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

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

<table>
<thead>
<tr>
<th>A 60cm*160cm poster illustrates the research findings.</th>
<th>1. Wider than 60cm (left)</th>
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</thead>
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<tr>
<td></td>
<td>2. Copy of PowerPoint slides in A4 papers (right)</td>
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</tbody>
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International Committees

International Committee of ICSSAM

Amol Gore, Università degli Studi di Padova
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Badar Alam Iqbal, Aligarh Muslim University
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Ying Xing, School of Sociology, China University of Political Science and Law, CHINA
Young-Ok Kim, Department of Early Childhood Education, Chonnam National University, KOREA
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Edward K. Hwang  Chung Hua University
Yung-Chih Wang  National Central University
Dyah Erny Herwindiati  Tarumanagara University
Jin Lo  National Dong Hwa University
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Jiun-Horng Tsai  National Cheng Kung University
Jinwook Jeong  Incheon National University
Kevin Oh  University of San Francisco
Niwate Arunberkfa  Prince of Songkla University
Sedat Yayla  Yuzuncu Yil University
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Masami Yoshida  Chiba University
Arisara Seyanont  University of the Thai Chamber of Commerce
Xianqiang Tang  Changjiang River Scientific Research Institute
Dedi Ruswandi  Padjadjaran University
Shu-Chen Wu  The Hong Kong Institute of Education
Chih-Hsien Chen  National Kaohsiung University of Applied
Sciences

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Alfred Antony Christy  University of Agder

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Diana Sari  Widyatama University

Santosh C Saha  University of Mount Union

Chaoyuan Zhu  National Chaio-Tung University

Rebecca Lee  The University of Hong Kong

Joseph A. McKinney  Baylor University

I-Shian (Ivan) Suen  Virginia Commonwealth University

Tanakorn Phoo-Ngernkham  Rajamangala University of Technology Isan

Jieh-Shian Young  National Changhua University of Education
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 Information
- 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 walk 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)**

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<td>Registration</td>
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<td>Room 1004</td>
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<td>Education (1)</td>
<td>Room 1005</td>
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<td>15:00-15:15</td>
<td>Tea Break &amp; Networking</td>
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<td>15:15-17:15</td>
<td>Management (2)/ Politics (1)</td>
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<tr>
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### Wednesday, May 11, 2016

**Oral Session (10th Floor)**

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<td>08:45-10:15</td>
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<tr>
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<td>Politics (2)</td>
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<tr>
<td>10:15-10:30</td>
<td>Tea Break &amp; Networking</td>
<td>Room 1008</td>
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<tr>
<td>10:30-12:00</td>
<td>Education (3)</td>
<td>Room 1004</td>
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<td></td>
<td>Society (1)/ Culture/ Psychology (2)</td>
<td>Room 1005</td>
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<tr>
<td>12:00-13:00</td>
<td>Lunch</td>
<td>Conference Hall (12th Floor)</td>
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<tr>
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<tr>
<td>13:00-14:30</td>
<td>Social Science Keynote Speech&lt;br&gt;Dr. Henry Ma&lt;br&gt;<em>Topic: Teaching for Creativity: The Necessary Elements for Fostering Creativity in Education</em></td>
<td>1004</td>
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<td>14:30-14:45</td>
<td>Tea Break &amp; Networking</td>
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<td>14:45-16:15</td>
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<td>16:15-16:30</td>
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<td>16:30-18:00</td>
<td>Education (5)/ General Social Sciences</td>
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<td>Management (5)/ Communication(2)</td>
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<td><strong>Poster Session (4)</strong>&lt;br&gt;Management</td>
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<td>08:30-16:00</td>
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<td>08:45-10:15</td>
<td>Management (6)</td>
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<td>10:30-12:00</td>
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<td>Management (7)</td>
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<tr>
<td>12:00-13:00</td>
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<td>Society (4)</td>
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</table>
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.
Oral Sessions

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
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