

# 2016 IEDRC PATTAYA CONFERENCES ABSTRACT

**Pattaya, Thailand**

**January 26-27, 2016**

**Co-Sponsored by**



**<http://www.iedrc.org/>**

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## Conference Venue

### **Mercure Pattaya Ocean Resort**

<http://www.mercure.com/gb/hotel-8889-mercure-pattaya-ocean-resort/index.shtml>

Mercure Pattaya Ocean Resort is an idyllic hideaway for families with children, Mercure Pattaya Ocean Resort is a great value leisure resort moments from the beach. A highlight is its mini water park with a rock wall and caves, tropical gardens, two swimming pools, and slider for family fun. Stylish and comfortable guestrooms include free Wi-Fi. At the restaurant guests can enjoy international cuisines and local flavours. With a choice of venues, the resort is the perfect for business meetings, events and incentive travelers.

Conveniently located in North Pattaya, just 90 minutes by car from Bangkok, Mercure Pattaya Ocean Resort is the ideal choice for leisure travellers and MICE groups. Guests can use the airport taxi service or simply arrange for a hotel pick up at the airport. There are also regular buses departing from Ekamai Bus Station in Bangkok.

#### CONTACT:

463/100, Moo 9 - Pattaya Second Road - Nongprue Banglamung

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## Introductions for Publications

All accepted papers for the Japan conferences will be published in those journals below.

### **2016 3<sup>rd</sup> International Conference on Economic and Business Administration (ICEBA 2016)**



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

### **2016 3<sup>rd</sup> International Conference on Culture, Knowledge and Society (ICCKS 2016)**



International Journal of Culture and History (IJCH)

ISSN: 2382-6177

DOI: 10.18178/IJCH

Indexed by: Google Scholar, Engineering & Technology Digital Library, Crossref, ProQuest

## Instructions for Oral Presentations

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

Laptops (with MS-Office & Adobe Reader)

Projectors & Screens

Laser Sticks

### **Materials Provided by the Presenters:**

Power Point or PDF Files (Files should be copied to the conference laptop at the beginning of each session)

### **Duration of each Presentation (Tentatively):**

Regular Oral Presentation: about 20 Minutes of Presentation and Q&A

Keynote Speech: 40 Minutes of Presentation, 5 Minutes of Q&A

# Time Schedule

Day 1:

Hotel lobby	January 26 10:00-17:00	Registration
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Day 2:

Ocean 3 Meeting room	Jan. 27 09:20-12:00	09:20—09:25	Opening Remarks Prof. Budsaba Kanoksilapatham English Department, Faculty of Arts, Silpakorn University, Nakhon Pathom. Thailand.
		09:25—10:10	Keynote Speech 1 Prof. Nattaphan Kecharananta Director of Doctoral Program in Business Management. Thailand Title of speech:
		10:10—10:40	Coffee Break& Group Photo(foyer in front of meeting room)
		10:40—11:25	Keynote Speech 2 Prof. Budsaba Kanoksilapatham English Department, Faculty of Arts, Silpakorn University, Nakhon Pathom. Thailand Title of speech: Wooden Fishing Vessel Building at Samut Sakhon: Its last Breath
		11:25-12:00	Free Talk
	Jan. 27 12:00-13:30	Lunch (Hotel Restaurant)	
Ocean 3 Meeting room	Jan. 27 13:30-17:20	13:30-15:10	Session 1 (5 papers) Theme: Economics and Finance
		15:10-15:40	Coffee Break(foyer in front of meeting room)
		15:40—17:20	Session 2 (5 papers) Theme: Management and Social Sciences
	Jan. 27 18:00-20:00	Dinner Banquet (Hotel Restaurant)	

## Introductions for Keynote Speakers



Prof. Nattaphan Kecharananta

Director of Doctoral Program in Business Management.Thailand

Dr.Nattaphan Kecharananta, or Dr. Nat, is currently one of Thailand top lecturers in the field of Business Strategy and Management. He has taught at major universities in Thailand and abroad. Besides international presentations and publications, Dr.Nat also authored many well embraced business management texts for Thai university students in these few decades such as Strategic Management, Human Resource Management, Organizational Behaviors, and Modern Management. Outside his academic career, Dr.Nat also works as a consultant and head of research teams for many government organizations and private firms ranging from infrastructure and economic development, privatization, business turn around, and new venture creation and management.



