2016 IPN – IWNEST
SINGAPORE CONFERENCES

SINGAPORE
29 – 30 January 2016

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IPN Network

Welcome to IPN-IWNEST 2016

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN - IWNEST 2016 Conferences in Singapore. On behalf of *International Postgraduate Network (IPN.org) and IWNEST*, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Singapore.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences of **ICETM, ICPMRE, ICEMA, ICIAC, ICCCE and ICOBM** more than 35 submitted papers have been received and 20 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

Best Regards,
Thank you.

Yours Sincerely,

Datin MZ Zainab
Director – Conference Management IPN.org
Chairman, IPN – IWNEST 2016 Singapore

Message from IWNEST President

On behalf the IWNEST publications team, it is my privilege to welcome you to the IPN - IWNEST 2016 Conferences Singapore. IWNEST is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in our scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IWNEST welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards

Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Founder President
Honorary Advisor
IPN – IWNEST 2016 Singapore

ABOUT INTERNATIONAL POSTGRADUATE NETWORK (IPN.ORG)

The International Postgraduate Network (IPN.org) is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation   IPN.org Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN.org believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world.IPN.org supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN.org intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.

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ANNOUNCEMENT

All accepted papers will be published in:

- Journal of Scientific Research and Development (ISSN: 1115-7569) (abstract and indexing by ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ) or
- Journal of Applied Sciences Research (online issue ISSN 1819-544X) (abstract and indexing by EBSCO HOST, CSA, AGRICOLA , Journal Seek, Index Copernicus, Open J-gate Directory of Open ACCESS Journal , Ulrich's Periodicals, CABI (CAB abstracts), Ulrich, Islamic World Science , Citation Center (ISC))
- Advances in Environmental Biology (AEB) (online issue ISSN 1995-0756)(abstract and indexing by ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ)
- Australian Journal of Basic and Applied Science (ISI/THOMSON REUTERS) (online issue ISSN 1991-8178) (abstract and indexing by ISI/Thomson Reuters, , Ulrich periodicals, Ebscohost, Cabi International and DOAJ)
- Journal of Scientific Research and Development (ISSN: 1115-7569) (abstract and indexing by ISI/Thomson Reuters
- International Journal of Applied Engineering Research (IJAER)
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- Journal of Applied Sciences Research (JASR) (online issue ISSN 1819-544X) (abstract and indexing by ISI/Thomson Reuters, Islamic World Science Citation Center (ISC), Ulrich periodicals, Thomson Gale, Agricola, Open J-Gate, Index Copernicus, Ebscohost, Cabi International and DOAJ)

One excellent presentation will be selected from each session and the author of excellent presentation will be awarded the certificate.

KEYNOTE SPEAKER:

DR. KAVITHA PALANIAPPAN
University of Newcastle, Singapore

Biography:

Dr. Kavitha Palaniappan has completed her PhD in the field of Environmental Health Engineering at Sri Ramachandra Medical University, India. She holds a bachelor's degree in Microbiology and Alternative Systems of Medicines from India. She has been working as Occupational Health lecturer at the University of Newcastle, Singapore for the past 6 years. Her research interests include lead exposure and its impacts in children including clinical, neurobehavioral and genetic changes; production and efficiency assessments of environment-friendly biofuels; associations between seasonal patterns, climate variables and dengue risks in Singapore. She is currently involved in research in the field of mental health of foreign workers at Singapore and has published more than 15 papers in reputed journals.

Environment Drivers of Dengue – Operational Control Strategies employed in Singapore

Author: Dr. Kavitha Palaniappan
University of Newcastle Singapore Pte Ltd.

Abstract:

Dengue Fever and Dengue Hemorrhagic Fever, which are transmitted by *Aedes* mosquito to humans, are among the most dreaded arboviral diseases of mankind in the tropical and sub-tropical regions of the world. The emergence of epidemic dengue has been driven by many environmental factors such as globalization that favours increased international travel, accelerated urbanization, weakened public health infrastructure and lack of effective vector control. Dengue poses a major public health threat in Singapore by being the most prevalence vector-borne disease. The main factors that have been leading to its spread locally are presence of *Aedes* mosquitoes, diversity of all four serotypes of dengue virus, vulnerability of the local population and presence of suitable weather conditions such as ambient temperature and rainfall.

