

APCCR-2015

1st Asia Pacific Conference on Contemporary Research

*03rd & 04th
of October 2015*

VENUE

Arena Star Hotel
Kuala Lumpur, Malaysia.



ORGANISED BY:

ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH (APIAR)

Nurturing knowledge without boundaries

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APCCR 2015

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APIAR ASIA
PACIFIC
INSTITUTE^{of}
ADVANCED
RESEARCH

Nurturing knowledge without boundaries

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



Associate Professor Piet
Kommers

UNESCO professor of Learning
Technologies, University of Twente and
Utrecht University, The Netherlands

Keynote Speakers



Dr Ming Sing Chai

Tunku Abdul Rahman University College,
Malaysia.



DR. ELGIN ONG

Rhinovo Pte Ltd, Singapore.

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Conference Chair



**Associate
Professor Piet
Kommers**

UNESCO professor of
Learning Technologies,
University of Twente and
Utrecht University, The
Netherlands



***I believe we will
have the chemistry
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Preface

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.

Dr Piet Kommers
Professor of UNESCO Educational Technology

Conference Chair



Associate
Professor Piet
Kommers

UNESCO professor of
Learning Technologies,
University of Twente and
Utrecht University, The
Netherlands

Biography

Dr Piet Kommers is an early pioneer in media for cognitive-and social support. His doctoral research explored methods for hypertext and concept mapping in learning. Since 1982 he has developed educational technology, using an engineering approach to learning and teaching. His main thesis is that technology is catalytic for human ambition and awareness. His main function is associate professor in the University in Twente, The Netherlands and adjunct/visiting professor in various other countries. He has taught 15 bachelors, masters and PhD courses, having supervised more than 30 PhD students.

Dr Kommers instigated and coordinated the NATO Advanced Research Workshop on Cognitive Technologies in 1990, and an impressive series of joint European research projects in multimedia, web-based learning, teacher education, virtual 3d worlds, constructivist learning, social media, web-based communities and international student exchange.

UNESCO has granted Dr Kommers the title of Honorary Professor for his work in ICT for Education in Eastern Europe. Moreover, the Capital Normal University in Beijing has awarded him with the title of Honorary Doctor. Dr Kommers is member of advisory boards in ministries of education and science academies in Singapore, Finland and Russia.

In addition, Dr Kommers is the founder of the international journal for web-based communities and overall chair of the IADIS conferences on societal applications of ICT. Since the late nineties he has given more than 40 keynote lectures at main conferences in the fields of education, media and communication.

Dr Kommers's books and journal articles address the social and intellectual transformations at each transition from the "traditional" into the "new" media. Instead of regarding new media as extrapolating, supplanting, vicarious or even disruptive, His view is that new media elicit valuable responses and challenge both individuals and organisations to reconsider human nature and challenge existential awareness.

Keynote Speaker



DR ELGIN ONG

Rhinovo Pte Ltd, Singapore.

Dr Elgin Ong is an entrepreneur and brand-builder. He is the founder of the promising and fast-growing brand, Rhinovo, which specializes in Basic and Essential Material Handling Equipment. Elgin was recognized as a Business Luminary in the year 2014 Promising SME 500 awards in Singapore.

In addition, Dr Ong is an adjunct business lecturer, and has experience teaching at the undergraduate and MBA level. He lectures on topics relating to strategic brand management, marketing and SME management. Formerly in senior management for a global brand management consulting firm, he was involved in the many extensive brand strategy projects for both MNCs and SMEs. Dr Ong is a Master of Commerce graduate from the University of Queensland, and achieved his Doctorate in Business Administration from the University of South Australia. He recently co-authored the book *Increase Sales with NLP*. Dr Ong's research interest delves in the area of branding, sales and marketing as well as SME management.

Biography

Keynote Speaker



Dr Ming Sing Chai

Tunku Abdul Rahman
University College,
Malaysia.

Dr Chai Ming Sing is currently the Associate Dean in the Department of Social Science and a member of the faculty of Social Science, Arts and Humanities at Tunku Abdul Rahman University College, Malaysia. Dr Sing holds a Doctor of Philosophy and a Master's of Science from the Universiti Putra, Malaysia. Additionally, she holds a Bachelor of Arts in Education from the Universiti Sains, Malaysia.

