# APCAR-2015

1st Asia-Pacific Conference on Advanced Research

## **VOLUME 01**

Education Development Centre, Adelaide, Australia

Date: 23<sup>rd</sup> & 24<sup>th</sup> of July, 2015



Asia Pacific Institute of Advanced Research Nurturing knowledge without boundaries

#### Conference:

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Chief Editor: Professor Gregory McCarthy

**Location:** Education Development Centre, Adelaide, Australia.

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**Sponsor:** Asia Pacific Institute of Advanced Research (APIAR)

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#### **CONFERENCE NAME**

"1st Asia-Pacific Conference on Advanced Research, Adelaide, South Australia"

**CONFERENCE CHAIR** 

Professor Gregory McCarthy, University of Adelaide, Australia

## PREFACE FROM THE CONFERENCE CHAIR

The Asia Pacific Institute of Advanced Research (APIAR) is a private, trust-based, institute which seeks to bridge the gap between the academy and industry in the Asia-Pacific region. This region will be the dominate producer of knowledge on a global scale in the coming decades and the institute seeks to link this knowledge production with applied applications for business and industry in turn. The institute has commenced with the ambitious aim of being the preeminent institution that links research with business in four disciplinary areas: Business, Education, Information Technology and the Social Sciences. The institution is based in Australia, having as its objective the gathering together the diversity in advance research in these four domains via an open sharing network. This network offers the opportunity for academics to share knowledge across their disciplinary silos to produce global understanding and at the same time lead to innovative practices for management, business and industry. In the virtual world of knowledge exchange the four major domains can meet in genuine dialogue and from which interdisciplinary knowledge platforms can be built. These platforms can reach out from the academy to business, presenting innovative ideas that may well have ready applications for the private sector. The institute seeks to offer logistic support so as to enhance knowledge dissemination across the region and the globe. To achieve this laudable objective the institute offers training in research epistemology and organizational practises as well as organising conferences. As Chair of the First Conference Asia-Pacific Conference on Advance Research, to be held in Adelaide on 23 and 24 July 2015, I look forward to research that advance knowledge in business, education, information-technology and the wide spectrum of the social sciences. Here the four major domains will meet in genuine dialogue and from which interdisciplinary knowledge platforms can be built. It is an exciting time for this young institution and it is anticipated that from this conference the links between the academy and industry will flourish. We all expect a lively set of debates across the panels with the objectives of advancing knowledge to benefit society. It is expected that from the conference will emerge journal papers so that the advance research knowledge presented can be disseminated to a wide group of scholars and to industry representatives equally. The conference is unique in developing a dialogue across disciplines, as well as across the divide between 'gown and town', between the academy and the community. Where most conferences are single disciplinary this is truly interdisciplinary and offers a unique opportunity for advanced research ideas to flow across domains and to the outside world beyond the academy.

## CONFERENCE CHAIR

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ASSITANT PROFESSOR AHMAD ALHARKAN	Qassim University, Saudi Arabia.

#### **BEST PAPERS**

#### **Best Paper in Business:**

"A SYSTEM DYNAMICS MODEL FOR HORIZONTAL COLLABORATION IN AIR CARGO TRANSPORT SERVICES" *Author(s) Name:* Tommy King-Yin Cheung, Collin Wai Hung Wong

#### **Best Paper in Education:**

"EXPLORING THE POTENTIAL OF MOBILE PEDAGOGY BY USING IPAD"

Author(s) Name: Kam Po Wong

#### **Best Paper in Information Technology:**

"BIOLOGICALLY INSPIRED VECTOR FIELDS TO GENERATE HAIR DIRECTIONS"

Author(s) Name: Siew Mai Bong, Shaun Bangay

#### Best Paper in Social Science:

"A MALAY MUSLIM WOMAN'S TRAVEL NARRATIVE"

Author(s) Name: Haslina Binti Omar

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**Author(s) Name:** Milda Istiqomah SH.MTCP Page Numbers: 341-351

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