The National Environment Agency (NEA) of Singapore uses a multi-pronged approach to control dengue. Its operational control strategy aims to attack the root cause of the disease, that is, preventing the breeding of its carrier, the *Aedes* mosquito. The multi-pronged approach includes preventive surveillance and control, public education and community involvement, colour-coded alert system, enforcement and research. Research activities include dengue serotype surveillance programmes, influences of seasonal patterns and climate variabilities on dengue incidences, dengue vaccine and drug development and future prospects for the effective control of mosquitoes

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Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minute (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

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Representative / Pass Card with lanyard
Printed Program
Lunch Coupon
Dinner Coupon
Participation Certificate (collected from Session Chair after the session)
Conference Bag

IPN – IWNEST 2016 Conferences Singapore
Conference Program

January 29, 2016	Venue: **Lobby Hotel**	1400 – 1600	Registration	
January 30, 2016	Venue: **Kallang Room**	0845 – 1000	Opening Remarks & Plenary Speech	**DR. KAVITHA PALANIAPPAN** University of Newcastle, Singapore
		1000 – 1030	Group Photo and Coffee Break	
	Venue: **Kallang Room**	1030 – 1230	Session 1	
	Venue: **Atrium Restaurant**	1230 – 1400	Lunch	
	Venue: **Kallang Room**	1400 – 1600	Session 2	
	Venue: **Kallang Room**	1600 – 1630	Coffee Break	
	Venue: **Kallang Room**	1630 – 1700	Best Presenter Awards	

Session 1
Time: 1030 – 1230
Venue: **Kallang Room**
Session Chair: **Dr. Kavitha Palaniappan**

No	Paper ID	Presenter
1	001-icema	**An Introduction of Blended Learning to Undergraduate Students in a Private University** **Kian Siong Jee**, Poh Kiat Ng, Sin Ting Lim and Chai Har Lee *Multimedia University, Malacca, Malaysia*
2	001-icobm	**Language Attitude and Consumer Ethnocentrism in Advertising Communication** **Han-Shen Chen**, Wen-Shin Huang, Shang-Yu Cheng *Chung Shan Medical University, Taiwan*
3	001-icetm	**Wastewater Treatment Technologies Used for the Degradation of Different Surfactant: A Review and Comparison** **Smita Krishnan**, Krittika Chandran, Chandra Mohan Sinnathambi *Universiti Teknologi Petronas, Malaysia*
4	002-icetm	**Development of Demulsifier for Malaysian crude oil – Effect of ASP and Polymer flooding** **Krittika Chandran**, Smita Krishnan, Chandra Mohan Sinnathambi *Universiti Teknologi PETRONAS, Malaysia*
5	003-icetm	**Effect of Distance from the Cagayan de Oro, Philippines, Dumpsite on the Groundwater Quality of Shallow Dug Wells** **RJ Krista Raye Y. Leocadio**, Romeo R. Quizon *Mindanao University of Science and Technology, Philippines*
6	005-icetm	**Time Series Analysis of Particulate Matter (PM_{10}) Concentration at Urban Area in Kuala Terengganu of Peninsular Malaysia** **Marzuki Ismail**, Samsuri Anbdullah, Fong Si Yuen *Universiti Malaysia Terengganu, Malaysia*
7	006-icetm	**Analyzing and measuring the sustainable development for a scenic area by applying an emergy analysis** Chu-Wei Chen, **Han-Shen Chen** *Chung Shan Medical University, Taiwan*

Session 2
Time: 1400 – 1600
Venue: **Kallang Room**
Session Chair: **TBA**

No	Paper ID	Presenter
1	002-iccce	**An Improved Image Resizing Approach with Protection of Main Objects** **Chin-Chen Chang,** Chun-Ju Chen and Shao-Hung Hung *National United University, Taiwan*
2	008-iccce	**MCU-based Battery Management System for Fast Charging of IoT-based Large-Scale Battery-Cells** Meng Di Yin, Jiae Youn, Jeonghun Cho, and **Daejin Park** *Kyungpook National University, Republic of Korea*
3	009-iccce	**Predictive Data Mining Of Chronic Diseases Using Decision Tree: A Case Study of Health Insurance Company in Indonesia** **Dini Hidayatul Qudsi**, Mira Kartiwi, Nurliyana Binte Saleh *Politeknik Caltex Riau, Pekanbaru, Indonesia*
4	011-iccce	**Estimating the Polarity Index of a word** **Haejin Park** and Soowon Lee *Soongsil University, Republic of Korea*
5	013-iccce	**Video Evidence Appraisal Using Changing Keypoints: A case study** **Yea-June Yoon** *Chung-ang University, South Korea*
6	014-iccce	**A Robust Method to Extract Polar Words from Unstructured Text** **Guijia He**, Soowon Lee *Soongsil University, Republic of Korea*