Prof. Budsaba Kanoksilapatham

English Department, Faculty of Arts, Silpakorn University, Nakhon Pathom, Thailand

Budsaba Kanoksilapatham is currently a professor with the English Department, Faculty of Arts, Silpakorn University. She completed the bachelor's degree in English (Hons.) at the Faculty of Arts, Chulalongkorn University. She received the master's degree in linguistics and EFL from Southern Illinois University at Carbondale and the Ph.D. degree in linguistics with a concentration in applied linguistics from Georgetown University, USA. Her research interests include discourse analysis, sociolinguistics, phonetics, and language teaching. Her most recent books are *Pronunciation in Action* and *English Sociolinguistics at Work*. Her research articles were published in international journals including *English for Specific Purposes* and *The IEEE Transactions on Professional Communication*.

## Full Schedule

### Day 1: Registration Only: January 26, 2016 (Tuesday)

10:00 – 12:00	Arrival and Registration (Venue: Hotel lobby)
13:30 – 17:00	

- (1) Please print your registration form before you come to the conference.
- (2) You can also register at any time during the conference.
- (3) Certificate of Participation can be collected at the registration counter.
- (4) Your paper ID will be required for the registration.
- (5) The organizer won't provide accommodation, and we suggest you make an early reservation.
- (6) One best oral presentation will be selected from each oral session. The Certificate for the best one will be awarded at the end of each session on January 27, 2016.



**Day 2: Conference: Morning, January 27, 2016 (Wednesday)**

Venue: Ocean 3 Meeting room

09:20-09:25	<p>Opening Remarks</p>  <p>Prof. Budsaba Kanoksilapatham English Department, Faculty of Arts, Silpakorn University, Nakhon Pathom</p>
09:25-10:10	<p>Keynote Speech 1</p>  <p>Prof. Nattaphan Kecharananta Director of Doctoral Program in Business Management</p> <p><b>Title:</b></p> <p><b>Abstract:</b></p>
10:10-10:40	Coffee Break&Photo Session
10:40-11:25	<p>Keynote Speech 2</p>  <p>Prof. Budsaba Kanoksilapatham English Department, Faculty of Arts, Silpakorn University, Nakhon Pathom</p>

	<p><b>Title:</b> Wooden Fishing Vessel Building at Samut Sakhon: Its last Breath</p> <p><b>Abstract:</b> This research aims at presenting the historical accounts and the procedural steps reflecting local wisdom regarding the building of wooden fishing vessels at Samut Sakhon Province, Thailand. With help from community members, a list of interviewees was identified; a set of interview questions was constructed. Next, in-depth interviews and non-participant observation were conducted with remarks noted relating to the surrounding context. Finally, a focus group discussion was held to exchange opinions and verify the interview accounts. The study reveals that the guru of fishing vessel building is a Chinese Hainanese man who owned the first shipyard in Samut Sakhon Province about 100 years ago. The guru and other masters of wooden fishing vessel building contributed to strengthening this local wisdom knowledge. Without explicit instruction from the guru, these masters were able to acquire and sharpen their expertise at this shipyard “through the back door” using avid observation. Samut Sakhon vessels are uniquely known to be strong in construction and graceful in design. This local wisdom has never been recorded, but it is systematic, consisting of multiple steps. However, this building business went into decline, resulting in the closedown of the shipyards one after another. The last closure about ten years ago led to an end of wooden fishing vessel building. This study represents a record of this local wisdom to shed light on the community roots and disseminate it to the next generation to study, appreciate, and integrate it with classroom learning.</p>
11:25-12:00	Free Talk

<b>12:00 – 13:30</b>	<b>Lunch (Hotel Restaurant)</b>
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# Authors' Oral Presentations

