Conference Programme

Theme:
*Trends and Prospects of Innovation and Entrepreneurship and its Implications in Engineering and Business Education amidst Global Economic and Environmental Crises*

15-18 November 2010
Sofitel Philippine Plaza Manila
Manila, Philippines
<table>
<thead>
<tr>
<th>PROGRAM OF ACTIVITIES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>15 November 2010, Monday</strong></td>
</tr>
<tr>
<td>5:00 p.m.</td>
</tr>
<tr>
<td>7:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 1: 16 November 2010, Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>9:00 – 10:00 a.m.</td>
</tr>
<tr>
<td>10:00 -10:15 a.m.</td>
</tr>
<tr>
<td>10:15 -11:00 a.m.</td>
</tr>
<tr>
<td>11:00 -11:45 a.m.</td>
</tr>
<tr>
<td>11:45 -12:00 noon</td>
</tr>
<tr>
<td>12:00-1:30 p.m.</td>
</tr>
<tr>
<td>1:30 – 2:30 p.m.</td>
</tr>
<tr>
<td>Parallel Session 1, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 2, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 3, Samar Room</td>
</tr>
<tr>
<td>2:30 – 3:00 p.m.</td>
</tr>
<tr>
<td>3:00 – 4:00 p.m.</td>
</tr>
<tr>
<td>Parallel Session 4, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 5, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 6, Samar Room</td>
</tr>
<tr>
<td>4:15 – 5:45 p.m.</td>
</tr>
<tr>
<td>Parallel Workshop 1, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 2, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 3, Samar Room</td>
</tr>
<tr>
<td>5:45 – 7:00 p.m.</td>
</tr>
<tr>
<td>7:00 – 9:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 2: 17 November 2010, Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>9:00 – 9:30 a.m.</td>
</tr>
<tr>
<td>9:30 – 10:00 a.m.</td>
</tr>
<tr>
<td>10:15 a.m.</td>
</tr>
<tr>
<td>10:15 – 10:30 a.m.</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
</tr>
<tr>
<td>Parallel Session 7, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 8, Negros Room</td>
</tr>
<tr>
<td>Parallel Session 9, Samar-Leyte Room</td>
</tr>
<tr>
<td>11:30 – 1:00 p.m.</td>
</tr>
<tr>
<td>1:00 – 2:00 p.m.</td>
</tr>
<tr>
<td>Parallel Session 10, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 11, Negros Room</td>
</tr>
<tr>
<td>Parallel Session 12, Samar-Leyte Room</td>
</tr>
<tr>
<td>2:00 – 2:30 p.m.</td>
</tr>
<tr>
<td>2:30 – 3:30 p.m.</td>
</tr>
<tr>
<td>3:45 – 5:15 p.m.</td>
</tr>
<tr>
<td>Parallel Workshop 4, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 5, Negros Room</td>
</tr>
<tr>
<td>Parallel Workshop 6, Samar-Leyte Room</td>
</tr>
<tr>
<td>5:15 – 5:30 p.m.</td>
</tr>
<tr>
<td>5:30 p.m.</td>
</tr>
<tr>
<td>6:30 – 9:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 3: 18 November 2010, Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m.</td>
</tr>
<tr>
<td>9:00 a.m.</td>
</tr>
<tr>
<td>12:00 noon</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAYS 4 &amp; 5: 19 November 2010, Friday/20 November 2010, Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional tours</td>
</tr>
</tbody>
</table>