Dr Sing joined the faculty at Tunku Abdul Rahman University College in 2001. Beginning as a lecturer, Dr Sing quickly assumed the role of Course Tutor and then Programme Supervisor in Counselling and Psychology. In 2007 she was appointed as the Head of the Mass Communication and Social Science Division in the School of Social Science and Humanities. She served in this position until her appointment as Associate Dean in 2013.

Prior to joining Tunku Abdul Rahman University College, Dr Sing taught English, Biology and Science. As a registered and licensed counsellor, she also served as a school counsellor and as the head of the Counselling and Guidance Unit at SMK Santubong, Kuching, Sarawak, Malaysia. She has consulted and extensively published in the areas of counselling and applied psychology.

Biography

**DAY
01**

Saturday, 3rd of October, 2015

08:30 AM - 09:00 AM * Conference Registration and Materials Collection

OPENING THE GENERAL SESSION

Venue: Hall 3, Level 9 (P)

09:00 AM - 09:30 AM Conference Opening by Professor Piet Kommers
Conference Chair

09:30 AM - 10:00 AM Keynote Speech by Dr. Chai Ming Sing
Topic: "Challenges Faced by Researchers: A Malaysian Perspective".

10:00 AM - 10:30 AM Keynote Speech by Dr Elgin Ong
Topic: "Building SME Brand".

10:30 AM - 11:00 AM **Tea Break**

ORAL PRESENTATION

Venue: Hall 3, Level 9 (P)

Session : 01

Session Chair : Ekanayake E.M.N.N.

Track: Business

11:00 AM - 11:20 AM DOES RECIPROCITY IN TRADE AGREEMENTS MATTER? –
AN EMPIRICAL EVIDENCE FROM AFRICA.

Samuel Admassu

11:20 AM - 11:40 AM MEASURING THE E-BUSINESS ACTIVITIES OF SMEs IN
YEMEN.

Ahmed Abdullah, Professor Brychan Thomas, Dr Stuart Metcalfe

11:40 AM - 12:00 AM CORPORATE SOCIAL RESPONSIBILITY OF TOBACCO
COMPANIES: A CONSUMER PERSPECTIVE.

Siti Haslina Md Harizan & Fazelina Sahul Hamid

DAY 01

Saturday, 3rd of October, 2015

Session : 02

Session Chair : Ruben M. Gamala

Track: Social Sciences

**12:00 AM -
12:20 AM**

CREATING VALUE NETWORKS AT THE BASE OF THE PYRAMID: AN APPROACH TO ALLEVIATING POVERTY IN THE PHILIPPINES.

Ma. Divina Gracia Z. Roldan

**12:20 AM -
12:40 PM**

MADIH NABAWY AND THE ECHO OF CULTURES EXAMPLE OF HAZIM AL QARTAJINNI'S POETRY.

Al Amein Ali Alshareif

**12:40 PM -
01:00 PM**

ONLINE SEX TRAFFICKING OF WOMEN AND CHILDREN IN INDONESIA: LEGAL PERSPECTIVES AND CHALLENGES.

Milda Istiqomah and Kristiyanto

**01:00 PM -
02:00 PM**

Lunch Break

Session : 03

Session Chair : Professor Piet Kommers

Track: Education

**02:00 PM -
02:20 PM**

THE ROLE OF SKYPE-MEDIATED CHATS IN FOREIGN LANGUAGE CLASSROOMS.

Dr Xiaoping Gao

**02:20 PM -
02:40 PM**

A SIMPLIFIED FORMULA IN REDUCING THE POWERS OF TANGENT AND COTANGENT USING SQUARES OF TANGENT THEOREM

Fe G. Dampil

**02:40 PM -
03:00 PM**

A STUDY OF BLENDED LEARNING STRATEGIES FOR PROJECT-BASED STUDIES.

Henry Ma

**03:00 PM -
03:20 PM**

EXCELLENT SERVICE IN EDUCATIONAL WORLD TOWARD GLOBAL COMPETITION.

Shinta Hadiyantina

**03:20 PM -
03:50 PM**

Afternoon Tea

DAY 01

Saturday, 3rd of October, 2015

Session : 04

Session Chair : Samuel Admassu

Track: Business

**03:50 PM -
04:10 PM**

IMPACT OF OWNERSHIP STRUCTURE ON BANK PERFORMANCE; EVIDENCE FROM SRI LANKA.

Ekanayake E.M.N.N. and Premerathne D.G.P.V.b.

