

# ICTP-2015

## 1st International Conference on Theory and Practice

### VOLUME 01

Education Development Centre,  
Adelaide, Australia

Date: 5<sup>th</sup> & 6<sup>th</sup> of December, 2015



Asia Pacific Institute of Advanced Research  
Nurturing knowledge without boundaries

## Conference:

**Conference:** 1st International Conference on Theory and Practice (ICTP-2015)

**Chief Editor:** Professor Maureen Dollard

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

**Date:** 5th and 6th of December, 2015

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

---

## Publisher:

Asia Pacific Institute of Advanced Research (APIAR)  
Suite 1A Level 2; 802 Pacific Highway; Gordon NSW 2072; Australia

FAX: (+61) 02 9844 5445

Tel: (+61) 0420 963 175

Email: [info@apiar.org.au](mailto:info@apiar.org.au)

Web: <http://apiar.org.au>

---

## Document Information:

Document Type: Proceedings Paper

Language: English

ISBN: 978-0-9943656-5-1

Copyright © 2015, Asia Pacific Institute of Advanced Research (APIAR)

**CONFERENCE NAME**

“1st International Conference on Theory and Practice (ICTP-2015),  
Adelaide, South Australia”

**CONFERENCE CHAIR**

Professor Maureen Dollard, University of South Australia, Australia.

**PREFACE FROM THE  
CONFERENCE CHAIR**

I am delighted to be the conference chair for the 1st International Conference on Theory and Practice Adelaide. The vision of the Asia Pacific Institute of Advanced Research (APIAR) is to bridge the gap between academia and industry in the Asia-Pacific region. This is profoundly important if academia is to play a role in evolving humane productive innovative industry that has some basis in evidence, and if industry is to drive an agenda of thoughts within academia. An attractive aspect to the aims of the institute is to link research with business in four broad discipline areas Business, Education, Information Technology and the Social Sciences. Consequently, the conference brings together the creative curious; those who want to learn from disparate areas and make a change in the world, finally unshackled by confusing, confounding and limiting discipline frameworks. This project in social networking and generation sets up a platform for innovation and fresh approaches that the Asia Pacific, rich in opportunities, can prosper from. Welcome to the Adelaide conference, and I wish you all the best in developing new ideas, new connections, and new friends.

## CONFERENCE CHAIR

NAME	AFFILIATION
PROFESSOR MAUREEN DOLLARD	University of South Australia, Australia.

## KEYNOTE SPEAKERS

NAME	AFFILIATION
PROFESSOR DENISE WOOD	Professor Denise Wood, Central Queensland University, Australia.

## CONFERENCE COMMITTEE

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

## REVIEW COMMITTEE

NAME	AFFILIATION
PROFESSOR MARIOS I KATSILOUDES	Qatar University, Qatar.
DR DRAGANA RADICIC	Bournemouth University, Uk.
ASSOCIATE PROFESSOR FATEN KHARBAT	Al Ain University of Science & Technology, UAE.
DR. WEI CHEN	Sheffield University, UK.
ASSOCIATE PROFESSOR WAN NG	University of New South Wales, Australia.
DR JONATHAN MUTERERA	Nipissing University, Canada.
DR. NISHIKANT MISHRA	Aberystwyth University, UK.
DR. SAMEER AL BARGHOUTH	Al Ain University, UAE.
ASSISTANT PROFESSOR SAWSAN HALBOUNI	University of Sharjah, UAE.
ELVIRA BOLAT	Bournemouth University, UK.
ASSOCIATE PROFESSOR NIGEL BAGNALL	The University of Sydney, Australia.
DR MICHAEL WIGELSWORTH	Manchester University, UK.
MAXWELL HEINECK	King Fahd University of Petroleum & Minerals, Saudi Arabia.
DR FELICITY HARDLEY	University of New South Wales, Australia.
ASSISTANT PROFESSOR KOUSAY SAID	University of Westminster, UK.
ASSISTANT PROFESSOR GEHAN ABDUL HADI MOUSA MOHAMED	University of Bahrain, Bahrain.
CATHY BEAUSOLEIL	University of Quebec, Canada.
ASSOCIATE PROFESSOR LAURENCE GOLDMAN	University of Queensland. Australia.
ASSISTANT PROFESSOR RIHAM MUQATTASH	Al Ain University Of Science & Technology, UAE.
BIJAN HESNI	University of Westminster, UK.
PROFESSOR TAKASHI OYABU	Kokusai Business Gakuin College, Japan.
ASSOCIATE PROFESSOR MARK PEGRUM	The University of Western Australia, Australia.
KISHORE NAMBEESAN	University of Nizwa, Oman.
PAULA JACKSON	York St John University, UK.
DR PANAGIOTIS DONTIS CHARITOS	University of Westminster, UK.
ASSOCIATE PROFESSOR JAKE LYNCH	The University of Sydney, Australia.
DR. MOHIT KOLAY	Al Yamanah University, Saudi Arabia.
DR CHANGYU DONG	University of Strathclyde, UK.
DR ELENA SOUKAKOU	University of Roehampton, UK.
ASSITANT PROFESSOR AHMAD ALHARKAN	Qassim University, Saudi Arabia.

