# 2012 IEDRC Singapore CONFERENCES SCHEDULE

### 2012 3<sup>rd</sup> International Conference on Financial Theory and Engineering (ICFTE 2012)

2012 2<sup>nd</sup> International Conference on Economics Business and Marketing Management (CEBMM 2012)

2012 International Conference on Education and Management Innovation (ICEMI 2012)

2012 Journal Conference on Social Science and Humanity (JCSSH 2012)

Singapore

February 26-28, 2012

**Co-Sponsored by** 





http://iedrc.org/

# **Registration Only: February 26, 2012 (Sunday)**

### **Quality Hotel Singapore (Emerald Room Level 2)**

10: 00-12: 30	Arrival and Registration
13: 30 - 17: 00	

Note: (1) You can also register at any time during the conference.

(2) Certificate of Participation can be collected at the registration counter.

(3) Please tell the conference receptions your paper ID.

(4) The organizer won't provide accommodation, and we suggest you make an early reservation.

(5) One best Paper will be selected from each oral session. The Certificates for Best Papers will be awarded in the Welcome Banquet on February 28, 2012.

# **Conference: Morning, February 27 (Monday)**

Venue: Grand ballroom Level 3

08:30- 08:45	Opening Remarks
	Prof. A M Rawani (Conference Chair)
	National Institute of Technology, Raipur (India)
08:45-09:30	Keynote Speaker Speech 1
	Prof. Donald Chang (Co-Chair & Keynote Speaker)
	Metropolitan State College of Denver, USA
9:30 - 10:15	Keynote Speaker Speech 2
	Prof. Masayasu Kanno
	Kanagawa University, Japan
10:15 - 11:00	Keynote Speaker Speech 3
	Prof. Patrick Letouze Moreira
	Federal University of Tocantins (IIUI), Brazil

11:00- 11:15Coffee Break & Photo Session
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### Morning, February 27 (Monday)

**SESSION – 1** Venue: Grand ballroom

Session Chair: Prof. Masayasu Kanno

Time: 11:15 – 12:30

R00001	ANALYSIS OF BEHAVIOUR OF WEEKLY PRICES IN BOMBAY STOCK MARKET
	Shri Prakash and Chitra Bhatia Arora
R00002	A New Optimal Model of job design and Characteristics for Governmental Banks;
	Global Approach
	Bahram Alishiri
R00003	Continuous futures data series for back testing and technical analysis

	Saulius Masteika, Aleksandras V.Rutkauskas, Janes Andrea Alexander
R00004	An international Comparison of Volatility in Stock Market Returns Prior and Post Global
	Financial Crisis
	Hsiao-fen Chang
R00006	Optimal Selection of an Independent Set of Cliquesin a Market Graph
SC 4	AthulaD. A. Gunawardena, Robert R. Meyer and William L. Dougan

12: 30 - 13: 30	Buffet Lunch

# Afternoon February 27, 2012 (Monday) SESSION – 2

SESSION – 2 Venue: Grand ballroom Session Chair: Ahasanul Haque Time: 13:30 – 15:30

Q00003	Adaptive Demand Planning in a Volatile Business Environment
	Romana Kohlberger, Markus Gerschberger, Romana Traxler and Raimund Hohensinn
Q00010	Supply Chain Strategy – Necessity of a structured method of deduction
	Romana Kohlberger, Corinna Engelhardt-Nowitzki and Markus Gerschberger
Q00004	Market Orientation and Innovativeness: The Role of Management Leadership
	Tung-Zong (Donald) Chang
Q00006	The Relationship of Direct Antecedent Variables on Corporate Image of Direct Selling
	Companies in Thailand
	Prasit Rattanaphan and Nik Kamariah Nik Mat
Q00007	The Effect of Tenure Audit and Dysfunctional Behavior on Audit Quality
	Rita Yuniarti
Q00009	Corporate Responsibility: Insight from a Construction Small and Medium Enterprise
	(SME) in the UK
	Eric Choen Weng LOU, Angela LEE and Gill MATHISON
Q00011	Effectiveness of Sports Sponsorship In Swimming Competitions
	Leng Ho Keat
Q00012	The Uniqueness of the Marketing System of Maicih Chips The Marketing Analysis of
	Maicih Chips
	Erlangga Ryansha, Silvia Sari Busnita and Muhammad Hakim Haekal
Q00051	The Impact of Human Resources Investment for Public Sectors
	Teng-Chu Steve Chiu, Chih-Hung Alex Yuan
Q00053	Hierarchical Project Difficulty in New Product Development
	Hwang Teayun, Kim Jongseong, Lee Se Won, Choi Hoo-Gon

