

# APCAR-2015

## *1st Asia Pacific Conference on Advanced Research*

*23rd & 24th  
of July 2015*



### **VENUE**

Education Development Centre  
Adelaide, South Australia.



ORGANISED BY:

**ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH (APIAR)**

Nurturing knowledge without boundaries



“

APCAR 2015

”

**APIAR** ASIA  
PACIFIC  
INSTITUTE <sup>of</sup>  
ADVANCED  
RESEARCH

Nurturing knowledge without boundaries

[www.apiar.org.au](http://www.apiar.org.au)



# Mission

To create a world-class research institute that empowers the education sector.

Our research focuses on benchmarking and extending research in successful business practices. We intend to offer exciting networking and project building opportunities for our associates. We endeavor to achieve a better knowledge development climate in higher education and corporate training.

# Vision

Five years from now, APIAR will be the fastest growing knowledge sharing organization in the world. We will change the way the world manages research and utilizes its knowledge to make room for more. We will create efficient learning and transfer to work context strategies for a more cost and time-effective learning solution.

# Conference Chair



PROFESSOR GREGORY  
MCCARTHY  
University of Adelaide, Australia

# Keynote Speaker



ASSOC. PROF. MARGARET  
PATRICKSON  
University of South Australia, Australia.



DR. ELGIN ONG  
Rhinovo Pte Ltd, Singapore.

# CONFERENCE COMMITTEE



<b>PROF. PETER CURSON</b>	The University of Sydney, Australia.
<b>PROF. KUBAIS S. ABDULFATTAH FAHADY</b>	Ajman University of science and Technology, UAE.
<b>PROF. DENNIS RUMLEY</b>	The University of Western Australia, Australia.
<b>PROF. MAURICE GALTON</b>	University of Cambridge, UK.
<b>ASST. PROF. HONGJIN ZHU</b>	McMaster University, Canada.
<b>ASSOC. PROF. NOURAH ALYOUSEF</b>	King Saud University, Saudi Arabia.
<b>PROF. GHASSAN OMET</b>	University of Jordan, Jordan.
<b>PROF. ROBERT WRIGHT</b>	University of Strathclyde, UK.
<b>ASST. PROF. AHMED ALI KHALIFA</b>	Qatar University, Qatar.
<b>PROF. MARTIN MILLS</b>	The University of Queensland, Australia.
<b>PROF. DJAMEL EDDINE LAOUISSET</b>	ALHOSN University, UAE.
<b>PROF. ROBYN GILLIES</b>	The University of Queensland, Australia.
<b>ASSOC. PROF. PAWEL BILINKSI</b>	City University, UK.
<b>ASSOC. PROF. BLAINE HATT</b>	Nipissing University, Canada.
<b>ASST. PROF. ALI ALKHALIFAH</b>	Qassim University, Saudi Arabia.
<b>ASSOC. PROF. JEHAD ALDEHAYYAT</b>	Al Yamamah University, Saudi Arabia.
<b>ASSOC. PROF. PETER KRIESLER</b>	University of New South Wales, Australia.
<b>PROF. ELIZABETH FERNANDEZ</b>	University of New South Wales, Australia.
<b>MOHAMED SAEED HASAB EL NABY</b>	ALHOSN University, UAE.

# REVIEW COMMITTEE



<b>PROF. MARIOS I KATSILOUDES</b>	Qatar University, Qatar.
<b>DR DRAGANA RADICIC</b>	Bournemouth University, UK.
<b>ASSOC. PROF. FATEN KHARBAT</b>	Al Ain University of Science & Technology, UAE.
<b>DR. WEI CHEN</b>	Sheffield University, UK.
<b>ASSOC. PROF. WAN NG</b>	University of New South Wales, Australia.
<b>DR JONATHAN MUTERERA</b>	Nipissing University, Canada.
<b>DR. NISHIKANT MISHRA</b>	Aberystwyth University, UK.
<b>DR.SAMEER AL BARGHOUTH</b>	Al Ain University, UAE.
<b>ASST. PROF. SAWSAN HALBOUNI</b>	University of Sharjah, UAE.
<b>ELVIRA BOLAT</b>	Bournemouth University, UK.
<b>ASSOC. PROF. NIGEL BAGNALL</b>	The University of Sydney, Australia.
<b>DR MICHAEL WIGELSWORTH</b>	Manchester University, UK.
<b>MAXWELL HEINECK</b>	King Fahd University of Petroleum & Minerals, Saudi Arabia.
<b>ASSOC. PROF. RAMPRASAD BHAR</b>	Saudi Arabia.
<b>DR FELICITY HARDLEY</b>	University of New South Wales, Australia.
<b>ASST. PROF. KOUSAY SAID</b>	University of Westminster, UK.
<b>ASST. PROF. GEHAN ABDUL HADI MOUSA</b>	University of Bahrain, Bahrain.
<b>MOHAMED</b>	University of Bahrain, Bahrain.