## BEST PAPERS

### Best Paper in Business:

"BEYOND UTILITY 2.0: A SEARCH FOR RELEVANCE IN TOMORROW'S ENERGY SYSTEM"

**Author(s) Name:** Jon Williamsson

### Best Paper in Education:

"IMPROVING ASSESSMENT PRACTICES THROUGH THE CLARIFICATION OF THEORY"

**Author(s) Name:** Maddalena Taras

### Best Paper in Information Technology:

"DISRUPTIVE TECHNOLOGIES: A NOT-FOR-PROFIT PERSPECTIVE ON ENTERPRISE CONTENT MANAGEMENT DIGITAL TRANSFORMATION"

**Author(s) Name:** Ross Yates, Mark Loader

### Best Paper in Social Science:

"A MEASURING METHOD FOR IDENTIFYING THE PERCEIVED MULTIPLE INTELLIGENCE OF PEOPLE WITH EPILEPSY."

**Author(s) Name:** Siti Rahmah Awang, Tahir Ahmad, Raja Mohamad Fairuz Raja Mohamad Yusoff

## ALL PAPERS of the Conference

### BUSINESS PAPERS

**Paper Name:** "HOW WILL NZ'S CONSTRUCTION INDUSTRY ESCALATE PRODUCTIVITY TO MEET THE LARGEST PREDICTED CONSTRUCTION DEMAND IN DECADES – AND IS A LEAN APPROACH ONE OF THE MAGIC BULLETS?"

**Author(s) Name:** Anthony Bosnich, Linda Kestle

Page Numbers: 01-10

**Paper Name:** "TOWARDS IDENTIFYING THE MULTILEVEL DETERMINANTS OF SME SUSTAINABILITY PROFILES"

**Author(s) Name:** François Labelle, Étienne St-Jean

Page Numbers: 11-25

**Paper Name:** "A CONCEPTUAL MODEL FOR COUNTRY-OF-ORIGIN EFFECTS"

**Author(s) Name:** Rongbin Yang, Rooma Roshnee Ramsaran, Santoso Wibowo

Page Numbers: 26-46

**Paper Name:** "BEYOND UTILITY 2.0: A SEARCH FOR RELEVANCE IN TOMORROW'S ENERGY SYSTEM"

**Author(s) Name:** Jon Williamsson,

Page Numbers: 47-58

**Paper Name:** "THE MEDIATING ROLE OF UNIVERSITY INDUSTRY COLLABORATION ON THE RELATIONSHIP BETWEEN HUMAN RESOURCE DEVELOPMENT, INFRASTRUCTURE AND PERFORMANCE OF UNIVERSITIES IN KENYA."

**Author(s) Name:** James M.Kilika, PhD, Peter O. K'Obonyo, PhD, Martin Ogutu, PhD, Justus M.Munyoki

Page Numbers: 59-78

**Paper Name:** "POWER DISTANCE CULTURE AND THE CONSTRUCTION OF THE FOLLOWERSHIP IDENTITY"

**Author(s) Name:** Rokimah Mohamad, Nurulhuda Md Saad

Page Numbers: 79-90

**Paper Name:** "VOLUNTARY INTERNET FINANCIAL REPORTING BY LISTED COMPANIES IN EMERGING ECONOMIES: A STUDY OF KEY DETERMINANTS IN THE UNITED ARAB EMIRATES"

**Author(s) Name:** Dr Peter Oyelere, Nirosh T. Kuruppu

Page Numbers: 91-105

**Paper Name:** "EXAMINING AN INFLUENTIAL FACTOR MEDIATING PERFORMANCE IN TOURISM"

**Author(s) Name:** Nuntasaree Sukato

Page Numbers: 106-113

**Paper Name:** "REVITALIZING THE ART OF READING ALOUD TO CHILDREN"

**Author(s) Name:** Khemendra Kamal Kumar

Page Numbers: 114-120

**Paper Name:** "PERCEPTION OF STUDENTS ABOUT GEOGRAPHY IN FNU: A CASE STUDY"

**Author(s) Name:** Dr. Mukesh Verma, Prof. Sarita Deshpande

Page Numbers: 121-132

**Paper Name:** "ANALYSING SIGNIFICANT TRANSLATED SOCIAL AND LITERARY ASPECTS IN RANDOLPH STOW'S MERRY-GO-ROUND IN THE SEA FOR AN IRAQI AUDIENCE"

**Author(s) Name:** Akram Ahmed Shareef

Page Numbers: 133-141

**Paper Name:** "THE ROLE OF EFL LEARNERS' MOTIVATION IN MOBILE LANGUAGE LEARNING"

**Author(s) Name:** Abdullah Alamer

Page Numbers: 142-153

**Paper Name:** "SOCIAL FACTORS AND WOMEN'S CAREER ADVANCEMENT TO SENIOR MANAGEMENT POSITION IN PAKISTAN"

**Author(s) Name:** Dr. Bushra Inayat Raja

Page Numbers: 154-164

**Paper Name:** "CONTEXT AS A LEARNING LAB FOR DESIGN EDUCATION; INTEGRATING SOCIOCULTURAL CONTEXTS AND COMMUNICATION MEDIA"