## Session 1

13:30-15:10

In case of absence, please arrive in advance




Venue: Ocean 3 Meeting room

Theme: Economics and Finance

Session Chair: Prof. Nattaphan Kecharananta

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
<p>BA00005</p>  <p>13:30-13:50</p>	<p>Factors Affecting Brand Equity of Online Travel Booking Service in Ho Chi Minh City – A Mediation Analysis of E-Word of Mouth  <b>Mai Ngoc Khuong and Nguyen Hong Hanh</b>            Ho Chi Minh City International University-Vietnam National University HCMC, Vietnam  <b>Abstract:</b> The purpose of this research was to examine empirically the casual relationships among customer's satisfaction, perceived value, trust, customer's loyalty, e-WOM and brand equity of online travel booking service in Ho Chi Minh City, Vietnam. The research conceptual framework and hypotheses were constructed, based on previous theoretical and empirical studies. A survey was conducted with 327 respondents to collect primary data. Multiple regression and Path analysis were used to test the research hypotheses. As a result, customer's satisfaction, perceived value, trust and customer's loyalty had a significance and positive effect on e-WOM and brand equity. Furthermore, the results showed that trust indirectly affected brand equity through e-WOM. Therefore, business organizations working in the tourism sector should pay attention to the essential roles of these factors to understand and respond to customer's demands and expectations when they make a booking for their travel to Vietnam.</p>
<p>BA00006</p>  <p>13:50-14:10</p>	<p>The Influence of Social Media Marketing on Vietnamese Traveller's Purchase Intention in Tourism Industry in Ho Chi Minh City  <b>Mai Ngoc Khuong and Tran Thi Huong</b>            International University – Vietnam National University, Ho Chi Minh City, Vietnam  <b>Abstract:</b> The purpose of this research was to investigate the relationship among online communication including online ads, online communities and electronic word-of-mouth (e-WOM) to purchase intention of Vietnamese travellers toward tourism products in Ho Chi Minh City, Vietnam in order to create more effective strategies on social media platform to attract more customer's attention. Basing on the previous theoretical studies, the proposal framework was constructed. As a result, the study showed the significant role of trust as mediating factor between independent variables and dependent variable. More specifically, e-WOM and online ads had directly effect on purchase intention and online ads, online communities indirectly impacted on purchase intention through trust. Therefore, tourism companies should pay more intention on online ads as it was the most significant factor which affected purchase intention to attract more potential</p>

	customers.
<p>BA00010</p>  <p>14:10-14:30</p>	<p>A Framework for Evaluating Relationship among Dynamic Capability, Technological Innovation Capabilities and Performance Outcomes</p> <p><b>Li-Ren Yang</b> and Shyh-Horng Sheu Tamkang University, Taiwan</p> <p><b>Abstract:</b> Developing dynamic capability in turbulent environments is important. The primary purpose of this study was to evaluate the relationship among dynamic capability, technological innovation capacities, and performance outcomes. To address the aims, a survey was conducted in the Taiwanese industry. Additionally, the structural equation modeling (SEM) approach was used to validate the research model. These analyses suggest that developing dynamic capability has a positive effect on technological innovation capacities, which subsequently leads to improved performance outcomes.</p>
<p>BA10002</p>  <p>14:30-14:50</p>	<p>ANOVA Test On Servicescapes In Differences Categories Of Shopping Malls</p> <p><b>Nur Hafizah Juhari</b>, Puteri Ameera Mentaza Khan, Nurhayati Khair, and Puvaneswary Thanaraju Universiti Tunku Abdul Rahman, Malaysia</p> <p><b>Abstract:</b> Servicescapes concept first introduce by Boom and Bitner (1981) in commercial field. It could be apply in context of shopping mall. This study carried out to determine the customer satisfaction towards elements of servicescapes in difference categories of shopping malls by using ANOVA test that involve 420 respondents. The results show that every categories of shopping mall have their own servicescapes. The customers not satisfied with that servicescapes in that shopping mall because of the maintenance. They are not revisit the shopping mall if the servicescapes is not functional well.</p>
<p>BA10003</p>  <p>14:50-15:10</p>	<p>Building Performance Evaluation Technique</p> <p><b>Nurhayati Khair</b>, Puteri Ameera Mentaza Khan, Nurul Syakima M.Y. and Suwaibatul Islamiah Abdullah Sani Universiti Tunku Abdul Rahman, Malaysia</p> <p><b>Abstract:</b> Building performance is one of broad elements in ensuring that buildings perform to an increasingly diverse range of user requirement. However, developing a building with the comfortable environment was needed to be emphasized. Thus, building performance evaluation technique is vital in assessing how the building were respond to environment and occupants daily activities. This paper reveals the elements that consider in building performance evaluation technique.</p>