# REVIEW COMMITTEE



<b>CATHY BEAUSOLEIL</b>	University of Quebec, Canada.
<b>ASSOC. PROF. LAURENCE GOLDMAN</b>	University of Queensland, Australia.
<b>ASST. PROF. RIHAM MUQATTASH</b>	Al Ain University of Science & Technology, UAE.
<b>BIJAN HESNI</b>	University of Westminster, UK.
<b>PROF. TAKASHI OYABU</b>	Kokusai Business Gakuin College, Japan.
<b>ASSOC. PROF. MARK PEGRUM</b>	The University of Western Australia, Australia.
<b>KISHORE NAMBEESAN</b>	University of Nizwa, Oman.
<b>PAULA JACKSON</b>	York St John University, UK.
<b>DR PANAGIOTIS DONTIS CHARITOS</b>	University of Westminster, UK.
<b>ASSOC. PROF. JAKE LYNCH</b>	The University of Sydney, Australia.
<b>DR. MOHIT KOLAY</b>	Al Yamamah University, Saudi Arabia.
<b>DR CHANGYU DONG</b>	University of Strathclyde, UK.
<b>DR ELENA SOUKAKOU</b>	University of Roehampton, UK.
<b>ASST. PROF. AHMAD ALHARKAN</b>	Qassim University, Saudi Arabia.

# Conference Chair



PROFESSOR  
GREGORY  
MCCARTHY

University of Adelaide,  
Australia



APIAR is a private, trust-based, institute which seeks to bridge the gap between the academy and industry in the Asia-Pacific region.

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.

## Keynote Speaker

The Asia-Pacific Institute of Advanced Research is a relatively new Institute and this is its first conference. It all began with the laudable aim of building a bridge between academe and business practice through the encouragement of high level research and the sharing of platforms that have gone through a process of extensive peer review prior to publication in its journal. The Institute's journal aims to bring together both researchers and practitioners via networking, and project collaboration to generate new knowledge that will benefit Business, Education, Information Technology and the Social Sciences. Its longer term mission is to be acknowledged as having reached top level status within the next five years.

As its name suggests the Institute is primarily focused on delivering a professional support service to people in the Asia-Pacific area by facilitating interaction platforms where people share their ideas and build collaborative research networks that will enable data collection across different cultures, economies, political systems, time zones and business activities. Given that this is the global area forecast for rapid growth in the immediate future, the Institute believes it is ideally placed to foster this type of growth amongst its members.

You are encouraged to use the conference opportunity to meet your contemporaries, share your ideas with them, generate joint plans for future cooperation and cement working relationships for joint future projects. Please use this time to meet not only with academics but with any business leaders who might be interested in setting up and working with global teams to work on some of the challenges they face as the world becomes more complex and the incidence of risks and crises continues to expand. Only by facing the future together can we gain the most from the knowledge bases that we share.



ASSOC. PROF.  
MARGARET  
PATRICKSON

University of South  
Australia, Australia.



Its longer term mission is to be acknowledged as having reached top level status within the next five years.

# Keynote Speaker



**DR ELGIN ONG**

Rhinovo Pte Ltd, Singapore.



**APIAR drives  
on quality  
knowledge-  
sharing and  
knowledge-  
development, not  
only to create  
efficient learning  
but also to offer  
effective solutions  
to the academic  
and business  
environment.**

## **Research and publishing opportunities for academics and researchers**

Asia Pacific Institute of Advanced Research (APIAR) strives to assist academics and researchers to build on their theoretical and practical knowledge in their respective fields, and to provide updates of the latest breakthroughs and innovations as well as current practices. The Institute focuses both on continuous research and publications in four primary domains: Business, Education, Information Technology and Social Sciences.

Connecting academics / researchers and business practitioners who share similar research interests, the Institute acts as a platform for collaboration on joint research publications. This initiative ensures that the research findings are in line with technological advances, the market environment, and with the most contemporary business practices and trends. This integrated approach between disciplines is significant as the implications and application of research findings are applied in different contexts. Managers and practitioners can apply the new knowledge and research findings in solving various businesses challenges and in strengthening their overall business strategy, relating it, for example, to sales, marketing, branding, operation and logistics, human resources and technology.

APIAR brings together a diverse network of academics, researchers, business practitioners and entrepreneurs to share their extensive experience and critical knowledge through the conference platform and through research publications such as academic journals.

## **The value of the Institute's rigorous reviewing process**

The APIAR's extensive system of review processes towards publication reflects the Institute's desire to provide the highest-quality research literatures and findings that are up-to-date, meaningful, feasible and appropriate to current business practice. The rigorous reviewing process is crucial in upholding the credibility and reputation of the published work, and therefore of the Institute itself.