---

<table>
<thead>
<tr>
<th>15 November 2010, Monday</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 p.m.</td>
</tr>
<tr>
<td>7:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 1: 16 November 2010, Tuesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>9:00 – 10:00 a.m.</td>
</tr>
<tr>
<td>10:00 -10:15 a.m.</td>
</tr>
<tr>
<td>10:15 -11:00 a.m.</td>
</tr>
<tr>
<td>11:00 -11:45 a.m.</td>
</tr>
<tr>
<td>11:45 -12:00 noon</td>
</tr>
<tr>
<td>12:00-1:30 p.m.</td>
</tr>
<tr>
<td>1:30 – 2:30 p.m.</td>
</tr>
<tr>
<td>Parallel Session 1, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 2, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 3, Samar Room</td>
</tr>
<tr>
<td>2:30 – 3:00 p.m.</td>
</tr>
<tr>
<td>3:00 – 4:00 p.m.</td>
</tr>
<tr>
<td>Parallel Session 4, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 5, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 6, Samar Room</td>
</tr>
<tr>
<td>4:15 – 5:45 p.m.</td>
</tr>
<tr>
<td>Parallel Workshop 1, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 2, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 3, Samar Room</td>
</tr>
<tr>
<td>5:45 – 7:00 p.m.</td>
</tr>
<tr>
<td>7:00 – 9:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 2: 17 November 2010, Wednesday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 a.m.</td>
</tr>
<tr>
<td>9:00 – 9:30 a.m.</td>
</tr>
<tr>
<td>9:30 – 10:00 a.m.</td>
</tr>
<tr>
<td>10:15 a.m.</td>
</tr>
<tr>
<td>10:15 – 10:30 a.m.</td>
</tr>
<tr>
<td>10:30 – 11:30 a.m.</td>
</tr>
<tr>
<td>Parallel Session 7, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 8, Negros Room</td>
</tr>
<tr>
<td>Parallel Session 9, Samar-Leyte Room</td>
</tr>
<tr>
<td>11:30 – 1:00 p.m.</td>
</tr>
<tr>
<td>1:00 – 2:00 p.m.</td>
</tr>
<tr>
<td>Parallel Session 10, Leyte Room</td>
</tr>
<tr>
<td>Parallel Session 11, Negros Room</td>
</tr>
<tr>
<td>Parallel Session 12, Samar-Leyte Room</td>
</tr>
<tr>
<td>2:00 – 2:30 p.m.</td>
</tr>
<tr>
<td>2:30 – 3:30 p.m.</td>
</tr>
<tr>
<td>3:45 – 5:15 p.m.</td>
</tr>
<tr>
<td>Parallel Workshop 4, Leyte Room</td>
</tr>
<tr>
<td>Parallel Workshop 5, Negros Room</td>
</tr>
<tr>
<td>Parallel Workshop 6, Samar-Leyte Room</td>
</tr>
<tr>
<td>5:15-5:30 p.m.</td>
</tr>
<tr>
<td>5:30 p.m.</td>
</tr>
<tr>
<td>6:30 – 9:00 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAY 3: 18 November 2010, Thursday</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:30 a.m.</td>
</tr>
<tr>
<td>9:00 a.m.</td>
</tr>
<tr>
<td>12:00 noon</td>
</tr>
<tr>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>DAYS 4 &amp; 5: 19 November 2010, Friday/20 November 2010, Saturday</th>
</tr>
</thead>
<tbody>
<tr>
<td>Optional tours</td>
</tr>
</tbody>
</table>

---

**DAY 1: 16 November 2010, Tuesday**

**8:00 a.m.** Conference Registration

**9:00 – 10:00 a.m.** Opening Ceremonies

**10:00 -10:15 a.m.** Coffee Break

**10:15 -11:00 a.m.** Plenary Talk 1

**11:00 -11:45 a.m.** Plenary Talk 2

**11:45 -12:00 noon** Open Forum

**12:00-1:30 p.m.** Lunch Break, Visayas Room

**1:30 – 2:30 p.m.** Parallel Session 1, Panay Room

**2:30 – 3:00 p.m.** Coffee Break

**3:00 – 4:00 p.m.** Parallel Session 4, Panay Room

**4:15 – 5:45 p.m.** Parallel Workshop 1, Panay Room

**5:45 – 7:00 p.m.** Free time

**DAY 2: 17 November 2010, Wednesday**

**8:00 a.m.** Conference Registration, Samar-Leyte Room

**9:00 – 9:30 a.m.** Plenary Talk 3

**9:30 – 10:00 a.m.** Plenary Talk 4

**10:15 a.m.** Open Forum

**10:15 – 10:30 a.m.** Coffee Break

**10:30 – 11:30 a.m.** Parallel Session 7, Panay Room

**11:30 – 1:00 p.m.** Lunch Break, Boracay Room

**1:00 – 2:00 p.m.** Parallel Session 10, Panay Room

**2:00 – 2:30 p.m.** Coffee Break

**2:30 – 3:30 p.m.** Parallel Session 13, Panay Room

**3:45 – 5:15 p.m.** Parallel Workshop 4, Panay Room

**5:15-5:30 p.m.** Break

**5:30 p.m.** Assembly, Sofitel Philippine Plaza Manila lobby

**6:30 – 9:00 p.m.** Dinner and Closing Ceremonies

**DAY 3: 18 November 2010, Thursday**

**8:30 a.m.** Assembly, Sofitel Philippine Plaza Manila lobby

**9:00 a.m.** City tour/Malacañang Palace/Intramuros/Tagaytay

**12:00 noon** Lunch

**12:00 noon** Departure

**DAYS 4 & 5: 19 November 2010, Friday/20 November 2010, Saturday**

**Optional tours**
10:00-10:15 a.m.
Coffee break

10:15-11:00 a.m.
Plenary Talk 1
Dr. Eduardo A. Morató, Jr.
President, ABS-CBN Bayan Foundation, Inc
Founder/CEO, Asian Center for Entrepreneurship
"A Trilogy of Entrepreneurship: The Asia-Pacific Experience"

