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Part I Conference Schedule

Time: November 12-14, 2021

Location: Xi'an Grand Dynasty Culture Hotel

西安古都文化大酒店

Date	Time	Location: Lobby, 1st floor	
Nov. 12	14:00-17:00	Registration	
Date	Time	Location: Hanwu Room (汉武厅), 2nd Floor	Location: Taibaishan Room (太白山厅), 1st Floor
Nov. 13	08:30-12:00	Education Keynote Speech Session 1 Prof. Haozhang Xiao, Prof. Yongjun Feng, Prof. Xinfa Yi, Prof. Eric Tsui, Prof. Shuo Zhao Chair: Prof. Xinfa Yi Group Photo & Coffee Break: 09:50-10:00	Management Keynote Speech Session 1 Prof. Avanidhar Subrahmanyam, Prof. Malgorzata Pańkowska, Dr. Feida Zhang, Dr. Ramiz Rehman Chair: TBD Group Photo & Coffee Break: 09:50-10:10
	12:00-13:30	Lunch Chinese Restaurant 中餐厅, 2nd Floor	
Date	Time	Location: Hanwu Room (汉武厅), 2nd Floor	Location: Taibaishan Room (太白山厅), 1st Floor
Nov. 13	14:00-18:00	Education Keynote Speech Session 2 Prof. Luís Miguel Oliveira Barros Cardoso, Dr. Maria Martinez Lirola, Prof. Marina Dodigovic, Dr. Andi Asrifan, Prof. Chin-Chin Tseng Chair: Prof. Xinfa Yi Group Photo & Coffee Break: 16:00-16:10	Management Keynote Speech Session 2 Prof. Syed Abdul Rehman Khan, Dr. Norhayati Zakuan, Dr. Ron Drew Stone, Prof. Dr. Md. Mamun Habib, Dr. Ferry Jie Chair: TBD Group Photo & Coffee Break: 16:00-16:20
	18:00-19:30	Dinner Chinese Restaurant 中餐厅, 2nd Floor	
Date	Time	Location: Hanwu Room (汉武厅), 2nd Floor	Location: Taibaishan Room (太白山厅), 1st Floor
Nov. 14	08:30-12:00	Education Keynote Speech Session 3 & Technical Session Dr. Aysun Dogutas Chair: TBD Group Photo & Coffee Break: 09:50-10:10	Management Keynote Speech Session 3 & Technical Session Dr. Elmo Tambosi Filho Chair: TBD Group Photo & Coffee Break: 09:50-10:10
	12:00-13:30	Lunch Chinese Restaurant 中餐厅, 2nd Floor	

Part II Keynote Speech

Education: Keynote Speech Session 1

Keynote Speech 1: The development of learner pragmatic markers in alignment with role relationships

Speaker: Prof. Haozhang Xiao, South China Agricultural University, China

Time: 08:30-09:10, Saturday Morning, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Studies on the learning and development of pragmatic markers (PMs) in English as a foreign language (EFL) learning contexts have attracted increasing interests of researchers. Little, however, is known about the dynamic development of learner PMs in alignment with EFL classroom learning contexts. Given the gap, this article, based on the Alignment theory and the Complexity theory, investigates how learner PMs develop and how aligning with two types of film-situated role relationships influences development by tracking 28 EFL learners for one year and a half. Analysis of eight times' conversational transcriptions revealed that a) the learners' employment of PM functions fluctuated but their PM functions developed from singular to multiple ones, with the interpersonal function use being regressive and the structural and the cognitive, progressive; b) the learners' PM development manifested a significant difference in aligning with the two types of role relationships, with the equal (but not the unequal) role relationships subject to more PM priming; and c) the high score subgroup's deployment of less frequent PM functions outperformed the low score subgroup's. These findings corroborate the view of context-dependent dynamic development and provide strong evidence for aligning EFL learning with role relationships in classroom interactions.

Keynote Speech 2: Higher Education Big Data and University Ranking Research in China

Speaker: Prof. Yongjun Feng, Shaanxi Normal University, China

Time: 09:10-09:50, Saturday Morning, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

The world-class universities are important think tanks for major developed countries to seize the commanding heights of technological innovation. The establishment of a number of world-class universities with distinctive Chinese characteristics is a strategic mission for realizing the peaceful rise of China and the “Chinese dream” of the great rejuvenation of the Chinese nation. Chinese first-class universities have undergone historic changes and achieved historic achievements from 1949 of the Founding of the People's Republic of China. On the basis of systematically judging the legal basis of Chinese university ranking under the background of “double first-class”, the article standardizes and characterizes Chinese universities, and scientifically construct “double world-class” ranking theory and methodology with Chinese characteristics and world integration through the root of knowledge innovation, the base of running efficiency and the priority of comprehensive contribution, then uses the raw core data and time series big data of the World Higher Education Development Database(WHEDD) to practical verification on the construction achievements of 140 “double world-class” construction universities (A+B+C), and get on scientific prediction of their construction achievement with the gray prediction GM(1,1) model, which can provide reference for the national dynamic monitoring, tracking assessment, helical discriminant and flexible selection of the new round of the “double world-class” list.

Keynote Speech 3: Contemporary Implications of the Creative Achievement and Influence Factors of Eminent Chinese Writers in Tang and Song Dynasties

Speaker: Prof. Xinfu Yi, Shaanxi Normal University, China

Time: 10:00-10:40, Saturday Morning, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

The researches about developmental features and influence factors of Chinese most creative geniuses' creativity could contribute to reveal developmental principles of creative talents, which is also a historical puzzle waiting for researchers to figure out. Historiometry was applied in the present study and 92 Chinese most creative writers were selected. Research questions are: (1) What about relationships between psychopathology, developmental

adversity and creative achievement of those creative geniuses; (2) Whether the “trade-off” theory which has first discovered in western Historiometric studies could also be testified in the samples from Chinese civilization of Tang and Song dynasties; (3) Whether or not there existed other factors which could affect the creative achievement of literary geniuses significantly.

Results demonstrated that: (1) The precocity, religion and migration were three important influential factors on creative achievements of most creative writers of Tang and Song. (2) Different kinds of relationships were found between creative achievement and psychological factors. Positive monotonic functions were testified for the relationships between precocity, religion and migration, whereas nonmonotonic single-peaked functions (U-shaped curve) were confirmed for the relationships between psychopathology and developmental adversity. (3) In predicting the creative achievement, the psychopathology and developmental adversity was found not always confirm the “trade-off” theory, instead they showed more complex relationships including “trade-off” and covariant relations.

Keywords: psychopathology, developmental adversity, creative achievement, Historiometry

Keynote Speech 4: Learning without borders [video]

Speaker: Prof. Eric Tsui, The Hong Kong Polytechnic University, China

Time: 10:40-11:20, Saturday Morning, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Internationalisation@home efforts at The Hong Kong Polytechnic University Internationalisation is a crucial part of all university's degree program yet.

Covid-19 has suspended nearly all such efforts worldwide for more than 3 semesters. In fact, more than just bridging the time and distance divides of students and teachers, intelligent use of technologies can also help to support internationalisation at home efforts for all institutions. Furthermore, good pedagogical design can also help students to acquire specific skills thereby enhancing transcultural knowledge and reducing the skill gaps of 21st Century knowledge workers. This talk will outline the benefits, challenges and opportunities of Internationalisation at home conducted by PolyU staff in the last 3 years. Internationalisation at home is clearly going to stay with increasing influence on curriculum and pedagogical design. Perspectives and learning experience by learners and teachers will also be shared.