Conference Venue

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Note

List of Abstract

No	Paper	Abstract
1	002-iccce	**An Improved Image Resizing Approach with Protection of Main Objects** **Chin-Chen Chang,** Chun-Ju Chen and Shao-Hung Hung *Department of Computer Science and Information Engineering, National United University, Miaoli 360, Taiwan. E-mail: ccchang@ nuu.edu.tw* *Department of Computer Science and Information Engineering, National United University, Miaoli 360, Taiwan* *Department of Computer Science and Information Engineering, National United University, Miaoli 360, Taiwan* **Abstract :** In this paper, we propose an improved content-aware image resizing algorithm with protection of main objects. First, we extract three feature maps, namely, saliency map, the enhanced edge map, and the object map for main objects. After that, we integrate these three feature maps to an importance map by the weighted sum. Finally, we construct the target image using the importance map. Experimental results show that our approach can successfully preserve features and generate desired results.
3	008-iccce	**MCU-based Battery Management System for Fast Charging of IoT-based Large-Scale Battery-Cells** Meng Di Yin, Jiae Youn, Jeonghun Cho, and **Daejin Park*** *School of Electronics Engineering, Kyungpook National University Daehak-ro 80, Buk-gu, Daegu, Republic of Korea. E-mail : *boltanut@knu.ac.kr* **Abstract :** There is a growing demand for various applications requiring the large-scale battery cells, such as electrical vehicles and industrial appliances. The Traditional constant current, constant voltage (CC-CV) charging method cannot satisfy the demand of fast charging. Pulse based battery-charging approaches have been proved as fast charging method for the battery cells. Our work is focusing on build a testing framework to evaluate the performance of pulse based charging methods. In order to facilitate the progress of evaluation, the charging control program is developed in MATLAB environment and then the actual charging tests are done on the customized hardware circuit board. As a case study, a newly-designed dynamic frequency and duty cycle charging algorithm is evaluated by using the proposed testing framework.

4	009-iccce	**Predictive Data Mining Of Chronic Diseases Using Decision Tree: A Case Study of Health Insurance Company in Indonesia** **Dini Hidayatul Qudsi**, Mira Kartiwi, Nurliyana Binte Saleh *Department of Information System, Politeknik Caltex Riau, Pekanbaru, Indonesia. E-mail : dinihq@pcr.ac.id* *Department of Information System, KICT, International Islamic University Malaysia, Kuala Lumpur, Malaysia. E-mail : mira@iium.edu.my* *Department of Information System, KICT, International Islamic University Malaysia, Kuala Lumpur, Malaysia. E-mail : cahayanur85@gmail.com* **Abstract :** This study aims to identify the potential benefits that data mining can bring to the health sector, using Indonesian Health Insurance company data as case study. The most commonly data mining technique, decision tree, was used to generate the prediction model by visualizing the tree to perform predictive analysis of chronic diseases. All the steps in data mining process have been performed by a data mining tool, named WEKA. Additionally, WEKA also was utilized to evaluate the prediction performance by measuring the accuracy, the specificity and the sensitivity. Among the result found in this study shows some factors that the health insurance can take into account when predicting the treatment cost of a patient.
6	011-iccce	**Estimating the Polarity Index of a word** **Haejin Park** and Soowon Lee *Department of Computer Science & Engineering, Soongsil University* *Seoul, Republic of Korea. E-mail : wahite1004@gmail.com* *Department of Computer Science & Engineering, Soongsil University* *Seoul, Republic of Korea. E-mail : swlee@ssu.ac.kr* **Abstract :** In sentiment analysis, sentiment dictionary is important because it affects the results of sentiment analysis. To build a sentiment dictionary, it is needed to classify the sentiment category of a word and to quantify its sentiment polarity strength. In English-based studies, it is easy to build an English sentiment dictionary to quantify the sentiment polarity strength of a word. However, such English sentiment dictionary is unsuitable for sentiment analysis of Korean documents. In Korean-based studies, it is difficult to perform sentiment analysis for Korean documents precisely because most of Korean sentiment dictionaries with the sentiment polarity strength are built by surveys, and the number of words is limited. In this paper, we propose a method to automatically estimate the polarity index of a word using the synonyms and definitions information of words in a Korean dictionary. The experimental results show that the proposed method outperforms methods of using only one of the synonyms or definitions information.
8	013-iccce	**Video Evidence Appraisal Using Changing Keypoints: A case study** **Yea-June Yoon**