15: 30 - 15: 50	Coffee Break

#### SESSION – 3

Venue: Grand ballroom Session Chair: Prof. Patrick Letouze Moreira Time: 15:50 – 18:30

M00001	ORGANIZATIONAL INNOVATION AS INTELLECTUAL PROPERTY
W100001	Seyed Reza Eftekhari
M00003	Electronic Commerce Adoption Model for Small & Medium Sized Enterprises
W100005	Fatima Ajmal, Norizan Binti Mohd Yasin
M00004	Instructional Leadership Model through Asian Principals' Perspectives
M00004	Sailesh Sharma
M00005	Trustworthiness: A key Factor for Adoption Models of e-Government Services in
M00003	Developing Countries
	Maziar Shajari, Zuraini Ismail
M00009	The Research of School Innovation and Effectiveness
1000007	Hui-Min Huang
M00011	Collective Psychological Ownership of Knowledge and Individual Knowledge Sharing
SC 5	Behaviors An Empirical Study of Taiwanese High-Tech Companies
50.5	Min-Shi Liu and Shin-Yi Lin
M00012	Impact of Work-related Stress on Well-being among Academician in Malaysian
1100012	Research University
	Siti Aisyah Panatik, Azizah Rajab, Roziana Shaari, Ishak Mad Shah, Hamidah Abdul
	Rahman and Siti Khadijah Zainal Badri
M00013	Improving mental power of post graduate students by considering leisure-time
	Hamid Reza Sayebani, Aminuddin bin Yusof, Mamoud Reza Sayebani, Mohammad
	Sadegh Bijandi, Mohammod Reza Toloee Esmeilzadeh
M00014	Managing Quality Support Staff In A Higher Learning Institution
	Azizah Rajab, Siti Aisyah Panatik, Hamidah Abdul Rahman and Roziana Shaari
M00015	Fostering freshman Engineering students in private colleges towards a result oriented
	future - An Indian Perspective
	Ranjit Abraham, Sanku Sarath Chandar Rao and Subhash Abraham Punnoose
M10002	Reading Strategies of Iranian Postgraduate English Students Living at ESL Context in
	the First and Second Language
	Shirin Shafiei Ebrahimi
M10019	Perceptions on Critical Thinking Attributes of Science Education Standards
	Sufian A. Forawi
M10043	Cognitive Skills and Reading Comprehension Across Disciplines
	Josefina M. Tabudlong, Ruben L. Abucayon, Honey Swiert Y. Larayos and Nasphia A.
	Malawani
M00017	Educators Perception of the Research University Status
1.6000 55	Hamidah Abdul Rahman, Azizah Rajab, Siti Aisyah Panatik and Khairunnisa Hamid
M00061	Providing Customized Products and Services Based on Service Science Paradigm
SC 6	Ai-Che Chang, Amy J.C. Trappey and Charles V. Trappey
M00035	Contextualising textbook knowledge in Technology Education classroom: synthesising
	content and context
N(10014	Ramaligela Sylvia Manto and Makgato Moses
M10014	The making of South African school principals: An empirical perspective
M00050	Simeon Maile
M00059	Collaborative Blogging: A Tool for teaching Writing in EFL classroom
	Dararat Khampusaen

# Morning, February 28, 2012 (Tuesday)

SESSION – 4

Venue: Grand ballroom Session Chair: Athula D. A. Gunawardena Time: 08:30 – 10:30