10:15-11:00 a.m.
Plenary Talk 1
Dr. Eduardo A. Morató, Jr.
President, ABS-CBN Bayan Foundation, Inc
Founder/CEO, Asian Center for Entrepreneurship
"A Trilogy of Entrepreneurship: The Asia-Pacific Experience"

11:00-11:45 a.m.
Plenary Talk 2
Usec. Fortunato T. dela Peña
Department of Science and Technology
"Technology Application as Drivers for Innovation and Entrepreneurship Development"

11:45-12:00 noon
Open Forum

12:00-1:30 p.m.
Lunch
Break
Visayas Room

1:30-2:30 p.m.
Parallel Session 1
Panay Room
Chair: Prof. Dr. Norbert Grünwald

“Enterprise 2.0 in Engineering and Business Education: Engineering and Business Students’ View”

Andreas Ahrens
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany

Jelena Zaščerinška
University of Latvia
Riga, Latvia

Olaf Bassus
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany

“Interaction between Explicit and Tacit Knowledge within Organisations”

David M. Holifield, Tim Clarke and Eleri Jones
University of Wales Institute Cardiff
Cardiff, Wales

“The Tacit Dimension in Engineering and Technical Management Education: Some Theoretical Considerations”

Harold P. Sjursen
New York University Polytechnic Institute
New York, U.S.A.

Parallel Session 2
Leyte Room
Chair: Prof. Regina Krause
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany

“A Comparative Study of the Relationship between Social Dimension of Web 2.0 Technologies and e-Learning: Students’ View in Germany and Taiwan”

Andreas Ahrens
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany

Melody Ling-yu wen
National Changhua University of Education
Changhua City, Taiwan, P.R.O.C.

Ya-hui Huang
Yuanpei University
Hsinchu City, Taiwan, P.R.O.C.

Jelena Zaščerinška
University of Latvia
Riga, Latvia

Olaf Bassus
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany
“Success Indicators for Managing ICT Systems for E-Governance Initiatives”
Reynaldo G. Alcid
University of the East
Manila, Philippines

“Integrating Online and OnCampus Education Delivery Using Innovative Strategy and ICT Tools”
Antonio E. Refre
La Consolacion College Manila
Manila, Philippines

Parallel Session 3
Samar Room
Chair: Dr. Ricardo Lim
Philippine Academy of Management
Asian Institute of Management
Manila, Philippines

Teodora Popescu, Moise Ioan Achim, and Manuella Kadar
1 Decembrie 1918 University
Alba Iulia, Romania

“Study on Neo-Confucian Entrepreneurs and its Spirits”
Miao Ze-hua, Bian Na, and Liu Jing
Shijiazhuang University of Economics
Shijiazhuang, China

“Resource and Feasibility Research on University Student’s Entrepreneurial Activities”
Jia Hong Yan
Hebei University of Economics and Business
Shijiazhuang, China
Huang YuJie
Tianjin Foreign Studies University
Tianjin, China

2:30 – 3:00 p.m.
Coffee break

3:00 – 4:00 p.m.
Parallel Session 4
Panay Room
Chair: Dr. David M. Holifield
University of Wales Institute Cardiff
Cardiff, Wales

“Intellectual Capital and Strategic Knowledge”
Ovidiu Nicolescu and Ciprian Nicolescu
Economic University of Bucharest
Bucharest, Romania

“Professions and Public Credibility: an Assessment of a Course to Evaluate Ethics, Environment, Economics and Engineering”
John Buckeridge
Royal Melbourne Institute of Technology
Melbourne, Australia
Norbert Grünwald
Hochschule Wismar University of Applied Sciences, Technology, Business and Design
Wismar, Germany

“IT based Knowledge Management”
Uwe Lämmel
Hochschule Wismar University of Applied Sciences, Technology, Business and Design
Wismar, Germany

Parallel Session 5
Leyte Room
Chair: Dr. Harold P. Sjursen
New York University Polytechnic Institute
New York, U.S.A.