<b>15:10 – 15:40</b>	<b>Coffee Break (foyer in front of meeting room)</b>
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**Session 2**

15:40-17:20



In case of absence, please arrive in advance

Venue: Ocean 3 Meeting room

Theme: Management and Social Sciences

Session Chair: Prof. Budsaba Kanoksilapatham

\*The time slots assigned here are only tentative. Presenters are recommended to stay for the whole session in case of any absence.

ID	Title+ Author's Name
<p>BA00002</p>  <p>15:40-16:00</p>	<p>Learning and Training as Moderator of Psychological Risk in Workplace Bullying  <b>F. A. Uzma Mukhtar</b>                      University Of Balochistan, Pakistan  <b>Abstract:</b> This paper discusses the understanding of the workplace bullying concept in context of Asian countries and aims to find out relationship of workplace bullying with psychological risk and role of learning and training as moderator for psychological risk reduction caused by workplace bullying. Two hypotheses were formulated based on literature review. In order to test the hypotheses Data were collected from about 250 respondents of government institute based on simple random sampling. Presumption of data collection was based on Altman, B. A. study in which he emphasized and conclude that prior learning about workplace bullying in some shape is necessary[1] . To meet this presumption we filtered the employees by observing their understanding of the workplace bullying. As a result 250 responses were collected. In order to analyze data linear regression was conducted. Results show that workplace bullying is significantly related to psychological risk. In addition, learning and training may act as moderator to moderate the psychological risk due to workplace bullying.</p>
<p>BA00007</p>  <p>16:00-16:20</p>	<p>The Effects of Organizational Justice and Ethical Leadership on Employee Performance in Binh Duong's Industrial Parks, Vietnam                      Mai Ngoc Khuong and <b>Thai Hoang Quoc</b>                      International university, Vietnam national university – Ho Chi Minh City, Vietnam  <b>Abstract:</b> This study empirically examined the effects of organizational justice and ethical leadership on employee performance in Binh Duong's industrial park with a mediation analysis of employee job satisfaction and employee work motivation. Quantitative approach was mainly applied and questionnaires were delivered to 677 employees in Binh Duong's industrial parks. This study employed statistical techniques of factor analysis, multiple regression, and path analysis to confirm the relationships between variables. The results of this study showed that employee job satisfaction and employee work motivation significantly and positively affected employee performance. In addition, the finding of this study illustrated that organizational justice and ethical leadership played significantly role in contributing the employee job performance. They had positive direct effects on employee job performance. Moreover, they also had indirect impact on employee job performance through employee job satisfaction and employee work motivation.</p>