R00010	Ant colony optimization approach to portfolio optimization
	Kambiz Forqandoost Haqiqi and Tohid Kazemi
R10006	Collaborative Risk Management Impacting the Success of Infrastructure Development
	under Public Private Partnerships
	Hui Thia andDonald Ross
R00008	Group Solvency Optimization Model for Insurance Companies Using Copula Functions
	Masayasu Kanno
R00013	Investment in Fixed Assets in Electrical Equipment and Cables Industry
	S.L. Tulasi Devi and R.N. Rao
R00014	Bayesian Inference of the GARCH model with Rational Errors
	Tetsuya Takaishi and Ting Ting Chen
R10012	Corporate Governance, IPO (Initial Public Offering) Long Term Return in Malaysia
	Edris Heidari Darani
R10013	The Traditional Multiplier-Multiplicand Approach
	Massita Mohamad, Haslifah Hashim and Halim Khalid
R10014	The Four Fields Factors Makes Inadequacy of Life Insurance Coverage in Malaysia
	Halim Khalid , Haslifah Hashim , Massita Mohamad , Kamil Khalid and Kamal Khalid
R10019	FDM Algorithm for Pricing ELS with Exit-Probability
	Hyunseok Roh
R00005	What Leads Firms to Enterprise Risk Management Adoption? A Literature Review
	Nargess Mottaghi Golshan and Siti Zaleha Abdul Rasid
Q00040	Advertising Your Product in Television Drama: Does Information Overload and
	Character Involvement Matter?
	Fanny Kong and Kineta Hung
Q00015	How Much Control dose Central Bank of Iran Over Money Supply?
	Jafar Haghighat

10: 30 - 10: 40 Coffee Break

SESSION – 5 Venue: Emerald Room Session Chair: Min-Shi Liu Time: 08:30 – 10:30

M10046	NEW STRATEGIES AND MATERIALS FOR TEACHING SOFT SKILLS TO
	ENGINEERING STUDENTS : THE INDIAN CONTEXT
	D. S. Kesava Rao
M10049	A Study on Educational Contents of Korean Language Arts For Cyber Home-schooling
	Park, Hye-jin, Cha, Kyung-mi

M10050	Thai Students' Conceptual Understanding on Force and Motion
	Kittima Panprueksa, Nason Phonphok, Manat Boonprakob and Chanya Dahsah
M10052	Flexible-Differentiated Instruction in Heterogeneous Classrooms as a Destination of
	Congruent Curriculum
	Abdul Rahim Hamdam and Karim Mattarima
M10056	The Role of Tacit Knowledge in Innovation of Public Management
	Golamreza Rahim, Mir Hossein Seyyedi and Qader Vazifeh Damirchi
M10058	Assessing the Number Sense of Grade 6 Pupils
	Remedios D. Facun and Nelvin R. Nool
M10059	Exploring the Metacognitive Processes of Prospective Mathematics Teachers during
	Problem Solving
	Nelvin R. Nool
M10060	Effectiveness of an Improvised Abacus in Teaching Addition of Integers
	Nelvin R. Nool
M10061	Assessment of the Implementation of Maternal and Child Health Services of Local
	Health Units in Tarlac City: Towards Development of an Action Plan
	Alma M. Corpuz, Rosalina C. Garcia, Maria Agnes P. Ladia, Remedios D. Facun and
	Nelvin R. Nool
M10063	"Let students take control!" Fostering learner autonomy in language learning: An
	experiment
	Nga Thanh Nguyen
M10064	Dramatic Arts and Pantomime as a Unique Supplementary Methodology to Teaching
	English to Children Under Age of 5.
	Mojtaba Rahmanian, Saleh Haghshenas, Sohrab Abdollahi, Zahra Keshavarz and
110065	Hamid Narmani
M10066	Centers of Excellence and Centers of Development for Teacher Education: Their
	Contribution to the Elementary Teacher Force
	Maria Agnes P. Ladia, Remedios D. Facun, Rosalina C. Garcia and Nelvin R. Nool

10: 30 - 10: 40	Coffee Break

SESSION - 6 Venue: Grand ballroom

Session Chair: Ai-Che Chang Time: 10:40 – 12:30

M00021	Parent and student perceptions of the initial implementation of a 1:1 laptop program in
	Western Australia
	Frank Bate, Jean Macnish and Steven Males
M00022	Work-Family Conflict, Stress and Psychological Strain in Higher Education
	Siti Aisyah Panatik, Azizah Rajab, Hamidah Abdul Rahman, Ishak Mad Shah and
	Sitikhadijah Zainal Badri
M00023	Impact of Differences between Management and Leadership Skills on Effectiveness in
	Higher Education Institutions
	Mohammad Sadegh Bijandi, Aminuddin Bin Hassa, Tajularipin Bin Sulaiman and
	Roselan Bin Baki