APIAR drives on quality knowledge-sharing and knowledge-development, not only to create efficient learning but also to offer effective solutions to the academic and business environment. The overall process also enhances innovation and revitalises new ideas.

## **Why academic should publish with us**

As our institution is relatively new, we place emphasis on building a strong institution brand and on raising awareness of our activities. Our key focus is to provide advanced research for higher education and corporate training through a team of highly-qualified academics and business practitioners to reinforce the institution's value in terms of both theoretical knowledge and practice. We strongly encourage researchers and research students to publish through our institution, ensuring that the process towards publication is straightforward with full details given on the APIAR website. We also provide a platform for networking, and opportunities for project collaboration. Most importantly, to expand knowledge in the primary domains of Business, Education, Information Technology and Social Sciences.

# DAY 01

Thu  
23rd  
of  
July  
2015

**08:00 AM - 09:00 AM** - \* Conference Registration and Materials Collection  
\* On Arrival Tea  
\* All foods are HALAL certified.

## OPENING THE GENERAL SESSION Venue: G.11 A

**09:00 AM - 09:15 AM** - Conference Opening by Professor Gregory McCarthy  
Conference Chair

**09:15 AM - 09:40 AM** - Keynote Speech by Associate Professor Margaret Patrickson  
Topic: New Frontiers in Management Research

**09:40 AM - 10:00 AM** - Keynote Speech by Dr Elgin Ong  
Topic: Building an SME Brand

**10:00 AM - 10:30 AM** - Tea Break

## ORAL PRESENTATION Venue: G. 4345

**Session : 01**  
**Session Chair :** Dr Elgin Ong  
**Track:** Business Studies

**10:30 AM - 10:45 AM** - HOW SMALL AND MEDIUM ENTERPRISES BECOME SUSTAINABLE IN GLOBAL BUSINESS (STAKEHOLDER APPROACH TO BUSINESS RESPONSIBILITY OF INDONESIAN SME PRACTICES).

**Ginta Ginting**

**10:45 AM - 11:00 AM** - A SYSTEM DYNAMICS MODEL FOR HORIZONTAL COLLABORATION IN AIR CARGO TRANSPORT SERVICES.

**Tommy King-Yin Cheung & Collin Wai Hung Wong**

**11:00 AM - 11:15 AM** - REINVIGORATING THE RELIGION OF ENTREPRENEURSHIP: EXAMINING THE INFLUENCE OF ISLAM ON BUSINESS DECISION-MAKING EXPERIENCE OF MICRO ENTREPRENEURS.

**Hassan, I.S. & Salleh, A**

**11:15 AM - 11:30 AM** - Effect of Human Capital Inequality and Income Inequality, Estimated by Generalized Method of Moment (GMM).

**Suraya Mahmood & Zaleha Mohd Noor**

**Concurrent Session : 01**

**Session Chair :** Syarizal A.R

**Track:** Social Science Studies

**10:30 AM - 10:45 AM** - FACTORS AFFECTING THE CONFLICT BETWEEN FISHING COMMUNITY AND AGRICULTURAL COMMUNITY: A CASE STUDY OF TAM GIANG LAGOON IN THE CENTRAL OF VIETNAM.

**Pham Thi Hong Nhung, Salim Momtaz, Kenneth Zimmerman & Nguyen Bach Dang**

**10:45 AM - 11:00 AM** - A MALAY MUSLIM WOMAN'S TRAVEL NARRATIVE.

**Haslina Binti Omar**

**11:00 AM - 11:15 AM** - WOMEN IN SOUTH AUSTRALIAN PUBLIC SERVICE: FACTORS INFLUENCING CHOICES FOR LEADERSHIP CAREER.

**Syeda Nuzhat E Ibrat**

**11:15 AM - 11:30 AM** - IN THE NAME OF COUNTER-TERRORISM: HUMAN RIGHTS ABUSES IN INDONESIA

**Milda Istiqomah**

**11:30 AM - 11:45 AM** - The Contributions of Fisher's Knowledge To Marine Fisheries Management A Case Study Of A Coastal Commune In Vietnam

