduated from the Hong Kong Academy for Performing Arts School of Technical Arts; School of Management, University of Leicester and the Centre for Mass Communication Research, University of Leicester and received his PhD from School of Design, The Hong Kong Polytechnic University. Henry is member of the Audio Engineering

Society, Broad Member of the Hong Kong ACM SIGGRAPH Professional Chapter and Vice-Chairman (Education) of the Hong Kong Digital Entertainment Association. With his active participation in the creative media industry, he has been involved in the design and production of stage, film and TV projects.

In the last ten years, Henry participated in a number of research projects and high-end consultancy projects as principle investigators, project leaders or deputy project leaders with a cumulative sum of funding over fifteen million Hong Kong dollars. These research projects include study of teaching for creativity, management of creativity, project-based blended learning strategy, game-based learning, augmented reality and motion capture. In the last six years, Henry focused on research of creativity and creativity education and released a number of peer reviewed journal papers and conference papers. Henry currently serves as leader of the Creativity and Design Education Laboratory and leads a team of faculty and research staff in conducting studies in creativity and design education.



Management (1)/ Communication (1)

Tuesday, May 10, 2016

13:30-15:00

Room 1004

Session Chair: *Prof. Yi-Ting Huang*

ICSSAM-1823

Your Boss is Driving You Insane, Corporate Psychopath, Employee Cynicism, and Workplace Well-Being

Sheng Cheng | *Yuan Ze University*

Yueh-Ysen Lin | *Yuan Ze University*

ICSSAM-1845

Does Helping Others Always Makes You Feel Happy? The Moderating Effect of Friendship and Stress

Shu-Min Zeng | *Yuan Ze University*

Hung-Hui Lee | *Yuan Ze University*

ICSSAM-1852

Are They Different? Self-Efficacy and Leadership Self-Efficacy

Chien-Yi Chiang | *Yuan Ze University*

Yueh-Ysen Lin | *Yuan Ze University*

ICSSAM-1929

Salesperson's Regulatory Focus, Mood and Customer's Satisfaction: The Mediated Moderating Role of Emotional Intelligence

Nai-Wen Lin | *Yuan Ze University*

Chiung-Yi Huang | *Yuan Ze University*

ICSSAM-1934

Positive Leadership and Team performance: A Moderated Mediation Model

Chia-Sheng Hsiao | *Yuan Ze University*

Min-Ping Huang | *Yuan Ze University*

ICSSAM-1802

Influences of Code Compositions in Webpage Photos by Affordable Fashion Brands on Enhanced Purchase Intention

Yi-Ting Huang | *Chung Yuan Christian University*

Chen-Ming Chang | *Chung Yuan Christian University*

Yi-Hsuan Chou | *Chung Yuan Christian University*