M00031	How black is the future education of disabled students?
	Daniel Mareš
M00032	The Validation of an Instructional Design and Development Model Based on
	Engineering Creative Problem Solving Principles to Develop Creative Thinking Skills
	of Undergraduate Engineering Students
	Thapanee Seechaliao, Onjaree Natakuatoong, Witaya Wannasuphoprasit
M00037	Using Fuzzy Statistical Analysis to Investigate Students' Perception on Relational
	Bullying
	Hui-Min Huang
M00041	The role of schools in building a peaceful society in Pakistan
	Abida Mahmood
M00050	Using Grey S-P Chart to Evaluate English Reading Performances
	Bor-Tyng Wang, Tian-Wei Sheu, Jung-Chin Liang, Jian-Wei Tzeng and Nagai Masatake
M00051	"Status of Students' Perceptions and Self-efficacy on the Use of ICT"
	Saddam C. Bazer, Gellie F. Pardillo and Shelanee Theresa P. Ruales
M00053	The Effectiveness of Web-Based Lesson in Teaching Conjunctions
	Nathaya Chomchiawchan, Dararat Khampusean
M00056	The Effect of Using Philosopher's Heart Principle on Primary School Students'
	Scientific literacy and Language abilities: The Study in Thailand
	Punika Praputtakun, Chanyah Dasah, Chinda Tambunchong, Prasong Meteapinitkul and
	Orvil L. White
M10080	An Actuarial Approach for Aggregate Loss Assessment of the Critical Infrastructure Due
SC 9	to Natural Disasters
	Plamena Zlateva and Dimiter Velev

12: 30 - 13: 30

**Buffet Lunch** 

## Afternoon, February 28, 2012 (Tuesday) SESSION - 7

SESSION – 7 Venue: Grand ballroom Session Chair: Marek Martin

Q00028	Forming Community Enterprises using Vermicomposting as a tool for Socio-Economic
	Betterment
	Rajanita Das Purkayastha
Q00029	An Analytical Hierarchical Process (AHP) based Approach for Promoting Green
	Building among the Citizens of Next Generation in Malaysia
	Ali Karimi Zarchi, Govindan Marthandan and Mohammad Eshaghi
Q00033	Hybrid Cloud Considerations: Managerial Perspective
	Peter G ézy, Noriaki Izumi and K âti Hasida
Q00035	The Challenges of Manufacturers' Empty Truck Runs in Bangkok
	Chaiyot Peetijade, Athikom Bangviwat
Q00037	Industrial Cluster as Business Strategy to Improve Rural Economy in Malaysia
	Yohan Kurniawan and Wan Mohammad Wan Abdullah

Q00042	Customer Experience, Brand Image and Customer Loyalty in Telecommunication	
	Services	
	Juthamard Sirapracha and Gerard Tocquer	
Q00044	The Impact of Mobile Advertisement and Communication on Customer Relationship	
	Management (CRM)	
	Usman Musa Zakari Usman, Zainulabdeen Basil Mohammed	
Q00049	49 Evaluating the correlation between Emotional Intelligence (EI) and Effective Leadership	
	(EL) among managers in Miri Shipbuilding Industry	
	Mitrabinda Singh, Linda Hii, Goo Lean Lum	
Q00050	0 The Influence of Humility on Leadership: A Chinese and Western Review	
	Teng-Chu Steve Chiu, Heh Jason Huang, Yishuo Hung	
Q00054	Green Supply Chain Management Practices: A Sectoral Investigation into	
	Manufacturing SMEs in China	
	Xiangmeng HUANG, Boon Leing TAN and Xiaoming Ding	