**Nguyen Bach Dang , Salim Momtaz, Kenneth Zimmerman & Pham Thi Hong Nhung**

**Session : 02**

**Session Chair :** Dr. Barrie Gordon / Richard Kwok-Shing Wong

**Track:** Social Science Studies

**11:30 AM - 11:45 AM** - REVITALIZING THE INDIGENOUS SEMAI ORANG ASLI LANGUAGE IN MALAYSIA.

**Alias Abd Ghani**

**11:45 AM - 12:00 PM** - GOAL-SCORING CHARACTERISTICS IN SOCCER: ARE THEY TECHNIQUE AND TIME DEPENDENT?

**Mohd Firdaus Mahamad Ali, Athanasios Katis , Glykeria Patsika & Eleftherios Kellis.**

# DAY 01

Thu  
23rd  
of  
July  
2015

**12:00 PM -  
12:15 PM** NURTURING AND MANAGEMENT OF TALENT IN  
MOTORSPORT.

**Syarizal A.R , Mfirdaus M.N and Razli C.R**

**12:15 PM -  
12:30 PM** PERCEPTIONS OF LOCAL YOUTH IN SABAH TOWARDS THE  
CAREER IN OIL PALM PLANTATION

**Mohammad Amizi A., Norehan Abdullah, Jamal Ali ,  
Roslina Kamaruddin, Zul Ariff Abdul Latiff**

**Concurrent Session : 02**

**Session Chair : Dr Kam Po Wong**

**Track: Education**

**11:45 AM -  
12:00 PM** CREATING INTERACTIVE IBOOK FOR ACADEMIC WRITING  
AMONG UNDERGRADUATE STUDENTS IN A MALAYSIAN  
UNIVERSITY.

**Adelina Asmawi, Mariani Md Nor, Esther Daniel &  
Farah Diana Farid**

**12:00 PM -  
12:15 PM** SCHOOL IMPROVEMENT PLAN

**Saba Naz**

**12:15 PM -  
12:30 PM** VIEWER OF CONTENTS FOR E-LEARNING THROUGH  
FRAMEWORK OF CONSTRUCTION E-CONTENT

**Yesenia Rodríguez Parra & Christian Quintero**

**12:30 PM -  
12:45 PM**

**Session : 03**

**Session Chair : Dr Kam Po Wong**

**Track: Information and Communication Technology**

**12:30 PM -  
12:45 PM** THE INTERCHANGES OF HEDONIC-UTILITARIAN VALUES  
TOWARD INFORMATION SYSTEM-USERS SATISFACTION: A  
CASE OF SOCIAL MEDIA USERS.

**Andri Zainal, Gaffar Hafiz Sagala & Rusnah Muhamad.**

**12:45 PM -  
01:00 PM** TECHNOSTRESS AMONG EDUCATORS: A REVISIT OF  
SOCIAL COGNITIVE PERSPECTIVE

**Khairunnisa Harahap & Tri Effiyanti**

**01:00 PM -  
02:00 PM** **Lunch Break**



# DAY 01

Thu  
23rd  
of  
July  
2015

**Session :** 03 (Continue)

**Session Chair :** Dr Kam Po Wong

**Track:** Information and Communication Technology

**02:00 PM -  
02:15 PM** INFORMATION TECHNOLOGY SUPPORT STAFF'S  
COMPETENCY LEVEL IN E-LEARNING IMPLEMENTATION:  
A COMPARATIVE STUDY OF KENYATTA UNIVERSITY, KENYA  
AND UNIVERSITY OF CAPE COAST, GHANA.

**Agnes W. Gathumbi & Paul Nyagorme.**

**02:15 PM -  
02:30 PM** SIMILAR DOCUMENT DETERMINATION METHOD BY USING  
COMPOUND NOUNS.

**Kyoko Yanagihori & Kazuhiko Tsuda**

**Session :** 04

**Session Chair :** Nadia Mead

**Track:** Education

**02:30 PM -  
02:45 PM** THE ADOPTION OF E-LEARNING TO THE STUDY OF SOCIAL  
STUDIES AT THE SECONDARY SCHOOL LEVELS IN NIGERIA

**Adediran Adekunle Amos, Fayemi John Adelani &  
Adebajo, Y. Adebola**

**02:45 PM -  
03:00 PM** EFFECTS OF BILINGUALISM – ADVANTAGES AND  
CHALLENGES FOR BILINGUALS, BILITERATES,  
MONOLINGUALS

**Elaine Ng**

**03:00 PM -  
03:15 PM** FACILITATING A MEANINGFUL LEARNING EXPERIENCE FOR  
STUDENTS BY MULTIMEDIA TEACHING APPROACH.

**Dr Kam Po Wong**

**03:15 PM -  
03:30 PM** THE EFFECTS OF SERVICE-LEARNING ON STUDENT  
OUTCOMES: A CASE STUDY OF UNIVERSITY STUDENTS IN  
HONG KONG

**Steven Sek-yum Ngai**

**03:30 PM -  
04:00 PM** Afternoon Tea

# DAY 01

Thu  
23rd  
of  
July  
2015

**Session :** 05  
**Session Chair :** Dr Elgin ong  
**Track:** Business

**04.00 PM -  
04.15 PM** PRICING REACTION UNDER AREA INFLATION: NEW  
INSTITUTIONAL ECONOMICS PERSPECTIVES.

**Soei Ma Yuen Tung**

**04.15 PM -  
04.30 PM** DEVELOPING LEADER'S SUPPORTIVE BEHAVIOURS TO  
IMPROVE THE WELL-BEING OF STAFF/ DIRECT REPORTS:  
BARRIERS AND ENABLERS - A TRANSFER OF LEARNING  
APPROACH.