Keynote Speech 5: Language Education Model in China and Malaysia [\[video\]](#)

Speaker: Prof. Shuo Zhao, Communication University of China, China

Time: 11:20-12:00, Saturday Morning, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

First it will introduce CLIL education policy in EU (Content and Language Integrated Learning). Then development of bilingual education in EU will be discussed. Based on bilingual education model curriculum design of bilingual education in European Union is expounded with case analysis of bilingual education in Luxemburg and France. Evaluation on bilingual education will be put forward at last.

Education: Keynote Speech Session 2

Keynote Speech 6: Horizon 2030: a global challenge with national insights.

Evaluating the Portuguese “Project for Autonomy and Curriculum Flexibility”

[\[video\]](#)

Speaker: Prof. Luís Miguel Oliveira Barros Cardoso

Time: 14:00-14:40, Saturday Afternoon, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

We are experiencing a moment of profound changes in society and education. The vertigo of information, the multiple changes worldwide, and the recent pandemic of COVID-19 made us rethink the strategies and the great educational frameworks that have been drawn for the Horizon 2030, which naturally includes Preschool Education and Child Development.

We believe that great global challenges demand global solutions, networking, and international cooperation, respecting the context and specificity of nations, culture, and the educational system. It is therefore important to coordinate international guidelines and national and local implementation. This interconnection is the key to the success of education for Horizon 2030.

In this presentation, we intend to focus on the great challenges in education that we all face, resorting to the analysis of guidelines from UNESCO and OECD, which make us think about the current educational systems, curricula, the training path of our students since preschool education, and key skills and values that can make students face, throughout life, a society in constant change.

Finally, we intend to present an analysis of a project implemented in Portugal. In July 2017, Portugal allowed schools to join the “Project for Autonomy and Curriculum Flexibility (PACF)” on a voluntary basis. PACF provides schools with the necessary conditions to manage the curriculum while also integrating practices that promote better learning. Per Portugal’s request, the OECD has conducted a review of the project, examining how Portugal can support schools and teachers in adapting existing subjects, curricula, and learning to incorporate the goals set out in the student profile. We will present an analysis of the overall strategy, curriculum design, and implementation of the PACF, as well as the first results of the pilot project.

Keynote Speech 7: Exploring the development of oral skills and social competences through role plays in an English language subject in higher education [video]

Speaker: Dr. Maria Martinez Lirola, University of Alicante, Spain

Time: 14:40-15:20, Saturday Afternoon, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi’an Grand Dynasty Culture Hotel



Abstract

Contemporary English teaching demands the use of methodologies that facilitate students’ participation and protagonism in the teaching-learning process. This presentation aims to suggest a strategy for employing role plays framed in a cooperative methodology in order to encourage students’ participation and the acquisition of social competences in an advanced English as a Foreign Language subject at tertiary education. The objectives of this presentation are: 1. To promote the development of oral skills and social competences in an English subject at university level by students’ participation in role plays and 2. To know students opinions about the implementation of roles plays in the classroom.

The study uses a mixed-methods research design (qualitative and quantitative) by observing the students' performances in role plays and by using a questionnaire at the end of the semester. The findings show that students acquire social competences, increase their interaction and improve their speaking skills by their participation in role plays. Moreover, the study revealed that students become more aware of social situations.

Keywords: role plays, social competences, cooperative learning, active methodologies, higher education

Keynote Speech 8: Understanding vocabulary in terms of EFL student needs:

What the research says **[video]**

Speaker: Prof. Marina Dodigovic, University of La Rioja, Spain

Time: 15:20-16:00, Saturday Afternoon, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Vocabulary is a singularly important aspect of language and language learning. Yet, the EFL teaching practice has often excluded it from purposeful research-based planning, in particular in the area of needs analysis. Needs analysis is the kind of investigation “curriculum developers use to identify the gap between what learners already know and what they need to know in order to study or work in their specific target environments” (Basturkmen, 2005, p. 15). Failing to determine which vocabulary the students already know and what might be the realistic vocabulary targets for their classes is likely to result in failure to make progress in the target language, an outcome unfortunately too often observed in foreign language settings. Similarly, failing to examine the extent to which textbook vocabulary addresses the needs of students, more often than not, results in the absence of learning. Finally, vocabulary learning strategies are frequently taken for granted, leaving the students ill equipped for the task. This talk will review the most recent research focusing on vocabulary needs of EFL students and will share personal experiences made in the English language classroom. It will then make recommendations for successful approach to vocabulary-based needs analysis.

Keynote Speech 9: MULTIPLE INTELLIGENCES AND THE WAYS OF TEACHING **[video]**

Speaker: Dr. Andi Asrifan, Universitas Muhammadiyah Sidenreng Rappang (UMS Rappang), Indonesia

Time: 16:10-16:50, Saturday Afternoon, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Learning is a series of activities designed to enable the learning process to occur in students. The implication is that learning habits must be designed, developed, and managed creatively, dynamically by applying a multi-approach to create a conducive atmosphere and learning process for students. One way to develop learning is to apply multiple intelligences and invasion of learning.

Curriculum types determine the level of student achievement. If the student's chosen teaching style

does not fit the teaching practice or the learning environment, the results may be negative behavioral reactions and diminished student engagement. If the conflicts between learning styles and teaching styles persist, and there is no effort to deal with them, students can experience physical, mental, and emotional problems. The weak students in some subjects may be due to non-parallel learning styles and teaching styles. This indicates that not all teaching methods are considered successful from teachers' pedagogy's viewpoint compatible with students' expected or favored teaching. Goodnaugh (2001) found out that the learning environment is not likely to weaken students' motivational orientation. The skill of learners who do not dominate orientation-introduced-intelligence led to chore-chored learning sessions. Leaving the intelligence orientation is a prerequisite for the development of a learning environment conducive to learning. In shaping educational missions, curriculum creation, and pedagogy, more than ten nations incorporate the concepts of multiple intelligences. According to Hopper and Hurry (2000), the multiple intelligence approach emphasizes their discovery and comprehension of their learning process.

Multiple intelligences refer to people who occur in nature as various abilities, talents, or skills (Armstrong, 2000). There are eight (8) different kinds of intelligence studied in this study, as outlined by Gardner (1993, 1999): verbal-linguistic, logical-mathematical, visual-spatial, musical, interpersonal, intrapersonal, kinaesthetic, and naturalistic.

Keynote Speech 10: Application of Differentiated Teaching in Translation Course for International Students [video]

Speaker: Prof. Chin-Chin Tseng, National Taiwan Normal University, China

Time: 16:50-17:30, Saturday Afternoon, November 13, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel

Abstract

TBD



Education: Keynote Speech Session 3

Keynote Speech 11: PERSPECTIVES OF CHILDREN ON GENDER ROLES

SHOWN ON TELEVISION [video]

Speaker: Dr. Aysun Dogutas, Pamukkale University, Denizli, Turkey

Time: 08:30-09:10, Sunday Morning, November 14, 2021

Location: Hanwu Room (汉武厅), 2nd Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

A child is born in a culture and learns the culture to be able to survive in that society. This process starts at birth and ends with death which is called socialization. Family, school, friend, media etc. is affective on socialization. Children learn gender roles by socialization. Since we are at technology age, children mostly socialize through media. At small ages, the most important socialization object is television. They learn most of the things from the television. This study aimed to find out the effect of television on children's perceptions of gender roles. 15 secondary school students in Denizli Turkey participated to the study. Document analysis method as a qualitative research was used to gather data. Participants were asked to draw a picture of a woman's role that s/he has seen on television. Pictures were analyzed by the researcher and two other experts. The data gathering is still in progress and the results will be presented later.