15: 30 - 15: 50	Coffee Break

#### ${\bf SESSION-8}$

Venue: Emerald Room Session Chair: Mitsunori Hirogaki Time: 13:30 – 15:30

Q00063	The Effect of Chronic Regulatory Focus on Online Review and Information Search
200000	Behavior by using Web Log Date
	Jayoung Choi, Eunyoung Jang
Q10004	An Empirical Perspective on Book Building as Effective Tool for Price Discovery
-	Bedanta Bora, Anindita Adhikary and Ajeya Jha
Q10005	Model of Purchase Intention on Organic Food
	Tony Wijaya and Budi Suprapto
Q10009	Lack of Internal Communication in Privatization Process
	Ousanee Sawagvudcharee and Judy Young
Q10012	The Direct and Indirect Effects of Antecedents Variables on Corporate Image toward
	Direct Selling Companies
	Prasit Rattanaphan and Nik Kamariah Nik Mat
Q10014	A Preliminary Study of Asset Accumulation among Single Mothers in Malaysia
	Zarina M.N and Kamil A.A
Q10016	Entrepreneurship and Women Empowerment: Evidence From Pune City
	Jayashree Upadhye and Arwah Madan
Q10022	Impact of IT Strategy on Busienss Strategy in Small Malaysian Enterprises
	Hadi Karimikia
Q10034	Trained and Drained? A Parameter Simulation on the Return Timeframe of University
	Students Studying Abroad
	Jan-Jan Soon
Q10043	Determinants of Knowledge Sharing Behavior
	Elham Aliakbar, Rosman Bin Md Yusoff and Nik Hasnaa Nik Mahmood

15: 30 - 15: 50 Coffee Break
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#### **SESSION – 9** Venue: Grand ballroom Session Chair: Dimiter Velev Time: 15:50 – 18:30

1	
M00066	Stability of Document Analysis and Recognition for University Evaluation Reports
	Masaaki Ida, Susumu Shibui
M00070	Analyzing the Trends of Engineering Education Using TRIZ
	Issac Lim Sing Sheng, Satesh N. Namasivayam, Kenny Tan Boon Thong
M00074	Academic Use of Social Media: Practices and Problems of University Students
	Irshad Hussain, Naushaba Gulrez and Shaheen Ashraf Tahirkheli
M10003	An Innovative Learning Platform for Pre-Primary Students
	Bibi Rushda Bahadoor and Sameerchand Pudaruth
M10018	"Examination of Innovative Activity in National Economy: Experience of Kazakhstan".
	G. M.Berdykulova
M10020	Effects of progressive muscle relaxation and internal imagery on competitive state
	anxiety inventory – 2R among taekwondo athletes
	Tahereh Bagherpour, Hairul Anuar Hashim, Soumendra Saha and Asok Kumar Ghosh
M10021	Comparison of long - Term Effects of Internal Imagery and Progressive Muscle
	Relaxation on Brunel Mood Among Malaysian and Iranian Taekwondo athletes
	Tahereh Bagherpour, HairulAnuarHashim, SoumendraSaha and Asok Kumar Ghosh
M10023	Incorporating Evolutionary Acquisition into Interdisciplinary Research Project
	Management
	Patrick Letouze
M10024	Need Based Development of a School Counseling Program: Unconventional from
	Pakistan's Perspective
	Farheen Nasir and Rahila Khan
M10025	Sense of Community: How important is this quality in Blended Courses
	Maryam Tayebinik, Marlia Puteh
M10026	A Social Network to Provide Free Internet Access for Public Schools' Communities
	Gentil V. Barbosa, Heder D. Soares, George L. R. de Brito, Sergio M. S. da Cruz and
	Patrick Letouze
M10032	Governmental Support and Promotion Towards Competitiveness of Private Vocational
	Education and Colleges in Thailand
	Jomphong Mongkhonvanit
M10067	Middle East University Ranking Improvements Recommendations
	Mahmoud Hassan
M10079	Assessing Science Students' Perceptions in Learning Activities Achievements in Physics
	Laboratory Classrooms in Udon Thani Rajabhat University
	Toansakul Santiboon, Somchai Chumpolkulwong, Piyawadee Yabosdee, Jutharatana
	Klinkaewnarong