**Shona Munro**

**04.30 PM -  
04.45 PM** BOOMERANG RELATIONSHIP PATTERNS IN PROJECT  
TEAMS.

**Blanas George & Kilindri Stamatia**

**04.45 PM -  
05.00 PM** PARTICIPATION IN TAX E-FILING: CREATING OWNERSHIP  
SENSE OR REDUCE INDISTINCTNESS IN SYSTEM'S DESIGN?

**Saliza Abdul Aziz & Kamil Md Idris**

End of Day 01

**08:30 AM -** Arrival Tea  
**09:00 AM** **Venue: G. 4345**

## **OPENING THE GENERAL SESSION** **Venue: G. 4345**

**Session :** 01  
**Session Chair :**  
**Track:** Education

**09:00 AM -** INSTRUCTIONAL STRATEGIES FOR EFFECTIVE TEACHING  
**09:15 AM** AND LEARNING IN NIGERIA SECONDARY SCHOOLS.

**Adediran Adekunle Amos, Orukotan Akinyemi  
Folasayo Adeyanju Esther Oluwatoyin.**

**09:15 AM -** EXPLORING THE POTENTIAL OF MOBILE PEDAGOGY BY  
**09:30 AM** USING IPAD.

**Dr Kam Po Wong**

**09:30 AM -** RECOGNISING BARRIERS TO ACADEMIC ACHIEVEMENT OF  
**09:45 AM** FOSTER CHILDREN IN MALAYSIA: A CASE STUDY

**Jariah Mohd Jan & Cherish How**

**09:45 AM -** THE LEARNING TRANSFER SYSTEM INVENTORY AND  
**10:00 AM** THE PROFESSIONAL DEVELOPMENT OF NEW ZEALAND  
PHYSICAL EDUCATION TEACHERS.

**Dr. Barrie Gordon**

**10:00 AM -** **Morning Tea**  
**10:30 AM**

**Session :** 02  
**Session Chair :** Mohammad Amizi A.  
**Track:** Social Science Studies

**10:30 AM -** ESTABLISHING COMMUNICATION AND HEALTHY CHILD  
**10:45 AM** EDUCATION.

**I Gusti Agung Alit Suryawati**

**10:45 AM -** QUESTIONS IN PARLIAMENTARY DISCOURSE DURING  
**11:00 AM** DIFFERENT RULING PERIODS IN TAIWAN: A NEO-  
POLITENESS-THEORETICAL ANALYSIS.

**Bin-Bin Yu**

# DAY 02

Fri  
24th  
of  
July  
2015

**11:00 AM - 11:15 AM** MOTIVATED STRATEGIES FOR LEARNING AND COGNITIVE STYLES AMONG A SAMPLE OF UAE HIGH SCHOOL STUDENTS

**Prof .Abdalla F. El-mneizel & Prof. Adnan Y. Atoum**

**11:15 AM - 11:30 AM** THE ISLAMIC-BASED DEVELOPMENT INDEX (IBD-I) WORLDVIEW: A CASE OF THE MALAYSIAN SYARIAH INDEX (MSI).

**Mohd Shukri Hanapi**

**Session :** 03

**Session Chair :**

**Track:** Information and Communication Technology

**11:30 PM - 11:45 PM** DESIGNING M-COMMERCE APPLICATIONS BASED ON BOTH TECHNICAL VIEWPOINT AND THE END USERS' PERSPECTIVE.

**Dr Kam Po Wong**

**11:45 PM - 12:00 PM** VISUALIZATION AND INTERACTION METHODS FOR PORTABLE ANTIQUITIES OF SINDH.

**Kulsoom Saima Unara, Dr Zeeshan Patoli , Dr Saleem Chandio and Dr Sarfaraz Solangi**

**12:00 PM - 12:15 PM** A MODEL FOR ADOPTION OF COMMON ALLIANCE PLATFORM IN AIRLINE:INTER-ORGANISATIONAL SYSTEMS AND HOME-REGION ORIENTATION APPROACH USING TOE FRAMEWORK.

**Don Dong Hyun LEE, William Yu Chung WANG & Paul Tuck Ming LEONG**

**12:15 PM - 12:30 PM** BIOLOGICALLY INSPIRED VECTOR FIELDS TO GENERATE HAIR DIRECTIONS

**Siew Mai Bong & Shaun Bangay**

**12:30 PM - 12:45 PM** METHODOLOGY FOR UNDERUTILIZED CROPS IN ORDER TO INCREASE RURAL ECONOMIC GROWTH THRU ECONOMIC VALUE CHAIN PREDICTION.