Keywords: Children, woman image, television, socialization.

Management: Keynote Speech Session 1

Keynote Speech 1: Momentum, Reversals, and Investor Clientele [\[video\]](#)

Speaker: Prof. Avanidhar Subrahmanyam, University of California at Los Angeles, USA

Time: 08:30-09:10, Saturday Morning, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

The identical cash flow and control rights of Chinese A and B shares provide a natural experiment to explore how investor clienteles affect stock returns. Currency conversion restrictions discourage domestic retail investors from investing in B shares, whereas quotas constrain foreign institutions' investment in A shares. We find that only B shares exhibit momentum and earnings drift, and only A shares exhibit short-term reversals. Institutional ownership strengthens momentum in B shares. These return patterns are consistent with a model that includes institutions, who underreact due to skepticism about outside information sources, and retail investors, who trade on noise.

Keynote Speech 2: Enterprise Modeling according to Enterprise Architects

[\[video\]](#)

Speaker: Prof. Małgorzata Pańkowska, University of Economics, Katowice, Poland

Time: 09:10-09:50, Saturday Morning, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

In the context of business modeling, the speech is to explain enterprise modeling. The enterprise modeling is developed to support different stakeholders in their decision-making processes. Managers, auditors, enterprise architects, and business developers have particular expectations concerning the enterprise and need enterprise modeling and models. Beyond that, business partners, i.e., customers, competitors, suppliers, and cooperators are interested in enterprise modeling and models. In the speech, I would like to emphasize that enterprise modeling is necessary for enterprise management. In my opinion, enterprise modeling is needed for strategic as well as for operational management. I will use the enterprise architecture approach, present enterprise architecture frameworks, languages, modeling tools and exemplar models. I will discuss strengths and weaknesses of enterprise modeling. Finally, I would like to explain models'

complementarism.

Keynote Speech 3: Corporate Governance and Accounting Decisions:

International Evidence from Goodwill Impairment [video]

Speaker: Dr. Feida (Frank) Zhang, UQ Business School, University of Queensland, Australia

Time: 10:10-10:50, Saturday Morning, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

We explore how corporate governance shapes accounting decisions. Using a sample of firms from 41 economies that passed major board reforms between 1990 and 2012, we find that strengthened corporate governance mechanisms compel managers to recognize goodwill impairment promptly. Moreover, the effects of corporate governance on accounting decisions are more pronounced for firms from countries with stronger enforcement. In sum, our findings are consistent with the notion that corporate governance increases accounting quality.

Keynote Speech 4: Co-integration Analysis of ESG Equity Indices: A Case of

BRICS Countries [video]

Speaker: Dr. Ramiz Rehman, Xián Polytechnic University, Pakistan

Time: 10:50-11:30, Saturday Morning, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

The emergence of ESG and SRI indices in emerging economies have attracted several researchers but no study has yet been conducted to explore the ESG indices integration strength in comparison to their conventional composite equity indices. Therefore, the study selects emerging economies like BRICS (Brazil, Russia, India, China and South Africa) to examine the integration strength of ESG indices with their conventional counterpart indices of the respective countries. The study further compares the integration strength of each MSCI ESG Indices with the regional and cross-regional countries. Daily returns data of the selected indices are collected for study from January 2013 to April 2018. The study is considering MSCI ESG Indices and composite indices, formulated by MSCI Inc. (Morgan Stanley Capital International) and launched in 2010. The short, as well as long-run dynamics of said relation, is explored as this is important to enhance the literature regarding the emerging markets potential for portfolio diversification. The

time series data analysis techniques are used to examine the co-integration between the equity indices such as co-integration regression, VAR and Granger causality and advance models ADRL Bound testing and DCC-MGARCH. Results show that there exist co-integration between ESG indices and their counterpart composite indices.

Management: Keynote Speech Session 2

Keynote Speech 5: Industry 4.0 and Circular Economy Practices: A New Era

Business Strategies for Environmental Sustainability [video]

Speaker: Prof. Syed Abdul Rehman Khan, BRASI- School of Supply Chain & Operations, USA

Time: 14:00-14:40, Saturday Afternoon, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Amid rising environmental concerns, Industry 4.0 and Blockchain technology (BCT) are transforming circular economy (CE) practices and prevailing business models. Recognize the same; this study examines the role of blockchain technology in circular CE practices; and their impact on eco-environmental performance, which influences organizational performance. The study collects data from 404 enterprises located in Chinese and Pakistani territories, involved in cross-border supply chain operations. Both countries' sample has great relevance due to the China Pakistan Economic Corridor (CPEC), which possess several positive fallouts in terms of technology spillovers across firms. Using the PLS-SEM modeling framework, this study provides three key findings. First, BCT significantly improves the circular economy practices (circular procurement, circular design, recycling, and re-manufacturing). Second, CE practices help improve firms' environmental performance and stimulate their financial performance. Third, higher eco-environmental performance significantly boosts organizational performance. This study set-out the foundations for participating countries/firms that simultaneously achieve financial and sustainable goals by integrating blockchain technology in circular economy practices.

Keywords: Industry 4.0; Blockchain technology; Circular economy practices; Organizational performance; Structural equation modeling

Keynote Speech 6: Management Research in Sustainability and Performance

[video]

Speaker: Dr. Norhayati Zakuan, Azman Hashim International Business School
Universiti Teknologi Malaysia, Malaysia

Time: 14:40-15:20, Saturday Afternoon, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty
Culture Hotel



Abstract

There is no universally acceptable definition for the term “sustainability”, but the most commonly known definition comes from the 1987 U.N. Brundtland Commission headed by Dr. Gro Harlem Brundtland, “Meeting the needs of present without compromising the ability of future generations to meet their own needs”. Some of the most sustainability performance terms known as (a) Environmental Sustainability, (b) Economic Sustainability and (c) Societal Sustainability. Recently, topic in sustainability become hot topics in management research due to a few reasons. First, modern industrial activities consume an enormous number of natural resources, create large volumes of waste material, and produce and release enormous number of toxic gases and emissions - a situation that is no longer sustainable. Second, as engineers and scientists we need to take up the challenge and develop a science-base for zero-waste/zero-landfill, and zero-emission manufacturing to secure the planet and the current and future generations. Finally, sustainable products can increase corporate profits while enhancing society, because they are cheaper to make, have fewer regulatory constraints, less liability, can be introduced to the market quicker, and are preferred by the public. In this keynote speech, the speaker will start with introduction of sustainability and performance. Then will follow by explanation on the issues and challenges of sustainability. Next, the speaker will share a few recent research findings related to sustainability. To conclude the presentation, the speaker will suggest and recommend future research in sustainability.

