

# APCCR-2015

## 1st Asia Pacific Conference on Contemporary Research

### VOLUME 01

Arena Star Hotel,  
Kuala Lumpur, Malaysia

Date: 3<sup>rd</sup> & 4<sup>th</sup> of October, 2015



Asia Pacific Institute of Advanced Research  
Nurturing knowledge without boundaries

## Conference:

**Conference:** 1st Asia Pacific Conference  
on Contemporary Research (APCCR-2015)

**Chief Editor:** Professor Piet Kommers

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**Date:** 3rd and 4th of October, 2015

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**CONFERENCE NAME**

"1st Asia Pacific Conference on Contemporary Research,  
Kuala Lumpur, Malaysia"

**CONFERENCE CHAIR**

Associate Professor Piet Kommers, UNESCO professor of Learning Technologies,  
University of Twente and Utrecht University, The Netherlands

**PREFACE FROM THE  
CONFERENCE CHAIR**

As conference chair of the 1st Asia Pacific Conference on Contemporary Research in Kuala Lumpur, it is my goal to bridge academic, societal and economic perspectives. The Asia Pacific Institute of Advanced Research (APIAR) is a private, trust-based, institute which seeks to bridge the gap between academia 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. The institute has commenced with the ambitious aim of being the preeminent organisation to link research with business in the 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 through an open sharing network. This network offers the opportunity for academics to share knowledge across disciplines and anticipate in innovative sectors like management, business and industry. Instead of using the top-down approach from research into applications and dissemination, we need to conceive of alternative solutions for the large-scale challenges of tomorrow. Accordingly, this conference targets the definition of platforms for public/private ventures. The language of the various stakeholders may be different but the structure of perceived roadblocks and solutions will be convertible. The envisioned platforms can serve as a link between academia and 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 organisational practices as well as in organising conferences. I believe we will have the chemistry of prosperity in our mindset, intellect and social ambition., and that the new Asia Pacific Institute of Advanced Research will show its uniqueness and vigilance in traversing academic, applied and implementation disciplines. I look forward to sharing our intuitions and social networks. Please feel welcome at the venue in the marvellous premises of the Arena Star Hotel Kuala Lumpur, Malaysia.

## CONFERENCE CHAIR

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ASSOCIATE PROFESSOR PIET KOMMERS	UNESCO professor of Learning Technologies, University of Twente and Utrecht University, The Netherlands

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## BEST PAPERS

### Best Paper in Business:

"DEFINING CONTEXTUAL ADVANTAGE: EXPLORING THE CONTEXTUAL RELATION BETWEEN EFFECTUATION AND ENTREPRENURIAL MARKETING FOR CREATING NEW MARKETS EFFECTUALLY"

**Author(s) Name:** Nihar A, Jonathan D, Paula S

### Best Paper in Education:

"CONTENT-FOCUSED INSTRUCTIONAL LEARNING SCHEME (CFILS): AN INTERVENTIONAL APPROACH TO IMPROVING LEARNING"

**Author(s) Name:** Dr. Elvira B. Catangay

### Best Paper in Information Technology:

"CROSS-CULTURAL WEB DESIGN STUDY: RESEARCHERS' CHALLENGING TASKS IN DEVELOPING COUNTRIES"

**Author(s) Name:** Goh Chu Hiang

### Best Paper in Social Science:

"DEVELOPMENT BY WHOM? CSOS FOR SUSTAINABLE STRATEGIC INTERVENTION IN COMMUNITY-MANAGED DEVELOPMENT INITIATIVES"

**Author(s) Name:** Ruben M. Gamala

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**Paper Name:** "MEASURING THE E-BUSINESS ACTIVITIES OF SMES IN YEMEN"

**Author(s) Name:** Ahmed Abdullah, Professor Brychan Thomas, Dr Stuart Metcalfe  
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**Author(s) Name:** Ekanayake E.M.N.N, Premerathne D.G.P.V.  
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**Author(s) Name:** Usharani Balasingam

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**Author(s) Name:** Fe G. Dampil

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**Author(s) Name:** Shinta Hadiyantina

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**Author(s) Name:** Sultan Ali R. Alkaabi, Peter Albion, Petrea Redmond

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**Author(s) Name:** Dr Xiaoping Gao

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**Author(s) Name:** Sandeep Narayan Kundu

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**Author(s) Name:** Mostefa Abdelhadim, Henriette van Rensburg

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**Author(s) Name:** Jayasiri, N. K, Gunawaradana, K.D, Dharmadasa, P

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**Author(s) Name:** Yan Watequlis Syaifudin, Imam Fahrur Rozi, Atiqah Nurul Asri

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**Author(s) Name:** Nur A'mirah Mohd Yaziz, Nurul Ashykin Abd Aziz, Hasif Rafidee Hasbollah, Siti Nabilah Mohd Rosdi, Mohd Firdaus Mohd Nasir, Mohd Shafhuan Yusran

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**Author(s) Name:** Nurul Ain binti Osri, Noor Aziah binti Mohd. Ariffin

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**Author(s) Name:** Milda, I, Kristiyanto

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**Author(s) Name:** Khrisna Hadiwinata, S.H., M.H

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**Author(s) Name:** Ruben M. Gamala

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**Author(s) Name:** Francisco Jayme Paolo A. Guiang

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**Author(s) Name:** Emy Ezura A Jalil

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**Author(s) Name:** Ruoxi Wang

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**Author(s) Name:** Velat Bujeng and Deejay Daxter A. Albert

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**Author(s) Name:** Professor, Dr. Lawal M. Marafa, Ph.D

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