#### SESSION - 10

#### Venue: Emerald Room Session Chair: Prof. Donald Chang (Co-Chair) Time: 15:50 – 18:30

Q00014	Managerial Weaknesses and Features of Family Businesses in the Eastern Region of
	Saudi Arabia
	M-Said Oukil and Hassan Al-Khalifah
Q00015	How Much Control dose Central Bank of Iran Over Money Supply?
	Jafar Haghighat
Q00024	Assessing authorized labeling as a marketing tool: an empirical study of Japan
SC 8	Mitsunori Hirogaki
Q00025	An Empirical Study on the Relationships between Social Capital, Rational Cognition
	and Knowledge Sharing in Product Development Team: The Role of Collective Value
	Hanpeng Zhang, Yili Shen, Hanfei Zhang, Wenyong Li and Lina Ma
Q00059	Competition and Substitution of Media on Multimedia Environment - Niche Analysis of
	Mass Media and Social Media
	Youn Ho, Sang-Woo Lee
Q00061	Social Capital and Entrepreneurship: Building a National Entrepreneurial Capacity for
	Sustainable Development
	Hamrila A. Latip, Kosmas X. Smyrnios
Q00016	KM Process and CRM to manage Customer Knowledge Relationship Management
	(CKRM)
	Amine Nehari Talet
Q10051	The Application of Internet Technology, Imperatives in Enhancing Customer Relations:
SC 2	An Empirical Study in Iran
	Seyed Rajab Nikhashemi, Farzana Yasmin, Ahasanul Haque and Ali Khatibi
Q10058	A Customer Value Perspective Motivates People to Purchase Digital Items in Virtual
	Communities
	Hossein Miladian, Amirhossein Kamali Sarvestani
Q10060	Differences of "Traditional Marketing" in opposition to "Electronic Marketing"
	Hanieh Mirzaei, Ehsan Jaryani, Mohammadreza Aghaei, Mehrdad Salehi, Mojtaba
	Saeidinia
Q10066	Charging Content Online: Is It a Strategic Move for News Publishers?!
	Jun Xu, Peter Wong
Q10068	Non-mandatory Recommendations under the Corporate Governance Code and Investor
	Protection: An Evaluation
	Arwah Madan, Jayashree Upadhye, Arjun Madan
Q10069	Entrepreneurship and women
	S.N.Geetha, G.Barani
Q10074	District Heating and Cooling in Emerging Economies, In Search for More Realistic
SC 7	Vision
	Marek Martin
Q10041	The Opportunity of Indirect Determination of the Importance of the Attributes of the
	Tourist Product in Evaluating the Consumer's Satisfaction
	Olimpia Ban

## JCSSH Journal Session Afternoon, February 27, 2012 (Monday)

Venue: Emerald Room Session Chair: Prof. A M Rawani (Conference Chair) Time: 13:30 – 15:30

CH001	Anthropology and Clinical Trial Emerging Reproductive Issues in Cambodia
	PASCALE HANCART PETITET
CH009	The Studying and Analyzing of the Causes Students Unemployment (Institute
	Managers, Practitioner Students and Collegiate Views)
	Fatemeh Chaman and Fatemeh Saghari
CH013	Using Fuzzy Statistical Analysis Compares Students' Perception between Ethnic
	Majority and Ethnic Minority
	Hui-Min Huang
CH014	Thai Women, Cross –Cultural Marriage and Sexuality
	Orathai Piayura
CH016	Indigenous Knowledge and Biodiversity Conservation in Sabah, Malaysia
	ADLINA AB. HALIM
CH024	Big Five Personality Traits and Equity Sensitivity and Transformational Leadership
	Eunhui Lee

15: 30 - 15: 50	Coffee Break	
19:00 , February 28 2012	Dinner Banquet	

# **Instructions for Oral Presentations**

#### **Devices Provided by the Conference Organizer:**

Laptops (with MS-Office & Adobe Reader)

Projectors & Screen Laser Sticks

#### Materials Provided by the Presenters:

PowerPoint or PDF files (Files shall be copied to the Conference Computer at the beginning of each Session)

Duration of each Presentation (Tentatively):

Regular Oral Session: about 8-10 Minutes of Presentation 2-5 Minutes of Q&A Keynote Speech: 30- 35 Minutes of Presentation 5-10 Minutes of Q&A

# **Quality Hotel Singapore**

#### www.qualityhotel.com.sg

Quality Hotel Singapore is a member of Choice Hotels International - one of the largest and most successful lodging franchisors in the world. It is strategically located at the heart of Balestier, an established food street nestled on the fringe of the Central Business District of Singapore, making us an ideal choice for that authentic Singapore travel experience for leisure and business travellers.