Keynote Speech 7: Observations of Dominant Behaviors and Habits of an

Effective Leader [video]

Speaker: Dr. Ron Drew Stone, Center for Performance and ROI, USA

Time: 15:20-16:00, Saturday Afternoon, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty
Culture Hotel



Abstract

Leadership behavior is at the center of organization performance. Organizations dedicate significant resources to develop leaders so that work teams will achieve organization goals. Theories abound about the traits, characteristics and behaviors

that make for the best leaders. Since team members and others who work closely with leaders are in a good position to know the answers, I asked these employees what type of leader and which leader behaviors influence them to do the work and stay connected with the organization. The research identified numerous behaviors and habits that facilitate communication, trust, respect, working relationships, and positive performance. These findings are arranged in two guides, each with an array of behaviors. One guide is for building leadership character and the other is for influencing connection conversations. Both guides are beneficial to leaders as they engage their team to achieve organization goals. A leadership workshop is forthcoming that focuses on applying the guides along with tools for leaders to connect with teams and achieve individual and organization performance goals.

Keywords: Connections, Respect, Trust, Leader, Behavior, Habits, Willingness, Character, Compassion., Performance.

Keynote Speech 8: Producing Quality Graduates and Research Outcomes - Educational Supply Chain Management [video]

Speaker: Prof. Dr. Md. Mamun Habib, School of Business & Entrepreneurship Independent University, Bangladesh; Visiting Scientist, University of Texas - Arlington (UTA), USA

Time: 16:20-17:00, Saturday Afternoon, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

Dr. Habib would represent theory and evolution of Supply Chain Management as well as highlights chronological prospective of SCM in terms of time frame in different areas of manufacturing and service industries.

The exploratory study investigates the education supply chain and the research supply chain as major constituents in the educational supply chain for the universities. Its applicability was successfully verified and validated through survey data from leading tertiary educational institutions around the world. Model constructs were identified and confirmed by 493 respondents, representing experts and administrators, faculty, staffs of the university, employers, graduates, etc.

The resulting model, Integrated Tertiary Educational Supply Chain Management (ITESCM), was subsequently evaluated for accuracy and validity by multiple linear regression (MLR) analysis and the structural equation modeling (SEM) technique. The research model provides a novel approach for decision makers of each supply chain components to review and appraise their performance toward fulfillment of ultimate goals i.e. producing high-caliber graduates and high-impact research outcomes, which represent two main contributions - human resource contribution and research contribution, for the betterment of the end customer, i.e., the society.

Keynote Speech 9: Future Research in Food Supply Chain Management [video]

Speaker: Dr. Ferry Jie, Edith Cowan University, Australia

Time: 17:00-17:40, Saturday Afternoon, November 13, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

TBD

Management: Keynote Speech Session 3

Keynote Speech 10: Where to invest in BRICs? An analysis from the point of view of the industrial organization. [video]

Speaker: Dr. Elmo Tambosi Filho, University of South of Santa Catarina, Brazil

Time: 08:30-09:10, Sunday Morning, November 14, 2021

Location: Taibaishan Room (太白山厅), 1st Floor, Xi'an Grand Dynasty Culture Hotel



Abstract

The objective of this study is to identify the most interesting industries for investing in Brazil, Russia, India e China (BRICs), according to risk-return and value premises, based in the theory of Industrial Organization (IO) tradition. This work analyzed 2770 firms in the BRICs from 1995 until 2008. With this purpose were compared rates of performance as ROA (return on assets), ROE (return on shares), average price earnings, market value over book value and Tobin's Q of the companies. The results support studies from Fama and French (1992), Mohanram (2005) and Goldszmidt, Brito and Vasconcelos (2007), although deviates from World Bank (2008) as to risk-return enhancing in China. Results show that the most attractive sectors for investment using the risk-return approach, filtering by value indicators, would be oil & gas in Russia and mining in Brazil, India and China, while the least interesting industries would be textile, motor vehicle parts, tools & accessories and telecommunications in Brazil.

Part III Technical Sessions

Education: Keynote Speech Session 3 & Technical Session

Session Chair: TBD

Location: Hanwu Room (汉武厅), 2nd Floor

08:30-12:00, November 14, 2021

Time	Paper Title	Author	Affiliation
Keynote Speech (Video)	PERSPECTIVES OF CHILDREN ON GENDER ROLES SHOWN ON TELEVISION	Dr. Aysun Dogutas	Pamukkale University, Denizli, Turkey
Oral	Applications and Implications of designing creativity curriculum in education	Pingsheng Liu	Johns Hopkins University
Oral	A Case Study on the Maneuverability of Oral English Textbooks from the Teacher's Angle	Yan Chen	Jiang Han University, China
09:50-10:10	Group Photo & Coffee Break		
Oral	A New Perspective of Educational Development under the Background of the New Era-Consumers of Knowledge	Changming Ling	Guangdong Ocean University, China
Oral	Construction of a new computer-based vocabulary teaching approach	Jing Wu	Fudan University, China
Video	Early Years Teacher Training: the implications of working towards delivering a culturally compatible, EYFS informed, curriculum in China. How Chinese education specialists and teachers endeavour to engage in the process of, what some would perceive as, an unfamiliar approach to childcare and education.	Jeanne Barczewska	MA PGCTHA FHEA
Video	Reform of Teaching Content in Innovation Engineering Education based on Cultivation of Innovation Consciousness	Xuying Zhao	Beijing Electronic science and Technology Institute, Beijing, China
Poster	Kahoot! in Classroom An Interactive English Teaching and Learning	Shu-Yuan Chang	Zhaoqing University, China

Poster	The Improvement of Room Acoustic Environment and Enhancement of Professional Music Teaching	Hsu-Hui Cheng	Zhaoqing University, China
Poster	Application Research on OVP Blended Teaching Method in Microwave Technology and Antennas	Li Zhu	Air Force Engineering University, China
Poster	The Commodification of Cancer: A Multimodal Discourse Analysis of Cancer Websites in China	Yu Zhang	School of Foreign Studies, Beijing Information Science and Technology, Beijing, China
Poster	Face recognition in law enforcement: a comparative analysis of China and the United States	Lulu Wang	School of Social and Political Science, the University of Edinburgh, UK
Poster	STEM Education Through Making: What Are Affordances and Challenges of Making Out of School Club?	Deqi Zhang	King's College London, London, the United Kingdom

Management: Keynote Speech Session 3 & Technical Session

Session Chair: TBD

Location: Taibaishan Room (太白山厅), 1st Floor

08:30-12:00, November 14, 2021

Time	Paper Title	Author	Affiliation
Keynote Speech (Video)	Where to invest in BRICs? An analysis from the point of view of the industrial organization.	Dr. Elmo Tambosi Filho	University of South of Santa Catarina, Brazil
Video	Exchange Rate Risk Management in Natural Rubber Industry: Implications for Multinational Corporations in China	Jun Zhou	Digital Business and Innovation, Tokyo International University, Kawagoe, Japan
Video	Problems that double-minority people face in the workplace and the problem-solving process	Yaguang Yan	Ritsumeikan University, Japan

Part IV Technical Session Abstracts

Education

ID: CCE2021_20000

Title: Application of the BOPPPS Instructional Model in Microwave Transmission and Reception Experiments Course

Name: Lili Song

Affiliation: National University of Defense Technology, China

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Abstract

The BOPPPS instructional model is introduced into the experimental course ‘Microwave Transmission and Reception Experiments’. Six pedagogical steps are recommended, that is, Bridge-in, Objective, Pre-assessment, Participatory-learning, Post-assessment and Summary. We aim at improving the teaching skills of the teacher and fostering the abilities and qualities of innovational thinking of the students.