No	Paper	Abstract
		Department of Photography, Chung-ang University, Seoul, South Korea. E-mail : sinabro@live.cau.ac.kr **Abstract :** The objective of this paper is to present the video authentication method that is accepted as evidence in court. In this regard, this paper aims to compare and analyze the changes in the keypoints at the door and peripheral parts of washing machine in the video required for authentication. To this end, two keypoints were set in this video. The first keypoint was set at the door hook of washing machine in this video. That is to say, the first keypoint is a "moving keypoint" because it is set at a moving object. The second keypoint was set at the latch hole of washing machine in this video. Unlike the first keypoint, this second keypoint is a "fixed keypoint". This comparative analysis on the above-mentioned two keypoints provided the objective authentication result, thereby playing a big role in proving the innocence of defendant.
9	014-iccce	**A Robust Method to Extract Polar Words from Unstructured Text** **Guijia He**, Soowon Lee* *Soongsil University, School of Computer Science & Engineering, Seoul, Republic of Korea. E-mail : twofirst@hotmail.com* *Soongsil University, School of Computer Science & Engineering, Seoul, Republic of Korea. E-mail : swlee@ssu.ac.kr* **Abstract :** In the last decade, sentiment analysis becomes popular by helping to quantify user's opinion. A very important step to implement sentiment analysis is to extract polar words from the target text. It is easy to achieve if the text is clean and structured like news contents. By contrast, if the text is dirty and unstructured, particularly for the social data such as tweets and product reviews, polar words extraction becomes very hard. This problem may be much more serious for some Asian languages like Korean. In order to extract high-quality polar words from the unstructured text in the Korean language, this paper presents a robust method by detecting and expanding the variations of polar word roots. The experimental results show that the proposed method can extract more polar words than the basic extraction method and meanwhile reserve a very high precision.

No	Paper	Abstract
1	001-icema	**An Introduction of Blended Learning to Undergraduate Students in a Private University** **Kian Siong Jee**[1], Poh Kiat Ng[1], Sin Ting Lim[1] and Chai Har Lee[2] *[1]Faculty of Engineering and Technology, Multimedia University, Jalan Ayer Keroh Lama, Bukit Beruang, 75450 Malacca, Malaysia.* *[2]Centre for Diploma Programme, Multimedia University, Jalan Ayer Keroh Lama, Bukit Beruang, 75450 Malacca, Malaysia* **Abstract :** The implementation of Blended Learning in teaching a

particular undergraduate engineering subject in a private university is discussed in this paper. The subject (Quality Engineering) was chosen to be part of the pioneer project for the relatively new method of teaching (Blended Learning) to the students. A short explanation of the syllabus and contents of the subject is included in the Introduction. A brief literature review on Blended Learning is then introduced for further understanding. In the methodology, the role of Outcome-Based Education in assessing the effectiveness of the teaching and learning process for Blended Learning is explained. For this particular subject, there were 5 Learning Outcomes which the students were expected to achieve. The methods used for Blended Learning were more towards the methods of Flipped Classroom and E-Learning. The results of the students' performance showed improvement in the topics taught using Blended Learning techniques. In addition, the improvement in the achievement of Learning Outcomes for this subject by the students were also very positive. In contrast, there were reductions in the Learning Outcomes achievement for the topics taught using traditional methods.