**04:10 PM -
04:30 PM**

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

Nihar Amoncar, Dr Jonathan Deacon, Dr Paula Stephens

**04:30 PM -
04:50 PM**

RISK MANAGEMENT IN DELIVERING COMPLEX RESEARCH & DEVELOPMENT PROJECTS: A CASE OF THE UNITED ARAB EMIRATES ARMED FORCES RESEARCH & DEVELOPMENT CENTER.

Badr Ahmed Alshehhi, Dr. David Thorpe and Dr. Steven Goh

**04:50 PM -
05:10 PM**

Relationship Marketing: Key components, impact, applications, and future directions.

Dr Tareq Rasul

End of Day 01

DAY 02

Sunday, 4th of October, 2015

ORAL PRESENTATION

Venue: Hall 3, Level 9 (P)

Session : 01

Session Chair : DR ELGIN ONG

Track: Social Sciences

**09:10 AM –
09:30 AM**

THE RESOURCES AND LIFE SATISFACTION OF RETIRED WOMEN IN MALAYSIA.

Pang Mary, Prof. Dr. Lai Ming Ming & Dr. Chong Lee Lee

**09:30 AM –
09:50 AM**

REVERSE LOGISTICS IN HOUSEHOLD RECYCLING WASTE SYSTEM.

Emy Ezura A Jalil

**09:50 AM –
10:10 AM**

DELAYING THE IMPLEMENTATION OF PAYMENT BY RESULTS IN MENTAL HEALTH: THE FAILURE OF THE QUASI-MARKET.

Ruoxi Wang

**10:10 AM –
10:40 am**

Morning Tea

Session : 02

Session Chair : Professor Piet Kommers

Track: Education

**10:40 AM –
11:00 AM**

THE INTEGRATION OF E-TECHNOLOGY IN LEARNING AND INSTRUCTIONS FOR CHEMISTRY COURSES.

Fe G. Dampil

**11:00 AM –
11:20 AM**

THE IMPACT OF SOCIO-PSYCHOLOGICAL FACTORS IN THE MAINTENANCE OF THE ARABIC LANGUAGE AMONG THE ARABIC-SPEAKING COMMUNITY IN THE REGIONAL CITY OF TOOWOOMBA, AUSTRALIA.

Mostefa Abdelhadi and Henriette van Rensburg

**11:20 AM –
11:40 AM**

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

Dr. Elvira B. Catangay

Session : 03

Session Chair : Emy Ezura A Jalil

Track: Social Sciences

11:40 PM – 12:00 PM A REVIEW OF THE EVOLUTION OF THE COCOS MALAY DWELLINGS IN AUSTRALIA.

Asst. Prof. Dr. Noor Aziah Mohd. Ariffin and Nurul Ain Osri

12:00 PM – 12:20 PM FACTORS ASSOCIATED WITH THE COMPETENCIES OF STAFF IN MALAYSIAN NURSING HOMES.

Nur A'mirah Mohd Yaziz a, Nurul Ashykin Abd Aziz b, Hasif Rafidee Hasbollahc, Siti Nabilah Mohd Rosdid, Mohd Firdaus Mohd Nasire, Mohd Shafhuan Yusranf

12:20 PM – 12:40 PM REGULATIONS FOR THE TRANS-FUNCTION OF AGRICULTURAL LAND INTO NON-AGRICULTURAL LAND IN CONTROLLING FOOD SECURITY IN INDONESIA.

Khrisna Hadiwinata

12:40 PM – 01:00 PM DEVELOPMENT BY WHOM? CSOS FOR SUSTAINABLE STRATEGIC INTERVENTION IN COMMUNITY-MANAGED DEVELOPMENT INITIATIVES.

Ruben M. Gamala

01:00 PM – 02:00 PM **Lunch Break**

Session : 04

Session Chair : Mostefa Abdelhadi

Track: Education

02:00 PM – 02:20 PM SIMPLIFIED METHOD OF EVALUATING INTEGRALS OF POWERS OF COSINE USING REDUCTION FORMULA AS MATHEMATICAL ALGORITHM.

Lito E. Suello

02:20 PM – 02:40 PM BLENDED LEARNING IN THE UNITED ARAB EMIRATES: DEVELOPMENT OF AN ADAPTABILITY MODEL.

Sultan Ali R. Alkaabi, Peter Albion and Petrea Redmond

DAY 02

Sunday, 4th of October, 2015

02:40 PM – 03:00 PM Role of Information & Communications Technology (ICT) in building an effective Virtual Field Trips (VFTs) for teaching Geoscience.