Keywords: BOPPS instructional model, microwave transmission and reception experiment, heuristic education

ID: CCE2021_20001

Title: STEM Education Through Making: What Are Affordances and Challenges of Making Out of School Club?

Name: Deqi Zhang

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Abstract

Making has been considered as an important way to effectively promote STEM education in informal learning environment. Making is growing and gradually presents a number of affordances that are conducive to STEM teaching and learning. However,

studying STEM through Making within out-of-school context is still not fully mature, so STEM educators are facing challenges. Based on constructionism and embodied cognition, this essay will discuss affordances from three perspectives (constructionism pedagogy, engagement in STEM-related practice and playfulness). The current challenges about learners’ participation and assessment are also analyzed. Aiming at current challenges, suggested teaching and assessment methods are put forward.

Keywords: Making, Out-of-school context, STEM education, Challenges, Affordances

ID: CCE2021_20002

Title: Application Research on OVP Blended Teaching Method in Microwave Technology and Antennas

Name: Li Zhu

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Abstract

The OVP blended teaching method is an effective teaching method based on the engineering teaching practice and the course system of microwave technology and antenna. In the teaching process, we should emphasize the combination of network, virtualization and project teaching mode, and attach importance to the application of new educational platform and educational resources, especially the diversification and cutting-edge concept of curriculum team, which makes teaching methods diversify and engineering. A number of knowledge points throughout the whole design process, to achieve the effective combination of technical principles and engineering practice. It enables students to really participate in the process of teaching and learning, and

help to cultivate their comprehensive abilities of practice and innovation.

Keywords: Blended Teaching Method, OVP, Microwave Technology and Antennas

ID: CCE2021_20007

Title: The Improvement of Room Acoustic Environment and Enhancement of Professional Music Teaching

Name: Hsu-Hui Cheng

Affiliation: Guangdong Provincial Key Laboratory of Environmental Health and Land Resource, School of Environmental and Chemical Engineering, Zhaoqing University, Zhaoqing, China

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Abstract

A poor room acoustics quality would cause invalid learning and teaching. The purpose of this survey is to measure and analyze acoustic condition of piano practice rooms at Department of Music in Zhaoqing University, and to offer a more effective teaching method to music teachers and students. The daily practice in the music practice room is the essential activity to music students. Consequently, music practice rooms are very important facilities in a music school or department. Research has shown that the good room acoustics in a music practice room enables a music teacher to teach more effectively in subtle concepts such as intonation, articulation, balance, dynamics and tone production. However, poor acoustical environment would deeply affect students' acquisition of basic musical skills and even cause their emotional disorders. Reverberation time, determined by theoretical calculations, is the most important factor in acoustics. The measure results of the experiment showed the values of the background noise at 46, 45, 46, 42, 45 dB(A) in a small music practice room (the doors and windows were close), respectively. The noise levels in the small music practice room is higher than standard levels (35dB(A)). When the reverberation times of the classrooms were more than 1 second, speech intelligibility is reduced in

a space with long reverberation times. Moreover, it is detrimental to students' learning emotion and about 35% of music students suffered from this anxiety and resulted in poor performances. If a music teacher conducted his/her teaching in situations with high background noise levels and long reverberation times, the teaching would be invalid in subtle concepts such as intonation, articulation, balance and tone production. We recommend using double-layer porous sound absorbing materials which equalize and balance the internal acoustics of a practice room. It helps reduce the disturbance of noise pollution and accordingly creates an effective teaching and learning environment in a music practice room for teachers and students.

Keywords: Acoustic environment, Music practice room, Reverberation times, Noise pollution.

ID: CCE2021_20008

Title: Kahoot! in Classroom: An Interactive English Teaching and Learning

Name: Shu-Yuan Chang

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Abstract

Kahoot! is an interactive online learning platform which is available in business training sessions or any social and learning context. In education, Kahoot! provides teachers a student-centered method to create and teach interactive lessons in class. With an internet connection, teachers can design Kahoot! games interwoven target contents or knowledge and have them to be played anywhere, in person or virtually, using any device. This report will include the following aspects: (1) How to apply Kahoot! games to engage students in class, increase focus and motivate students to participate with interactive questions. (2) How to assess the teaching effect and to adjust teachers' interactive lesson from the assessment of students' learning progress. (3) An example of implementation of Kahoot! games in English teaching.

Kahoot! offers free accounts for its users, so it reduced economic burden both to teachers and students who could take good advantage of the platform to fulfill student-centered teaching and learning. Whether it is math, English, geography, history, or music, teachers can design various question types in one seamless interactive lesson such as multiple-choice quiz, polls, puzzles, word cloud and open-ended questions. Kahoot! also helps to elevate collaboration, teamwork and communication in team mode. The game-based learning helps students to require knowledge accurately and empower teachers with interactive teaching and assessment tools. The report concludes that Kahoot! serves as a powerful tool to support and energize teachers as well as equipping them to create valid teaching and even can satisfies the distance teaching and learning during Covid-19 period.

Keywords: Kahoot, student-centered, interactive, motivate, game-based learning, assessment, collaboration, distance learning

ID: CCE2021_20200

Title: Reform of Teaching Content in Innovation Engineering Education based on Cultivation of Innovation Consciousness

Name: Geng Zhao, Xuying Zhao

Affiliation: Beijing Electronic science and Technology Institute, Beijing, China

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Abstract

At present, China's innovation engineering education focuses on the education of innovative thinking and innovative methods, as well as the education of basic knowledge of innovation and entrepreneurship. The general consensus is that the innovation consciousness of Chinese college students is insufficient. This paper analyzes the connotation, significance and present situation of innovation consciousness, and points out that the focus of the cultivation of innovation consciousness should not be the cultivation of external interest in innovation, but the cultivation of inner driving forces such as innovation motivation,

innovation emotion and innovation will of college students. Therefore, it is proposed to add teaching content of innovation consciousness cultivation in innovation engineering education class, and design six chapters of teaching content reform of innovation consciousness cultivation combined with curriculum ideology and politics, which has achieved good results. In the four consecutive years of education and teaching, students' evaluation scores have increased from 95.5 to 99.2.

Keywords: Innovation, Innovation Consciousness Cultivation, Teaching Content Reform

ID: CCE2021_20300

Title: Applications and Implications of designing creativity curriculum in education

Name: Pingsheng Liu

Affiliation: Johns Hopkins University

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Abstract

As a tool universally applicable in any educational setting, curriculum education needs to be reflected upon and adapted to the moment considering educational change and innovation. Curriculum designers and policymakers propose to integrate creativity into curriculum content and instructional strategies. This article summarizes relevant, empirical, and recent scholarly articles that summarize practical elements and techniques in creative curriculum design. The creative curriculum design is constructed through seven concepts: sensory stimulation, emotion, autonomy and independence, communication, acquired knowledge and experience, environment, and teacher behavior. The main categories reported in this paper are integration and analysis of research findings, inspiring experimental studies, and interdisciplinary teaching experiences. This paper will present sound pedagogical ideas and behaviors for teachers to reflect on their pedagogical thoughts and behaviors. Moreover, it will provide teachers and curriculum designers with insights and references for reforming curriculum content and instructional strategies as a

long-term goal.