No	Paper	Abstract
1	001-icetm	**Wastewater Treatment Technologies Used for the Degradation of Different Surfactant: A Review and Comparison** **Smita Krishnan**[1], Krittika Chandran[2], Chandra Mohan Sinnathambi [3*] *[1]Department of Fundamental and Applied Science, Universiti Teknologi Petronas, Malaysia* *[2]Department of Fundamental and Applied Science, Universiti Teknologi Petronas, Malaysia* *[3*]Department of Fundamental and Applied Science, Universiti Teknologi Petronas, Perak, Malaysia, email: chandro@petronas.com.my* **Abstract :** The presence of compounds such as surfactants, which are difficult to degrade by conventional, chemical and/or biological methods, has imposed the growth of efficient water-treatment processes. Apprehensions over the globally disseminated surfactants are growing because these surfactants are environmentally tenacious and bioaccumulative. A solution for the removal of these recalcitrant surfactants has involved wide-ranging examinations in the field of advanced oxidation processes (AOP). In these chemical oxidation processes, reaction mechanisms include the change in structure, and chemical properties of the organic substances, where molecules break into smaller fragments. Unlike conventional methods, chemical oxidation processes entirely eliminate the surfactants by mineralizing and breaking down the organic compound to form carbon dioxide and water.
2	002-icetm	**Development of Demulsifier for Malaysian crude oil – Effect of ASP and Polymer flooding** **Krittika Chandran** [*1], Smita Krishnan [2], Chandra Mohan Sinnathambi *

<table>
<tr><td></td><td></td><td>Universiti Teknologi PETRONAS, Fundamental and Applied Science Department, Bandar Seri Iskandar, 31750 Tronoh, Perak, Malaysia. E-mail: <u>chandro@petronas.com.my</u></td></tr>
<tr><td></td><td></td><td>**Abstract :** With growing global demand and depleting reserve for crude oil, Enhanced Oil Recovery (EOR) takes center stage in research industry. Chemical EOR method can be implemented easily because it needs fewer facilities to add chemicals in injection water. Among the chemical methods, alkaline-surfactant-polymer (ASP) is the most prominent method because it works on the synergy of alkaline, surfactant and polymer. The combination of these three components are the next generation technology designed to provide tolerance to extreme salinity and also produces higher mobility control in the EOR crude. In this study, a synthetic surfactant is injected simultaneously with alkaline chemicals such as sodium carbonate into the Malaysian crude during the bottle test to create EOR emulsion. Besides that, water soluble polymer was also injected with the mixture of alkali and surfactant to increase the viscosity of the sample as well as to improve the mobility of the flood fronts. However it was found that, the emulsion formed will be higher and tighter when the amount of ASP added increases. Thus, determining the right concentration of ASP in the injected water will give an effective separation of emulsion in crude oil processing.</td></tr>
<tr><td>**3**</td><td>**003-icetm**</td><td>**Effect of Distance from the Cagayan de Oro, Philippines, Dumpsite on the Groundwater Quality of Shallow Dug Wells**

RJ Krista Raye Y. Leocadio[1], Romeo R. Quizon[2]

[1] *Department of Environmental Science and Technology, College of Arts and Sciences, Mindanao University of Science and Technology, Cagayan de Oro, Philippines*
[2] *Department of Environmental and Occupational Health, College of Public Health, University of the Philippines, Manila, Philippines*

Abstract : Leachate from dumpsites is generated as a result of the contact of water, during precipitation, with solid wastes. In this study, selected physical and chemical parameters of water were compared in the areas near and far from the dumpsite. Findings showed that the proportion of sampled wells that yielded poor in color was not significantly different in both near and far from the dumpsite areas; but, the levels of turbidity were observed to be significantly poor in the areas far from the dumpsite. On the chemical parameters of water, the proportion of sampled wells that yielded poor in TDS was significantly higher in the areas far from the dumpsite compared to the areas near the dumpsite. The chemical parameters pH, sulfate, chloride, and nitrate of the groundwater in wells were within the permissible limits of Philippine National Standards for Drinking Water (PNSDW). With these assessments of groundwater quality understudied, it is recommended that further study, with an appropriate plan and design, on the hydrogeological formation of the dumpsite be conducted and trace the flow of leachate.</td></tr>
</table>