Sandeep Narayan Kundu

Session : 05

Session Chair : Emy Ezura A Jalil

Track: Social Sciences

03:00 PM - 03:20 PM PRELIMINARY ANALYSIS ON THE IRON AGE SHELL MOLLUSC REMAINS FROM MELANTA TUTUP, SEMPORNA AND SABAH IN MALAYSIA.

Velat Bujeng and DeeJay Dexter A. Albert

03:20 PM – 03:40 PM EMPLOYEE ENGAGEMENT: A QUALITATIVE RESEARCH ON CRITICAL FACTORS WITHIN MALAYSIA'S SME BUSINESSES.

Safiah Rashid and Mohd Amy Azhar bin Mohd Harif

03:40 PM – 04:00 PM **Tea Break**

04:00 PM – 04:20 PM A CONGRUENCE IN AUGUSTINIAN AND MARXIST PHILOSOPHIES: A COMPARATIVE ANALYSIS OF SAINT AUGUSTINE AND KARL MARX'S VIEWS ON HISTORY.

Francisco Jayme Paolo Guiang

Session : 06

Session Chair : Professor Piet Kommers

Track: Information and Communication Technology

04:20 PM – 04:40 PM ADOPTION OF INTERNET BANKING IN SRI LANKA: AN EXTENSION TO TECHNOLOGY ACCEPTANCE MODEL.

N. K. Jayasiri, K.D. Gunawaradana, P. Dharmadasa

04:40 PM – 05:00 PM CROSS-CULTURAL WEB DESIGN STUDY: RESEARCHERS' CHALLENGING TASKS IN DEVELOPING COUNTRIES.

Goh Chu Hiang

**05:00 PM –
05:20 PM**

THE DESIGN OF FOREIGN LANGUAGE TEACHING
SOFTWARE IN SCHOOL COMPUTER LABORATORY.

**Yan Watequlis Syaifudin , Imam Fahrur Rozi and
Atiqah Nurul Asri**

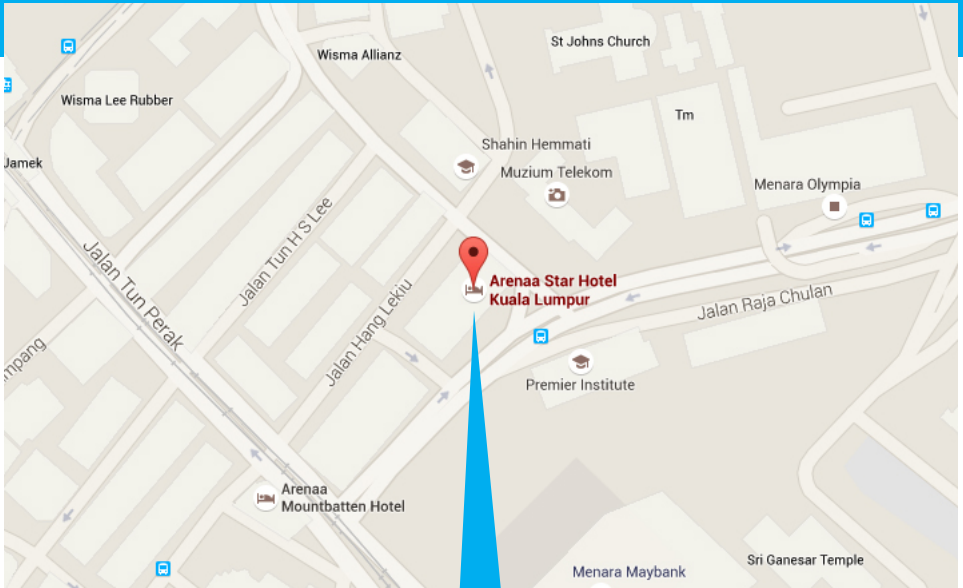
End of Presentation

Conference Dinner
7.00 PM – 9.30 PM

Arenas Star Hotel
No 49-51 , Jalan Hang Lekiu
50100 Kuala Lumpur
MALAYSIA

End of The Conference

CONFERENCE VENUE



Arenas Star Hotel
No 49-51 , Jalan Hang Lekiu
50100 Kuala Lumpur, Malaysia.

APIAR ASIA PACIFIC INSTITUTE of ADVANCED RESEARCH

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