**Oh Mei Shin, Chen Zhi Yuan & Dino Isa**

**12:45 PM - 01:00 PM** TROUBLE-SHOOTING THE KEY PROBLEMS OF OVERHEAD AND PINBALL-ROUTING IN NESTED MOBILE NETWORK.

**Dr Kam Po Wong**

**01:00 PM - 02:00 PM** **Lunch Break**

**Session :** 04  
**Session Chair :** Dr Elgin Ong  
**Track:** Business

**02.00 PM -  
02.15 PM** A STRATEGIC OPEN INNOVATION MODEL: PRODUCTIVITY  
IMPROVEMENT IN SMALL MEDIUM INDUSTRIES/SMIS

**Muzamil & Ginta Ginting**

**02.15 PM -  
02.30 PM** THE IMPACT OF PERCEIVED SERVICE QUALITY ON  
REPURCHASE: A STUDY OF A DISTANCE EDUCATION  
INSTITUTION.

**Meirani Harsasi & Anfas**

**02.30 PM -  
02.45 PM** FOREIGN PLAYERS IN LOCAL MARKETS: GETTING  
DEVELOPMENT RIGHT BY FDI ENTERPRISES - AN  
INSTITUTIONAL ANALYSIS OF HONG KONG REAL ESTATE  
DEVELOPERS IN CHINA'S URBAN LAND MARKET.

**CHEN Xingguang**

**02.45 PM -  
03.00 PM** THE FUTURE OF ELECTRIC CARS IN ICELAND: MARKET  
READINESS AND GROWTH OPPORTUNITIES.

**Dr. Andri Ottesen & Tinna Kjartansdottir**

**03.00 PM -  
03.15 PM** PREDICTIVE MODEL OF TOTAL INCOME FROM  
SALARIES/WAGES IN THE CONTEXT OF PASAY CITY

**Prof. Wilson Cordova**

**03.15 PM -  
03.30 PM**

**03.30 PM -  
04.00 PM** **Tea Break**

**Session :** 05  
**Session Chair :** Dr Kam Po Wong  
**Track:** Education

**04.00 PM -  
04.15 PM** AN EVIDENCE-BASED APPROACH TO INFORM TEACHERS  
ON HOW BEST TO UTILIZE THEIR TIME IN ENGLISH  
LESSONS.

**Richard Kwok-Shing Wong**

# DAY 02

Fri  
24th  
of  
July  
2015

**04.15 PM -  
04.30 PM**

BAKHTIN'S CARNIVAL: DEVELOPING NARRATIVE  
FRAMEWORKS IN ANALYSING GLOBAL AND LOCAL  
TEACHER IDENTITIES.

**Nadia Mead, Teresa Moore & Nicole Anae**

**04.30 PM -  
04.45 PM**

EXPERT EFL TEACHERS' SUPPORT FOR CHINESE HIGH  
SCHOOL STUDENTS' LEARNING OF WORD MEANINGS  
THROUGH BLOGS.

**Duan Jing & Adelina Asmawi**

**04.45 PM -  
05.00 PM**

STUDENTS' DEGREE OF SATISFACTION ABOUT THE MASTER  
PROGRAM AT KING SAUD UNIVERSITY, KINGDOM OF  
SAUDI ARABIA

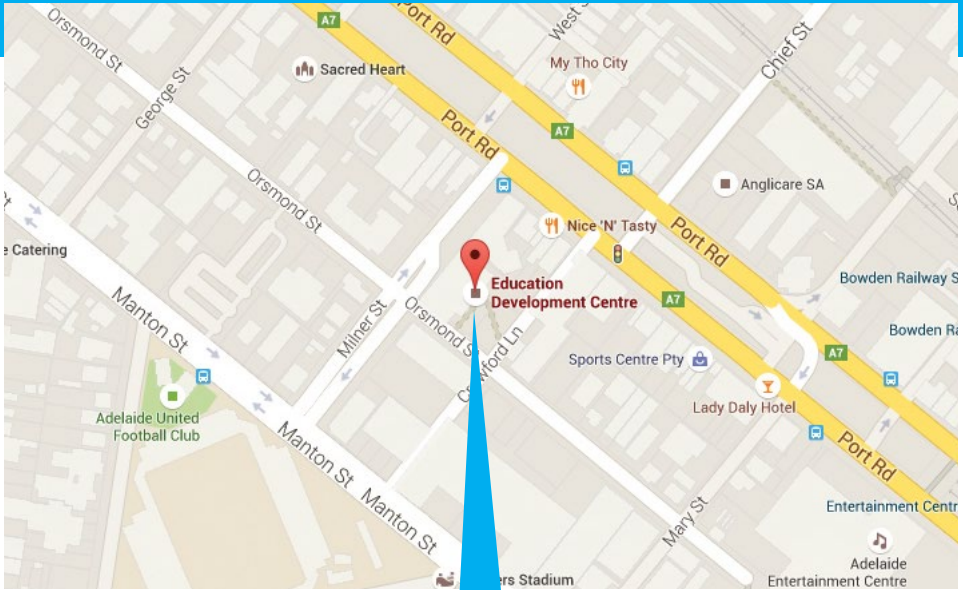
**Dr. Fayez Alfayez**

**End of Presentation**

Conference Dinner  
7.00 PM – 9.30 PM  
Hotel Grand Chancellor on Hindley  
Hindey Room  
65 Hindley St, Adelaide SA 5000