Keywords: creative curriculum, curriculum design, instructional strategies

ID: ICSE2021_20003

Title: Face recognition in law enforcement: a comparative analysis of China and the United States

Name: Lulu Wang

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Abstract

The use of facial recognition is becoming increasingly widespread in China, with mobile phones, banks, police stations and so on. Facial recognition has brought a certain benefit to social life in China, but in some areas of the United States facial recognition is prohibited. Facial recognition. This article discusses the use of face recognition in national law enforcement and compares commercial applications with those in China and the United States. Through comparison, we can understand the influence of face recognition in a different environment and the different effects of different application forms. The macro interaction between technology, the state and business shapes the social construction, and at a micro level everyone in society needs to be informed and aware of the costs and risks of using face recognition. Increased individual self-awareness helps to counteract the potential technological cage.

Keywords: Face recognition, Chins, the United States, Comparison

ID: ICSE2021_20004

Title: A New Perspective of Educational Development under the Background of the New Era-Consumers of Knowledge

Name: Changming Ling

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Abstract

In the context of the new era of changes in the main contradictions of Chinese society and economic growth, education shoulders a more important historical mission, and education development should also have a new perspective. Based on the premise that students are the builders of the future, this article tentatively proposes that students are also consumers of knowledge. It discusses the significance of students' educational development from a new perspective of consumers of knowledge, and discusses the relationship between students as future builders and consumers of knowledge. Discussed how to establish a corresponding training model, discussed the current deficiencies in the current curriculum system, evaluation system, incentive mechanism and restraint mechanism, and proposed ideas for reconstruction, supplementation or improvement. Provide reference for the research of talent training model.

Keywords: new era; new perspective; educational development; training model; knowledge consumer

ID: FLEL2020_20000

Title: A Corpus-based Study of Semantic Prosody and Semantic Preference of “seem”

Name: Weiqian Liu

Affiliation: School of Foreign Languages, Beihang University, Beijing, China

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Abstract

This paper is a corpus-based analysis of the semantic prosody and preference of “seem” to get a more fine-grained picture of the functions expressed by the marker. The multifunctionality of “seem” (appearance verb, evidential marker, hedging probability, indicating hearsay, etc.) has received a great deal of attention (Aijmer 2009, Usonienė 2013, Langacker 2017, Marin 2017 etc.) whilst few studies (if only) have looked on the issue of its profiled meaning thus this empirical research aims to explore the semantic prosody and preference of “seem” as an indicator to

determine its primary function. The focus is on examining the semantic prosody, semantic preference and colligations of “seem” which help determines its predominant semantic function. In addition, how different meanings of “seem” interact with its various syntactic patterns and colligations is also investigated. It is argued that there is a close link between certain colligation and the preferred meaning it relates to.

Keywords: semantic prosody and preference, seem, primary function, colligation

ID: FLEL2020_20001

Title: An experimental study of the reduplication of gradable adjectives in Mandarin Chinese*

Name: Muyuan Pan

Affiliation: Big Bridge Academy, Wuxi, Jiangsu, China

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Abstract

Compared to English, Mandarin Chinese has a rich inventory of reduplicated forms of adjectives. It has been argued that reduplicated forms of gradable adjectives convey an additional inference that the speaker has the relevant direct perceptual experience (Tang, 1988; Zhu, 2003; Liu, 2013). This article investigates whether the reduplicated form has this additional perceptual inference for native speakers by experimental studies. Our experiment results show that the reduplicated form of scalable adjectives does not require the perceptual inference compared to its base form, contra the previous studies.

Keywords: Gradable adjective, Reduplication, Perceptual inference, Mandarin Chinese

ID: FLEL2020_20003

Title: “Don’t you reckon that being a multilingual person is cool?”— Investigating the L3 Learning Motivation of Chinese University Learners*

Name: Xinyue Zhang

Affiliation: HKU SPACE Community College, Hong Kong University, Hong Kong SAR, China

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Abstract

In order to deepen our understanding of relationship between third language learning motivation and third language acquisition (TLA), this paper reports on a case study on L3 motivation of two Chinese university students with very similar profiles studying Italian and Thai as L3 respectively. Through analyzing interview transcripts, this study centers on the nuanced picture of differences in learning behavior of two language learners, making an explicit enunciation of their motivational type, following the framework of L2 Motivation Self System (L2MSS) proposed by Dörnyei (2009) and the Self-discrepancy model for language learners (Lanvers, 2016).

Keywords: Motivation, L3 motivation, L2MSS, Self-Discrepancy Model, individual differences

ID: FLEL2021_20002

Title: The Commodification of Cancer: A Multimodal Discourse Analysis of Cancer Websites in China

Name: Yu Zhang

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Abstract

With the liberalization of market access, things such as health and healthcare that were once not for trading now have attained an exchange value. The technological advancement may continue facilitating such commercialization and commodification. Against the socioeconomic backdrop, this study investigates how the cause of preventing and fighting cancer is commodified by cancer websites in China. Adopting the multimodal discourse analysis approach (Kress and van Leeuwen (2001), this study identifies five strategies that cancer websites adopt in the commodification process of cancer prevention/management: 1) oversimplifying cancer prevention; 2) representing advertising discourse; 3) facilitating the use of cancer websites and their official

account on social media; 4) marginalizing the discourse of cancer-related scientific knowledge; and 5) creating a sense of solidarity. The present study suggests that the commodification of cancer is to some degree problematic. This is because it emphasizes too much on personal efforts, particularly relying on the consumption of certain things, and it detracts from the importance of the socio-political responsibility for the welfare of the public.

Keywords: Cancer Website, Commodification, Multimodal Discourse Analysis, Discursive Strategy, China

ID: FLEL2021_20006

Title: Thoughts on the Use of “*le*” in Teaching Chinese to Speakers of Other Languages: Problems and Suggestions

Name: Sen Chen

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Abstract

Within the context of Teaching Chinese to Speakers of Other Languages (hereafter TCSOL), the teaching of “*le*” is a key and thought-provoking grammatical point. Holding the view that the general explanations, often used in textbooks, are not easy for students to comprehend, after studying the relevant literature and drawing examples from specific textbooks, we make some suggestions regarding the teaching of “*le*”. The innovation of this article is the proposal of a unified approach to the interpretation of “*le*” within the theory of “realization”, the avoidance of the concepts of “complete” and “change”, of “ $le_1+le_2=le_3$ ” and of the idea that “*le_2*” indicates the tone”. Simultaneously, we propose the increase of the subjective communicative uses of “*le*”, the distinction between the meanings of sentence patterns and word meanings, and the unification of related terms.

Keywords: Chinese, the *le* particle, TCSOL

ID: FLEL2021_20007

Title: A Case Study on the Maneuverability of Oral English Textbooks from the Teacher’s Angle

Name: Yan Chen

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Abstract

Based on the comparison between two sets of oral English textbooks, the maneuverability analysis from the teacher’s angle in using these textbooks during class is made. The result shows that the three main features of highly operable oral English textbooks are (1) being comprehensive and instrumental in its topic and content selection, (2) being integrated and multi-modal in its presentation way of language material, (3) being relevant and brief in its designing of activities and tasks.