<p>BA00008</p>  <p>16:20-16:40</p>	<p>Factors Affecting Employee Job Engagement towards Aircraft Maintenance Organizations – A Mediation Analysis of Job Satisfaction  <b>Mai Ngoc Khuong and Nguyen Hoang To Uyen</b>  International University, Vietnam National University – Ho Chi Minh City, Vietnam  <b>Abstract:</b> This study aimed to measure the impacts of the six key factors of the job itself, career development, relationship with management, compensations and benefits, work environment, and teamwork on maintenance technicians’ satisfaction and their job engagement. Data was collected from a sample of 325 respondents, who are currently working for aircraft maintenance organizations in Vietnam. The results indicated the significant relationship between all independent variables and dependent variables, except for career development. While relationship with management and compensation and benefits had indirect effects on employee Job engagement, the job itself had both direct and indirect influences on the dependent variable. In addition, work environment and teamwork directly influence employee job engagement without the mediating role of employee job satisfaction. Consequently, the companies operating in the aviation sector should consider taking specific actions for improvement the human resources management of the Aircraft Maintenance Organizations (AMOs).</p>
<p>BA10004</p>  <p>16:40-17:00</p>	<p>Housing Preference for First Time Home Buyer in Malaysia  <b>Puteri Ameera Mentaza Khan, Amalina Azmi, Nur Hafizah Juhari, Nurhayati Khair, Siti Zaleha Daud</b>  Univaersity Tunku Abdul Rahman, Malaysia  <b>Abstract:</b> The problem of house ownership of first time homebuyer is critical since they are constrained by the affordability as well as selecting the appropriate choice for them to suit their needs. Thus this study evaluates the preferences of first time homebuyers in buying houses to live in. A total of 850 questionnaires were distributed and 650 were returned and only 351 are from first time homebuyer, which was further analyzed. The questionnaires were distributed to three major cities in Malaysia, which are Kuala Lumpur, Penang and Johor Bahru. In modeling the preferences using the Structural Equation Model (SEM) shows those same factors appears to be the preference of first time homebuyers. This finding has very important implication to the government or other agencies as they can plan in constructing the right house for first time homebuyers.</p>
<p>S202</p> <p>17:00-17:20</p>	<p>Dynamics of family support for teenage mothers  <b>Shakila Singh</b>  University of KwaZulu Natal, South Africa  <b>Abstract:</b> Although in most cultures, motherhood is valued, teenage motherhood deviates from “ideal” circumstances of motherhood and continues to be surrounded by disapproval and stigma. Research has shown that support for teenage mothers within the family is key towards better futures for them and their babies, and that given the gendered nature of the phenomena, the family support is largely from mothers and grandmothers.  This paper draws on the data generated through semi-structured interviews with 20 selected teenage mothers in two schools in South. Within a broader concern about how families impact and are impacted on by a teenage mother, we explore the dynamics of support within the family by mothers of teenage mothers. The findings suggest that teenage mothers depend heavily on their mothers</p>

for physical, emotional and economic support. However, the support was mostly embedded in restrictions and regulations of sexuality. Contact with the baby's father, especially if he was unable to fulfil a provider role, was prohibited.

Teenage mothers are ambivalently positioned as adults and children within the family. As dependent children, they remain bound by the authority of their mothers, who strongly advise them against subsequent early pregnancies. Interestingly, in their projected advice to their daughters, participants perpetuated ideas that contribute to the broad anxieties around young peoples' sexualities and continued to frame teenage pregnancy and motherhood as moral problems. The discourses of teenage mothers and their mothers perpetuate a gendering of pregnancy and parenting and this is located within the specific social, cultural and economic context and where young women's subordination is reproduced.

## Listeners' List

<p>Listener 01</p> 	<p><b>Farhood Rismanchian</b>                  Department of Information and Industrial Engineering, Yonsei University, Seoul, South Korea</p>
<p>Listener 02</p>	<p><b>Hyeonhwan Park</b>                  Seoul National University, South Korea</p>
<p>Listener 03</p>	<p><b>Dukyun Hwang</b>                  Seoul National University, South Korea</p>

\* Listeners are free to join all the sessions.

<p><b>January 27, 2016 18:00</b></p>	<p><b>Closing Ceremony</b></p>
	<p><b>Dinner</b></p>



# Call For Paper

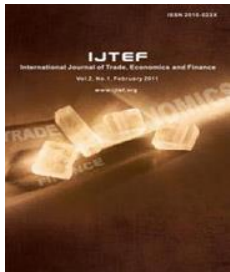


Welcome to the official website of the 2016 2nd International Conference on Financial and Business Economics (ICFBE 2016), which will be held during May 15-16, 2016, in Dubai, UAE. ICFBE 2016 aims to bring together researchers, scientists, engineers, scholars, and students to exchange and share their experiences, new ideas, and research results about all aspects of Financial and Business Economics, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Financial and Business Economics and related areas.

## Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Editor-in-Chief: Prof. Tung-Zong (Donald) Chang

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

## Important Dates

Submission Deadline	Before February 5, 2016
Acceptance Notification	On February 25, 2016
Registration Deadline	Before March 15, 2016
Conference Date	May 15-16, 2016



Welcome to the official website of the 2016 3rd International Conference on Innovations in Business and Management (ICiBM 2016) ,which will be held in Singapore during June 22-24, 2016.

ICiBM 2016 aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experience, new ideas, and research results about all aspects of Innovations in Business and Management, and discuss the practical challenges encountered and the solutions adopted.

The conference will be held every year to make it an ideal platform for people to share views and experiences in Advances in Business and Economics and related areas.

## Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



Journal of Innovation, Management and Technology (IJIMT)

ISSN: 2010-0248

DOI: 10.18178/IJIMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library

## Important Dates

Submission Deadline	February 20, 2016
Acceptance Notification	Before March 20, 2016
Registration Deadline	Before April 10, 2016
Conference Date	June 22-23, 2016
One Day Tour	June 24, 2016



Welcome to the official website of the 2016 6th International Conference on Financial Management and Economics (ICFME 2016), which will be held in Shanghai, China during July 3-5, 2016. It will provide an international platform for communication and exchanging ideas about recent research advances and innovative practice. The conference will bring together leading academics, active researchers and inspiring practitioners in the areas of financial management and economics.

## Publication



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Editor-in-Chief: Prof. Tung-Zong (Donald) Chang

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory



Journal of Economics, Business and Management (JOEBM)

ISSN: 2301-3567

DOI: 10.18178/JOEBM

Indexed by: DOAJ, Engineering & Technology Library, Electronic Journals Library, Ulrich's Periodicals Directory, MESLibrary, Google Scholar, Crossref, and ProQuest.

## Important Dates

Submission Deadline	March 10, 2016
Acceptance Notification	April 05, 2016
Registration Deadline	April 25, 2016
Conference Date	July 3-4, 2016
One Day Tour	July 5, 2016



Welcome to the official website of the 2016 3rd International Conference on Economics, Society and Management (ICSM 2016), which will be held in Rome, Italy during July 14-16, 2016. ICSM aims to bring together researchers, scientists, engineers, and scholar students to exchange and share their experiences, new ideas, and research results about all aspects of Economics, Society and Management, and discuss the practical challenges encountered and the solutions adopted. The conference will be held every year to make it an ideal platform for people to share views and experiences in Society, Education and Psychology and related areas.

## Publication

All accepted papers will be selected and published according to the paper theme in the following Journal:



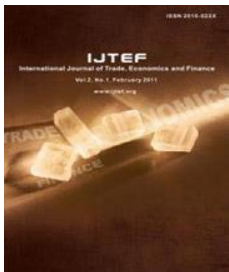
Journal of Innovation, Management and Technology (IJMT)

ISSN: 2010-0248

DOI: 10.18178/IJMT

Editor-in-Chief: Prof. Galiya Berdykulova

Abstracting/ Indexing: Google Scholar, Ulrich's Periodicals Directory, Engineering & Technology Digital Library, Crossref and ProQuest, Electronic Journals Library



International Journal of Trade, Economics and Finance (IJTEF)

ISSN: 2010-023X

DOI: 10.18178/IJTEF

Editor-in-Chief: Prof. Tung-Zong (Donald) Chang

Abstracting/ Indexing: Engineering & Technology Digital Library, ProQuest, Crossref, Electronic Journals Library, DOAJ, EBSCO, and Ulrich's Periodicals Directory

## Important Dates

Submission Deadline	Before March 15, 2016
Acceptance Notification	On April 10, 2016
Registration Deadline	Before May 05, 2016
Conference Date	July 14-15, 2016
One Day Tour	July 16, 2016

**Note**

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