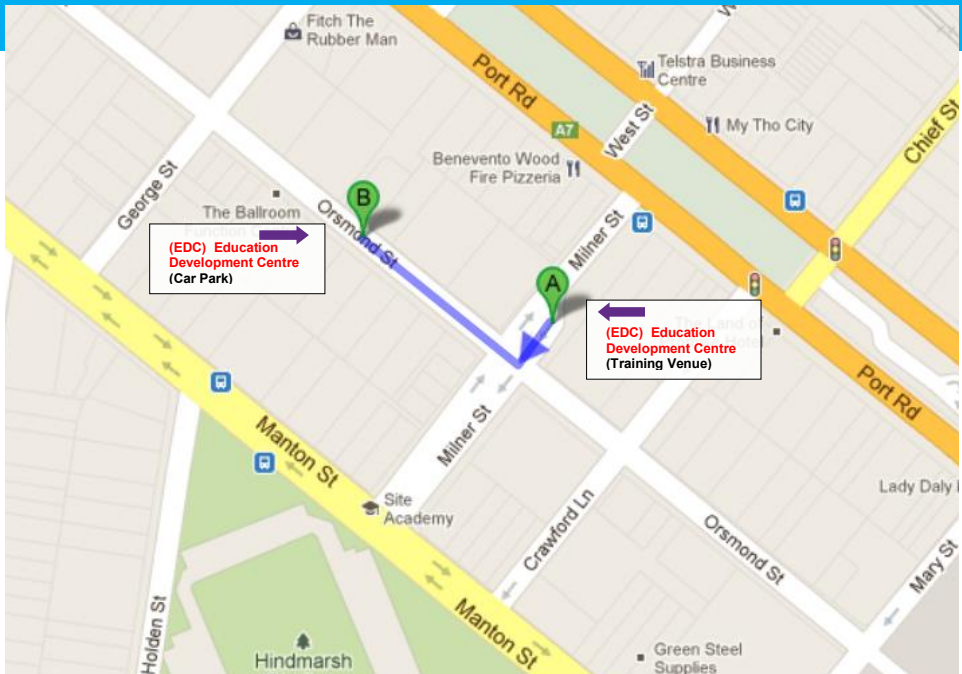
**End of The Conference**

# CONFERENCE VENUE



The Education Development Centre  
4 Milner Street  
Hindmarsh SA 5007, Australia

# LOCATION



## PARKING

The Education Development Centre car park is located on Orsmond Street and runs adjacent to Milner Street. Parking is available for 180 vehicles.

## TAXI

An Adelaide Independent Taxi phone is located just inside the main entrance.

## BUS

Bus numbers: 150/155/157 from North Terrace leaving the city every 15 minutes to STOP 7 on Port Road.