Keywords: oral English, textbooks, classroom teaching, maneuverability

ID: FLEL2021_20011

Title: Construction of a new computer-based vocabulary teaching approach

Name: Jing Wu

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Abstract

Since ineffective FL vocabulary teaching has been currently shown in the tertiary education of China, this study is aimed at achieving a satisfactory vocabulary teaching outcome through the construction of a new computer-based vocabulary teaching approach. The approach was established with three essential teaching phases in order to promote the efficiency of both vocabulary teaching and learning. The phases were incorporated with cognitive processes of vocabulary learning, supported by vocabulary learning strategies, and also facilitated by computer technologies. In particular, teachers could take advantage of the technologies to provide students with diversified resources and help them to utilize different vocabulary

learning strategies. It was expected that students' interests in vocabulary learning could be increased and teachers' teaching qualities could be improved under the new approach.

Keywords: FL vocabulary teaching, vocabulary learning strategies, computer technologies

ID: PECD2021_20000

Title: Early Years Teacher Training: the implications of working towards delivering a culturally compatible, EYFS informed, curriculum in China. How Chinese education specialists and teachers endeavour to engage in the process of, what some would perceive as, an unfamiliar approach to childcare and education.

Name: Jeanne Barczewska

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Abstract

This paper discusses the steps taken to introduce Chinese early years' teachers to planning for and implementing a play based curriculum. It considers the cultural back ground of the teachers themselves, their prior experiences as learners and the challenges and tensions created when being required to reform deeply embedded practices.

The paper explores evidence gathered over a two year period during which time the researcher worked with two different organisations, small groups of teachers and engaged in dialogue with a number of Chinese university professors and highly regarded, experienced local practitioners. The findings indicated the dichotomy between China's apparent desires to incorporate western early education practices whilst retaining the essence (understandably) of their own culture. Furthermore, it was necessary to gain an understanding of historic and current teacher training methods in order to introduce a more practice based approach to the training process. At the same time, it was essential that training was underpinned by theory to strengthen understanding and awareness of internationally recognised early years' principles and

values.

It was evident that there were widely differing expectations and interpretations of what it means to provide an early years' curriculum and the roles of the teachers themselves in organising the environment and providing opportunities for learning. However, the teachers who participated in the initial phase of training became engaged and involved with the methods used and began to acknowledge the value of open ended play and the relevance of creating age appropriate planning.

Collaborating with some university professors, and sharing a platform to present webinars with professors and practitioners, demonstrated similarities as well as differences in our approaches to teacher training and early years' educational provision. It was mutually recognised that the professional development of Chinese teachers could be enhanced by placing greater importance on reflection and reflective practice, which is not currently seen as a priority.

The paper aims to show the researcher's personal learning journey through the complexities of becoming an influencer in supporting and enhancing children's learning experiences.

Keywords: Early Years Curriculum; Professional Development; Reflective Practice; Cultural Compatibility

ID: PECD2021_20006

Title: Research on Design Method of Children's Teaching Assisted Toys Based on STEAM Education

Name: Lijuan Lang

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Abstract

During winter and summer vacations, parents are busy with work and have less time to accompany their children. Parents pay more and more attention to children's independent learning. Therefore, it is particularly important to cultivate children's

self-learning ability. As an indispensable prop in the process of children's growth, teaching toys play a positive role in children's forming good habits and building up self-confidence. This article is based on STEAM education concept, through the analysis of the characteristics of existing auxiliary teaching toys, starting from the psychological and behavioral characteristics of children and parents, analyze their

demand for auxiliary teaching toys, summarizes the design principle of auxiliary teaching toys, puts forward the design method of the auxiliary teaching toys, provide a reference for toy designers and children's education.

Keywords: STEAM education, Teaching Assisted toys, Design principles, Design method

Management

ID: AFM2020_20000

Title: Problems and Solutions of Financial Management Transformation Under the Establishment of Financial Shared Service Center

Name: Shuqi Jia

Affiliation: School of Accounting, Xi'an Eurasia University, Xi'an, China

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Abstract

This paper starts from elaborating the importance of Financial Shared Services, and then analyzes financial management-related risks faced by enterprises in establishing financial sharing centers. Also, it puts forward the advice of improving Financial Shared Services in application. This paper aims to improve enterprise's effectiveness and efficiency of financial management work during and after the establishment of Finance Shared Service Center (FSSC).

Keywords: Finance Shared Service Center, Financial Management, Staff Transformation, Accounting, Information Platform

ID: AFM2021_20003

Title: Risk Management Tactics during the Globalization of the Enterprise*

Name: Zhihong Li

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Abstract

The globalization is the needed path of the enterprise when its business has been developed to a certain stage since the global market connects more and more closely. Because of the influence from the politics, competition and culture, etc, the enterprise is bound to meet with multiple uncertainties or dangers. How does the enterprise cope with these risks? The enterprise must respond this question beforehand. Therefore, the paper first exposes the current situations of the

globalization and its functions to the business, next analyzes the evolution trend of the enterprise, then discusses some approaches to identify the risks during the business globalization, finally puts forwards some tactics to deal with the risks for the enterprise to do the transnational business.

Keywords: Risk management, Globalization, Transnational enterprise, Tactics

ID: AFM2021_20006

Title: Exchange Rate Risk Management in Natural Rubber Industry: Implications for Multinational Corporations in China

Name: Jun Zhou

Affiliation: Digital Business and Innovation, Tokyo International University, Kawagoe, Japan

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Abstract

With the development of big data and information technology, the possibility of enhance the control of exchange rate risk in Chinese multinational corporations is increasing. A large of papers have already discussed exchange rate risk management, however the methodology used in accounting remain to be elucidated. This thesis focuses on China Hainan Rubber Industry Group Co. Ltd, analyzes problems of exchange rate management in its financial statements from 2015 to 2019, calculates the impact of exchange gains and losses with different accounting methods, and then discusses the policy implication. We set up a model to explain the details of exchange gains and loss, then subdivide (A) actual exchange gains and losses and (B) financial accounting exchange gains and losses to reflect the enterprise's business status, and verify the feasibility of this model for practical use. Finally, we provide new policy implications, such as suggestions for accounting entries with classified exchange gains and losses, strengthen enterprise communication management by using IT, and pay attention to the development trend of CNY's

internationalization.

Keywords: Exchange rate risk management, Exchange gains and losses, Communication management, CNY Internationalization

ID: CHREM2021_20004

Title: Problems that double-minority people face in the workplace and the problem-solving process

~Using the examples of people who are LGBT and non-Japanese~

Name: Yaguang Yan

Affiliation: Ritsumeikan University, Graduate School of Business Administration, Osaka, Japan

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Abstract

In this study, non-Japanese and LGBT people who are (or were) working in Japan were interviewed about the problems they face in finding or changing jobs and how they solve these problems. The interviews were recorded and analyzed using a qualitative analysis method named M-GTA with the consent of a total of 12 participants. As a result, four categories were discovered as the causes of problems and the criteria for solving them: “Standards for handling interpersonal relationships in the workplace”, “Way to utilize the unique nature of double minorities”, “Methods to deal with the external environment of the workplace” and “Diverse ways of being in an organization as an individual”. In addition, it was found that there are a total of nine processes for double-minority people in finding a job in Japan or working for a Japanese company, divided into three periods from problem occurrence to problem resolution: before joining a company (before coming to Japan), after joining a company, and after changing jobs (after returning to Hometown). In the future, it could be expected to start research focusing on transgender people to make the problem-solving

process more accurate.