**Author(s) Name:** Archt. Prasanna Pitigala Liyanage, Shauri Hettiarachchi

Page Numbers: 165-178

**Paper Name:** "MOTIVATION AND ETHNICITY IN EFL LEARNING OF INDONESIAN CHINESE"

**Author(s) Name:** Meyta Mayangsari, Nora Aprilia

Page Numbers: 179-187

**Paper Name:** "THE APPLICATION OF RESEARCH BASED KNOWLEDGE IN WORKSHOPS CONDUCTED TO EMBED A CREATIVE DIMENSION ACROSS A RANGE OF DISCIPLINES AND EDUCATIONAL LEVELS"

**Author(s) Name:** Stuart Gluth, Ron Corso

Page Numbers: 188-196

**Paper Name:** "IMPACT OF COLLABORATIVE REFLECTION ON TEACHER DEVELOPMENT"

**Author(s) Name:** Maha Ellili Cheri

Page Numbers: 197-197

**Paper Name:** "IMPROVING ASSESSMENT PRACTICES THROUGH THE CLARIFICATION OF THEORY"

**Author(s) Name:** Maddalena Taras

Page Numbers: 198-199

**Paper Name:** "ONLINE COLLABORATION AND CHANGE IN THE LEVEL OF SELF-REGULATED LEARNING SKILLS AMONG THE STUDENTS OF A VIRTUAL UNIVERSITY: AN EXPERIMENTAL STUDY USING A WIKI IN PAKISTAN"

**Author(s) Name:** DR. Farhana Khurshid

Page Numbers: 200-200

**Paper Name:** "USING ASSESSMENT AND LEARNING THEORIES TO SUPPORT 'ASSESSMENT FOR LEARNING' PRACTICES"

**Author(s) Name:** Maddalena Taras

Page Numbers: 201-201

**Paper Name:** "INTEGRATION OF INTERNATIONAL STUDENTS IN CANADIAN ENGINEERING PROGRAMS"

**Author(s) Name:** Nabil Bassim

Page Numbers: 202-202

## INFORMATION TECHNOLOGY PAPERS

**Paper Name:** "DISRUPTIVE TECHNOLOGIES: A NOT-FOR-PROFIT PERSPECTIVE ON ENTERPRISE CONTENT MANAGEMENT DIGITAL TRANSFORMATION"

**Author(s) Name:** Ross Yates

Page Numbers: 203-211

**Paper Name:** "INFORMATION AND COMMUNICATION TECHNOLOGY (ICT) AND RURAL AND AGRICULTURAL DEVELOPMENT IN SRI LANKA"

**Author(s) Name:** Dr. G.M. Henegedara

Page Numbers: 212-228

## SOCIAL SCIENCES PAPERS

**Paper Name:** "STRATEGIC HUMAN RESOURCE MANAGEMENT AND LOCAL GOVERNANCE PERFORMANCE IN THE CITY GOVERNMENT OF IMUS, CAVITE: AN EMPIRICAL INVESTIGATION"

**Author(s) Name:** Dr. Jennypher N. Fenomeno, Dr. Lilibeth Novicio

Page Numbers: 229-252

**Paper Name:** "ALEVI MINORITY IN TURKEY AND OFFICIAL RELIGIOUS EDUCATION"

**Author(s) Name:** Assoc. Prof. Dr. ZEKİ UYANIK,

Page Numbers: 252-267

**Paper Name:** "HOMELESS WOMEN AND SHELTER REGIMES: A GLIMPSE OF EVERYDAY PRACTICES THROUGH SOCIAL WORKERS' NARRATIVES"

**Author(s) Name:** Cynthia M. Phiri

Page Numbers: 268-278

**Paper Name:** "SITUATIONAL ANALYSIS OF STISPERCEPTION AMONG ACADEMIC INSTITUTIONS, PUBLIC HEALTH FACILITIES AND COMMUNITIES IN ISLAMABAD"

**Author(s) Name:** Arshed Beig, Naufil Naseer, Sadia Zaman

Page Numbers: 279-287

**Paper Name:** "A MEASURING METHOD FOR IDENTIFYING THE PERCEIVED MULTIPLE INTELLIGENCE OF PEOPLE WITH EPILEPSY"

**Author(s) Name:** Siti Rahmah Awang, Tahir Ahmad, Raja Mohamad Fairuz Raja Mohamad Yusoff

Page Numbers: 288-298

**Paper Name:** "REFLECTION ON DEMOCRATIC TRANSITION IN CONFUCIAN CULTURE AREA"

**Author(s) Name:** Xiao Yue

Page Numbers: 299-308

**Paper Name:** "RISKS, RESPONSIBILITY AND RIGHTS IN TRANSGENIC PLANT TECHNOLOGY GOVERNANCE"

**Author(s) Name:** Taiwo Oriola

Page Numbers: 309-309



[WWW.APIAR.ORG.AU](http://WWW.APIAR.ORG.AU)



Asia Pacific Institute of Advanced Research  
Nurturing knowledge without boundaries