“Building a University Culture of Innovation”
Ian G. Harris, Joe McLean, and Howard Leemon
University of Queensland
Brisbane, Australia

“Negrense Entrepreneurs: Their Organizational Culture and Practices”
Carmen Castro Menes
La Consolacion College Bacolod
Bacolod City, Philippines
Parallel Session 6

3:00 – 4:00 p.m.

**Samar Room**

**Chair:** Dr. Constantin Oprean

Lucian Blaga University of Sibiu  
Sibiu, Romania

"The Impact of the Global Economic Crisis on the Romanian Small and Medium Size Enterprises and their Management"

Cezar Scarlat  
University Politehnica of Bucharest  
Bucharest, Romania

Stefania Zlate  
University Valahia of Targoviste  
Targoviste, Romania

"Sustainable Design as an Innovative Entrepreneurial Approach in Globalizing Context Analysis of the Potential of "Environmental Friendly Structure" in the Design Market of the P.R. of China"

Marcus Hackel  
Hochschule Wismar University of Applied Sciences, Technology, Business and Design  
Wismar, Germany


Divina M. Edralin  
De La Salle University  
Manila, Philippines

4:15 – 5:45 p.m.

**Parallel Workshop 1: Engineering Education**

*Panay Room*

**Discussants:** Dr. Harold P. Sjursen  
New York University Polytechnic Institute  
New York, U.S.A.

**Parallel Workshop 2: Innovation**

*Leyte Room*

**Discussant:** Dr. David M. Holifield  
University of Wales Institute Cardiff  
Cardiff, Wales

**Parallel Workshop 3: Entrepreneurship/Entrepreneurship Education**

*Samar Room*

**Discussant:** Dr. Ricardo Lim  
Philippine Academy of Management  
Asian Institute of Management  
Manila, Philippines

5:45 – 6:15 p.m.

**Free time**

6:15-6:30

**Assembly**

*Sofitel Philippine Plaza Manila lobby*

Departure for Blanco’s Garden, Intramuros

7:00 – 9:00 p.m.

**Dinner with Cultural Presentation**

*Blanco’s Garden, Intramuros*
## DAY 2: 17 November 2010, Wednesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
</table>
| 8:00 a.m.  | Conference Registration  
             Samar-Leyte Room                                                     |
| 9:00–9:30 a.m. | Plenary Talk 3  
Mrs. Nina E. Mapili  
Southern African Initiative of German Business (SAFRI)  
| 9:30-10:00 a.m. | Plenary Talk 4  
Prof. Thomas Alexander  
Asian Institute of Management  
"Innovations in Technology and Entrepreneurship" |
| 10:00-10:15 a.m. | Open Forum |
| 10:15–10:30 a.m. | Coffee break |

### Parallel Session 7
Panay Room  
Chair: **Prof. Dr. Norbert Grünwald**  
Hochschule Wismar University of Applied Sciences, Technology, Business and Design  
Wismar, Germany

"Semantic Multimedia in Engineering Education: Towards Creating Knowledge -Driven Framework"  
*Manuella Kadar, Moise Ioan Achim, and Teodora Popescu*  
1 Decembrie 1918 University  
Alba Iulia, Romania

### Parallel Session 8
Negros Room  
Chair: **Dr. Harold P. Sjursen**  
New York University Polytechnic Institute  
New York, U.S.A.

"Gendered Entrepreneurial Attitudes: Some Evidence from the United Arab Emirates"  
*Syed A. Tipu, Rachid M. Zeffane, and James C. Ryan*  
University of Sharjah  
Sharjah, United Arab Emirates

"Design and Establish an Innovation and Entrepreneurship Undergraduate Study – a Feasible and Comparative Case Study in China"  
*Liu Dezhi*  
Shijiazhuang University of Economics  
Shijiazhuang, China

*Hong Wu*  
Ostfold University College  
Halden, Norway

*Wang Benhua*  
Shijiazhuang University of Economics  
Shijiazhuang, China

"Changing the Entrepreneurial Mindset of the Youth"  
*Norbert Grünwald and Regina Krause*  
Hochschule Wismar University of Applied Sciences, Technology, Business and Design  
Wismar, Germany