## TRAIN

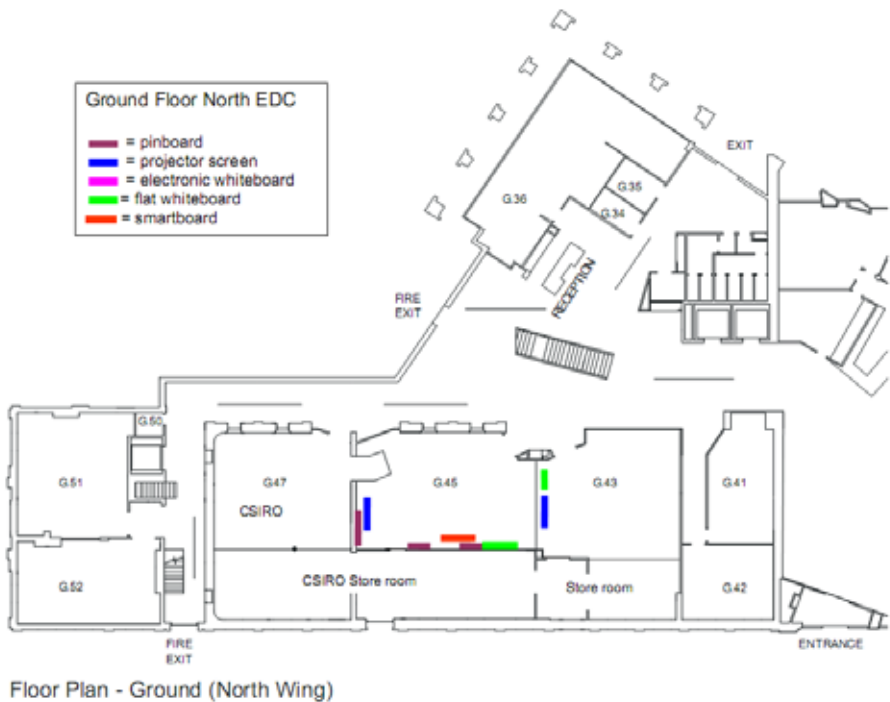
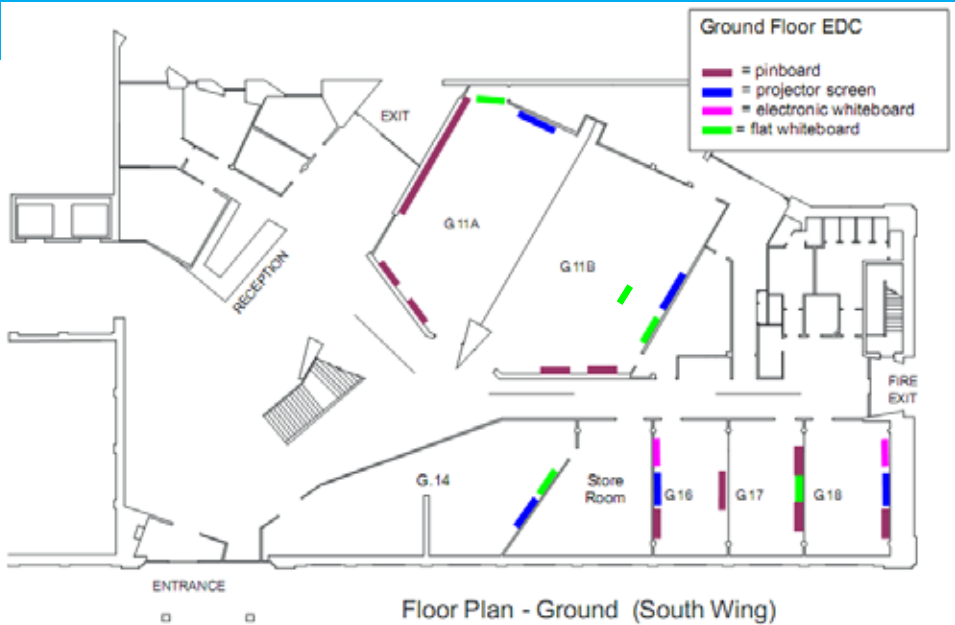
Grange or Outer Harbour train to Bowden Station.

## TRAM

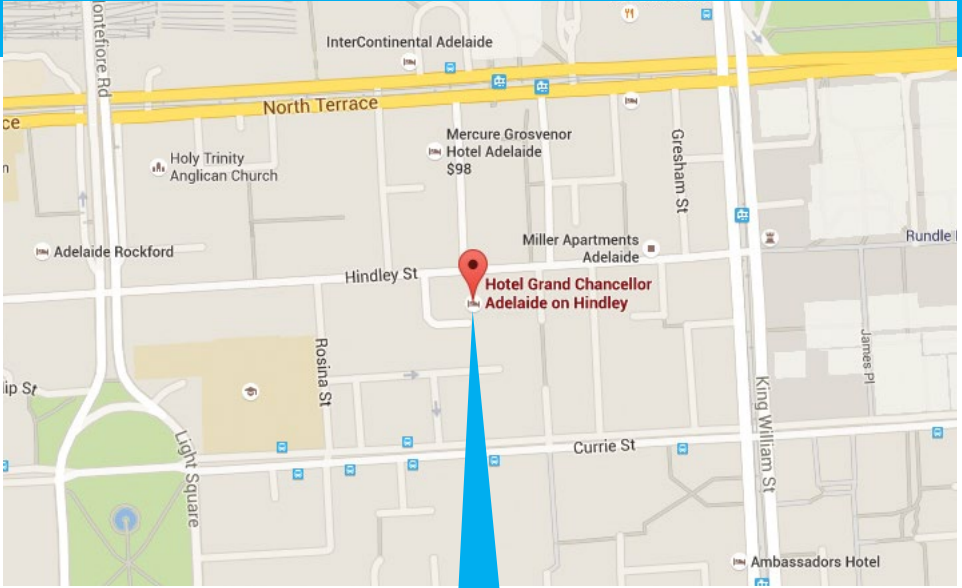
Alight at the Entertainment Centre heading West for a short 543m walk to the Education Development Centre.



# FLOOR PLAN



# DINNER PLACE



Hotel Grand Chancellor on Hindley  
Hindey Room, 65 Hindley St  
Adelaide SA 5000, Australia



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