4	005-icetm	**Time Series Analysis of Particulate Matter (PM$_{10}$) Concentration at Urban Area in Kuala Terengganu of Peninsular Malaysia**
		Marzuki Ismail [*1], Samsuri Anbdullah [1], Fong Si Yuen [1] *1 School of Marine Science and Environment, Universiti Malaysia Terengganu, Terengganu, Malaysia. E-mail: marzuki@umt.edu.my* **Abstract :** Time series analysis is a useful tool for better understanding of cause and effect relationship in environmental pollution and development of effective forecasting models at the local level to predict the concentrations of particulate matter is important because the information provided allows the authority and people within a community to take precautionary measures. The Box-Jenkins Autoregressive Integrated Moving Average (ARIMA) model was applied to model the time series behavior in generating the forecasting trend for Kuala Terengganu. The monthly PM$_{10}$ concentration data used to build the ARIMA model were obtained from the DOE Air Quality monitoring stations from January 2000 to December 2011. The (ARIMA) (2, 1, 1) x (1, 1, 2)^{12} was selected and has been used to generate the forecasts for Kuala Terengganu. The trend of the forecast shows a steady significant upward trend for the station. This is most possibly the result of increasing road traffic volume and industrialization.
5	006-icetm	**Analyzing and measuring the sustainable development for a scenic area by applying an emergy analysis**
		Chu-Wei Chen [1], **Han-Shen Chen** [*2] *1 Department of Applied Economics, National Chung Hsing University, No. 250, Kuo Kuang Rd., Taichung 40227, Taiwan* *2 School of Health Diet and Industry Management, Chung Shan Medical University, No. 110, Sec. 1, Jianguo N. Rd. Taichung 40201, Taiwan.* **Abstract :** Along with the progress of civilization, human being's improper acquisition and consumption of natural environment in terms of resource supply and wastes carrying functions have gone far beyond the load-carrying capacity of the natural system, thus resulting in the damage of ecological foundation and the vicious circle of declining resource productivity and degrading environmental quality. This study utilizes emergy analysis model to study the sustainable development of Cing-jing area in Taiwan. Findings showed that total emergy use in 2014 was 1.96×10^{23}sej, emergy of renewable resources was 1.23×10^{22}sej, emergy of nonrenewable resources was 1.16×10^{23}sej, emergy of products from renewable resources was 1.08×10^{22}sej, emergy of currency flow was 6.24×10^{22}sej and emergy of wastes flow was 4.81×10^{22} sej. The foregoing findings indicate that Cing-jing area currently belongs to an economic development pattern based on high resource-consumption. The economic development is mainly established on the exploitation and utilization of nonrenewable resources. In particular, we estimate the ecological economic system of Cing-jing area as references in order for the responsible agency to

| | | maintain a balance between ecological preservation and tourism development. |

No	Paper	Abstract
1	001-icobm	**Language Attitude and Consumer Ethnocentrism in Advertising Communication** **Han-Shen Chen** [*1], Wen-Shin Huang [2], Shang-Yu Cheng [3] *[1] School of Health Diet and Industry Management, Chung Shan Medical University, No. 110, Sec. 1, Jianguo N. Rd. Taichung 40201, Taiwan.* *[2] Department of Business Administration, Chaoyang University of Technology, No. 168, Jifeng E. Rd., Taichung, 41349, Taiwan.* *School of Health Diet and Industry Management, Chung Shan Medical University, No. 110, Sec. 1, Jianguo N. Rd. Taichung 40201, Taiwan* **Abstract :** The purpose of this paper is to examine the attitudes of Taiwanese consumers towards Chinese products. Specifically, attitudes toward Simplified Chinese and Traditional Chinese print advertisements and the product they advertise, as well as purchase intentions and the degree of consumer ethnocentrism, are analyzed. This paper adopted an experimental design using questionnaires in two written languages (Simplified Chinese and Traditional Chinese) related to two products (tea bags and T-shirts). After exploring demographic differences among the subjects, this study examined whether there was an interaction between the written language used in advertisements and the subjects' levels of ethnocentrism. Finally, this study explored the relationship between advertising communication effectiveness and purchase intentions. The analysis of variance (ANOVA) and multiple regression analysis suggested that gender and ethnicity do not have a statistically significant influence on consumer ethnocentrism. This paper also identified an interaction between written language and levels of consumer ethnocentrism that influenced advertising effectiveness, particularly in the case of attitudes towards the T-shirt product. Language had a significant influence, with most consumers preferring Traditional Chinese. Consumers had higher purchase intentions when they had a positive attitude towards advertisements and products. In conclusion, this research was the first to discuss Taiwanese acceptance of print advertisements in Simplified Chinese as well as purchase intentions towards the products they advertise. The findings of this research have implications for the advertisement designers and domestic manufacturers in the creation of advertising strategies.