Keywords: Double-minority, Diversity management, LGBT, Problem-solving, M-GTA

ID: CHREM2021_20007

Title: The Influence of Learning by Doing Effect and the Accumulation of Human Capital on Economic Growth

Name: Chia-Yang Ning

Affiliation: Department of International Trade, Guangdong University of Petrochemical Technology, China

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Abstract

Based on Lucas (1988) human capital model, our paper introduces Romer (1986) the concept of learning by doing and tries to establish an endogenous growth model under a closed economic system, so as to explore the impact on the long-term economic growth rate under the consideration of learning by doing effect and human capital accumulation. We found that when the consumption intertemporal elasticity of substitution is equal to 1, the growth rate of human capital will show a fixed growth; when the consumption intertemporal elasticity of substitution isn't equal to 1, we have a higher growth rate of human capital. In terms of economic growth rate, regardless of the value of consumption intertemporal elasticity of substitution, we can get a higher economic growth rate. It shows that learning by doing and human capital have a positive effect on the economic growth rate. Even if the human capital growth rate shows a fixed growth, the learning by doing effect can also promote the long-term economic growth rate of the system.

Keywords: Learning by Doing, Human Capital, Economic Growth

Part V Instructions for Presentations

Oral Presentation

Devices Provided by the Conference Organizing Committee:

- Laptops (with MS-office & Adobe Reader)
- Projectors & Screen
- Laser pointer

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation:

- Regular Oral Session: 10-15 Minutes of Oral Presentation
- Keynote Speech: 40-45 Minutes of Keynote Speech

Poster Presentation

Materials Provided by the Conference Organizing Committee:

- X Racks & Base Fabric Canvases (60cm×160cm, see the figure below)
- Adhesive Tapes or Clamps

Materials Provided by the Presenters:

- Home-made Posters

Requirement for the Posters:

- Material: not limited, can be posted on the Canvases
- Size: smaller than 60cm×160cm
- Content: for demonstration of the presenter's paper



Part VI Hotel Information

About Hotel

The Grand Dynasty Culture Hotel (西安古都文化大酒店) is ideally located in the city center near several major Xi'an attractions. All 464 guestrooms in this Xi'an hotel feature modern amenities including large screen TV's, mini-bars and 24-hour room service. The hotel's restaurant serves a variety of Asian and Western delicacies, and a bar/lounge caters for after dinner drinks. Conference rooms at the business center are equipped with audiovisual facilities as well as all necessary amenities for an efficient office environment away from home. In terms of recreation, the hotel offers a fully-equipped gymnasium and a tennis court for active guests, along with an indoor swimming pool, steam room and sauna for guests seeking something a little more relaxed.

Address: No.172 Lianhu Road, Lianhu District, Xi'an, China

陕西省西安市莲湖区莲湖路172号

Post code: 710002

Tel: +86-029-87216868

How to Get to the Hotel

Xi'an Xianyang International Airport: 34.15km

咸阳国际机场：全程约34.15公里，打车费约95元

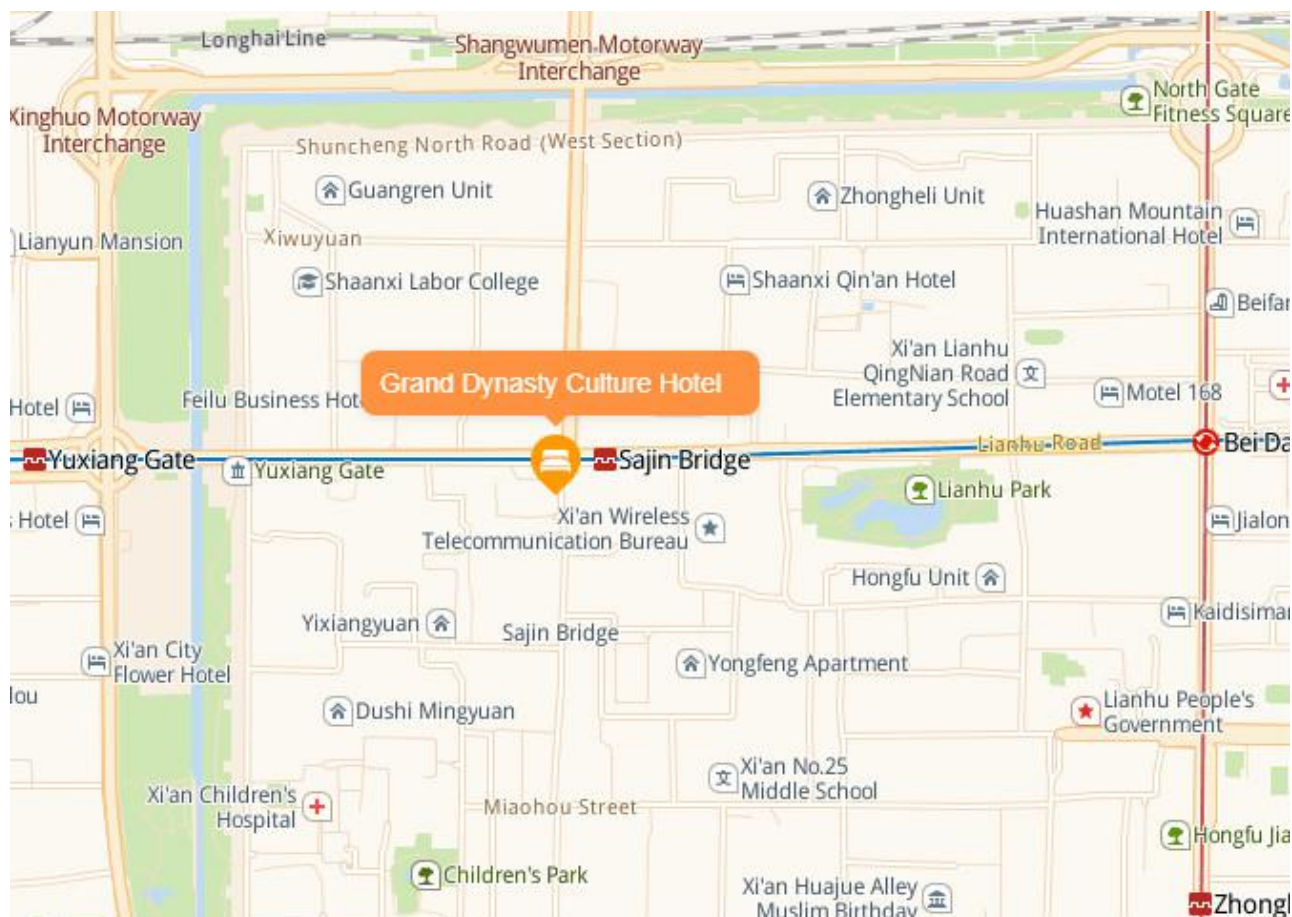
Xi'an Railway Station: 3.75km

西安火车站：全程约3.75公里，打车费约11元

Line 1 Metro Station Sajinqiao: 0.24km

For authors who do not understand Chinese, please show the following info to the driver if you take a taxi:

请送我到：陕西省西安市莲湖区莲湖路172号 西安古都文化大酒店



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