"Assessing Students’ Satisfaction: a Case Study"  
*Irina Severin, Mihai Caramihai, and Mohamed Khalifa*  
Politehnica University of Bucharest  
Bucharest, Romania

"Integrated Solid Waste Management and Water Quality Assessment: Strategic Stewardship Research Program for Sustainable Stakeholder Engagement in Transformative Education”  
*Reynaldo Cruz*  
University of Regina Carmeli  
Malolos City, Bulacan, Philippines
Parallel Session 9
Samar-Leyte Room
Chair: **Dr. Ricardo Lim**
Philippine Academy of Management
Asian Institute of Management
Manila, Philippines

“The Role of Tertiary Education in Promoting Innovation and Entrepreneurship”
**Teodora Popescu, Moise Ioan Achim, and Manuella Kadar**
1 Decembrie 1918 University
Alba Iulia, Romania

“Entrepreneurship in an Outcomes-Based Education for Engineering Students”
**Elizabeth R. Pader and Elnora T. Lucero**
Technological Institute of the Philippines
Manila, Philippines

11:30 a.m. -1:00 p.m.
Lunch break
Boracay Room

Parallel Session 10
Panay Room
Chair: **Dr. David M. Holifield**
University of Wales Institute Cardiff
Cardiff, Wales

“The Industrial Democracy – A Case on Norwegian Management Model Practiced in a Private Small Business Company”
**Hong Wu**
Ostfold University College
Ostfold, Norway
**Knut Aarvak**
Ostfold Research Company
Ostfold, Norway
**Per Kirkebak**
Ostfold University College
Ostfold, Norway

Parallel Session 11
Negros Room
Chair: **Mrs. Nina E. Mapili**
Southern Africa Initiative of German Business (SAFRI)
Friedrichshafen, Germany

“On Cultural Impetus for Innovation”
**Wu Wensheng and M. Cui Wenjing**
Shijiazhuang University of Economics
Shijiazhuang, China

“Market Dynamics of ANP Negros Showroom: Drivers of Innovation”
**Nenette D. Padilla and Marianito M. Vito, Jr.**
La Consolacion College Bacolod
Bacolod City, Philippines

“Innovating Higher Education Learning: Application of the Immersion Methodology”
**Choe Kin Hwa and Vijaya Malar Arumugam**
Berjaya University
Kuala Lumpur, Malaysia

“Leadership Education at Wismar University - Core Competence for Intrapreneurs and Entrepreneurs in a Knowledge Society”
**Norbert Grünwald, Kati Wolfram, and Olaf Bassus**
Hochschule Wismar University of Applied Sciences, Technology, Business and Design
Wismar, Germany
Parallel Session 12
Samar-Leyte Room
Chair: Dr. Libertad Garcia
Philippine Academy of Management
Commission on Higher Education
Manila, Philippines

“Managing Research at “Lucian Blaga”
University of Sibiu”
Constantin Oprean, Claudiu V. Kifor, Alina E. Lascu, and
Camelia Oprean
Lucian Blaga University of Sibiu
Sibiu, Romania

“Student Research and Development Teams at the
University of Wismar”
Norbert Grünwald and Hartmut Domroese
Hochschule Wismar University of Applied Sciences,
Technology, Business and Design
Wismar, Germany

Parallel Session 13
Panay Room
Chair: Dr. Claudiu Kifor
Lucian Blaga University of Sibiu
Sibiu, Romania

“MCS-IEQ Model: A Management Control System Model with
Quality Approach”
Rovila El Maghviroh and Indra Suwandi
STIE Perbanas Surabaya
East Java, Indonesia

“Judicious Method: A Paradigm Shift in Inventory
Management Decision”
Flordivino Basco, Dante Garrido, and Michelle Concepcion
University of the East
Manila, Philippines

“Cost Recovery System and Financial Mechanisms for
Municipal Solid Waste Management in Calumpit”
Maribel Gaite
University of Regina Carmeli
Malolos City, Bulacan, Philippines
DAY 3: 18 November 2010, Thursday

8:30 a.m.
Assembly
Sofitel Philippine Plaza Manila lobby
Departure for City tour

9:00 a.m.
City tour/Malacañang Palace/Intramuros/Tagaytay

12:00 noon
Lunch
Josephine’s Restaurant (Tagaytay City)
Departure

DAYS 4 & 5: 19 November 2010, Friday/
20 November 2010, Saturday

Optional tours
(Bohol/Palawan/ Boracay/Puerto Galera/Cebu)