Encompassing 240 well-appointed rooms and suites that are designed with an emphasis on the ease and comforts of home, our rooms offer guests a comfortable rest area and practical workspace complete with modern day amenities and dedicated leisure facilities like the swimming pool, gymnasium and sauna rooms.

Quality Hotel Singapore is home to a host of dining options. Savour a sumptuous spread of Asian Rice and Taiwan Porridge Buffets at the Quality Caf é, or relish popular authentic dishes such as Quality Laksa and Prawn Mee served at the Terrace Caf é Lounge on our comfortable sofas, chill out and unwind to music, drinks and entertainment at the Piano Lounge after a hard day's work.

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- Orchard Road (10 minutes drive)
- Suntec City (15 minutes drive)
- Central Business District (15 minutes drive)
- Singapore Expo (20 minutes drive)
- Changi International Airport (20 minutes drive)

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#### Latest Events

2012		
April 7-8, 2012		
2012 2nd International Conference on Economics, Trade and Development ( <u>ICETD 2012</u> )	Bangkok, Thailand	Feb. 10, 2012
2012 2nd International Conference on Management and Artificial Intelligence ( <u>ICMAI 2012</u> )	Bangkok, Thailand	Feb. 10, 2012
2012 International Conference on Humanity, History and Society ( <u>ICHHS 2012</u> )	Bangkok, Thailand	Feb. 10, 2012
May 5-6, 2012		
2012 International Conference on Management and Education Innovation( <u>ICMEI 2012</u> )	Kuala Lumpur, Malaysia	Feb. 29, 2012
2012 2nd International Conference on Management and Serivce Science ( <u>ICMSS 2012</u> )	Kuala Lumpur, Malaysia	March 5, 2012
2012 International Conference on Economics, Business Innovation ( <u>ICEBI</u> 2012)	Kuala Lumpur, Malaysia	March 5, 2012
June 2-3, 2012		
2012 International Conference on Psychological Sciences and Behaviors ( <u>ICPSB</u> 2012)	Hong Kong	March 1, 2012
2012 International Conference on Innovation, Trade and Ecomomics ( <u>ICITE</u> 2012)	Hong Kong	Feb. 10, 2012
2012 2nd International Conference on Sociality and Economics Development ( <u>ICSED 2012</u> )	Hong Kong	Feb. 10, 2012
June 29-30, 2012		
2012 3rd International Conference on Education and Management Technology ( <u>ICEMT 2012</u> )	Jeju Island	Feb. 20th 2012
2012 4th International Conference on Information and Financial Engineering ( <u>ICIFE 2012</u> )	Jeju Island	Feb. 20th 2012
2012 International Conference on Knowledge, Culture and Society ( <u>ICKCS</u> 2012)	Jeju Island	Feb. 25th 2012
July 23-24, 2012		
2012 2nd International Conference on Financial Management and Economics ( <u>ICFME 2012</u> )	Singapore	March 10, 2012
2012 International Conference on Society, Humanity and History ( <u>ICSHH</u> 2012)	Singapore	March 10, 2012
2012 2nd International Conference on Strategy Management and Research ( <u>ICSMR 2012</u> )	Singapore	March 15, 2012
August 4-5, 2012		
2012 3rd International Conference on Construction and Project Management (ICCPM 2012)	Dubai, UAE	April 10, 2012
2012 3rd International Conference on Innovation, Management and Service ( <u>ICIMS 2012</u> )	Dubai, UAE	April 15, 2012
2012 International Conference on Mangement Technology and Science( <u>ICMTS</u> 2012)	Dubai, UAE	April 10, 2012
September 28-29, 2012		
2012 3rd International Conference on Humanities, Historical and Social Sciences ( <u>CHHSS 2012</u> )	Phnom Penh , Cambodia	May 25, 2012
2012 2nd International Conference on Education, Research and Innovation (ICERI 2012)	Phnom Penh , Cambodia	May 10, 2012

2012 2nd International Conference on Business and Economics Research ( $\underline{\text{ICBER 2012}}$ )	Phnom Penh , Cambodia	May 10, 2012
October 26-28, 2012		
2012 2nd International Conference on Humanities, Society and Culture ( <u>ICHSC</u> 2012)	Hong Kong	June 5, 2012
2012 International Conference on Financial Theory (ICFT 2012)	Hong Kong	June 15, 2012