

# APCAR-2016

*2nd Asia Pacific Conference on  
Advanced Research  
(APCAR-2016).*

*Melbourne, Australia*

*27th & 28th  
of February 2016*



## VENUE

Hotel Grand Chancellor  
Melbourne, Victoria, Australia.



ORGANISED BY:

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

Nurturing knowledge without boundaries





APCAR- 2016



**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



DR ELGIN ONG

Rhinovo Pte Ltd, International Branding Expert & Renowned Public Speaker, Singapore.

# Keynote Speakers



ASSOC PROFESSOR  
KATHLEEN RIACH

Assoc Professor Kathleen Riach,  
Monash University, Australia.



PROFESSOR LESLIE HOLMES

Professor Leslie Holmes,  
University of Melbourne, Australia.

# CONFERENCE COMMITTEE

APCAP



|  |  |
|--|--|
| <b>PROF. PETER CURSON</b>                    | Prof. Peter Curson, The University of Sydney, Australia.                             |
| <b>PROF. KUBAIS S. ABDULFATTAH FAHADY</b>    | Prof. Kubais S. Abdulfattah Fahady, Ajman University of science and Technology, UAE. |
| <b>DR ROSS YATES</b>                         | Dr Ross Yates, Edith Cowan University, Australia.                                    |
| <b>PROF. DENNIS RUMLEY</b>                   | Prof. Dennis Rumley, The University of Western Australia, Australia.                 |
| <b>PROF. MAURICE GALTON</b>                  | Prof. Maurice Galton, University of Cambridge, UK.                                   |
| <b>ASST. PROF. HONGJIN ZHU</b>               | Asst. Prof. Hongjin Zhu, McMaster University, Canada.                                |
| <b>ASSOC. PROF. NOURAH ALYOUSEF</b>          | Assoc. Prof. Nourah Alyousef, King Saud University, Saudi Arabia.                    |
| <b>PROFESSOR GHASSAN OMET</b>                | Professor Ghassan Omet, University of Jordan, Jordan.                                |
| <b>PROFESSOR ROBERT WRIGHT</b>               | Professor Robert Wright, University of Strathclyde, UK.                              |
| <b>ASSISTANT PROFESSOR AHMED ALI KHALIFA</b> | Assistant Professor Ahmed Ali Khalifa, Qatar University, Qatar.                      |
| <b>PROFESSOR MARTIN MILLS</b>                | Professor Martin Mills, The University of Queensland, Australia.                     |
| <b>PROFESSOR DJAMEL EDDINE LAOUISSET</b>     | Professor Djamel Eddine Laouisset , ALHOSN University, UAE.                          |
| <b>PROFESSOR ROBYN GILLIES</b>               | Professor Robyn Gillies, The University of Queensland, Australia.                    |
| <b>ASSOCIATE PROFESSOR PAWEL BILINKSI,</b>   | Associate Professor Pawel Bilinski, City University, UK.                             |
| <b>ASSOCIATE PROFESSOR BLAINE HATT</b>       | Associate Professor Blaine Hatt, Nipissing University, Canada.                       |
| <b>ASSISTANT PROFESSOR ALI ALKHALIFAH</b>    | Assistant Professor Ali Alkhalifah, Qassim University, Saudi Arabia.                 |
| <b>ASSOCIATE PROFESSOR JEHAD ALDEHAYYAT</b>  | Associate Professor Jehad Aldehayyat, Al Yamamah University, Saudi Arabia.           |
| <b>ASSOCIATE PROFESSOR PETER KRIESLER</b>    | Associate Professor Peter Kriesler, University of New South Wales, Australia.        |
| <b>PROFESSOR ELIZABETH FERNANDEZ</b>         | Professor Elizabeth Fernandez, University of New South Wales, Australia.             |
| <b>EN MOHAMMAD AMIZI BIN AYOB</b>            | En Mohammad Amizi Bin Ayob, University Malaysia Kelantan, Malaysia.                  |
| <b>DR MOHD SHUKRI HANAPI</b>                 | Dr Mohd Shukri Hanapi, Universiti Sains Malaysia, Penang, Malaysia.                  |

# REVIEW COMMITTEE



|   |   |
|---|---|
| <b>PROFESSOR MARIOS I KATSILOUDES</b>                     | Professor Marios I Katsioloudes, Qatar University, Qatar.                           |
| <b>DR DRAGANA RADICIC</b>                                 | Dr Dragana Radicic, Bournemouth University, UK.                                     |
| <b>ASSOCIATE PROFESSOR FATEN KHARBAT</b>                  | Associate Professor Faten Kharbat, Al Ain University of Science & Technology, UAE.  |
| <b>DR. WEI CHEN</b>                                       | Dr. Wei Chen, Sheffield University, UK.   |
| <b>ASSOCIATE PROFESSOR WAN NG</b>                         | Associate Professor Wan Ng, University of New South Wales, Australia                |
| <b>DR JONATHAN MUTERERA</b>                               | Dr Jonathan Muterera, Nipissing University, Canada.                                 |
| <b>DR. NISHIKANT MISHRA</b>                               | Dr. Nishikant Mishra, Aberystwyth University, UK.                                   |
| <b>DR.SAMEER AL BARGHOUTH</b>                             | Dr.Sameer Al Barghouth, Al Ain University, UAE.                                     |
| <b>ASSISTANT PROFESSOR SAWSAN HALBOUNI</b>                | Assistant Professor Sawsan Halbouni, University of Sharjah, UAE.                    |
| <b>ELVIRA BOLAT</b>                                       | Elvira Bolat, Bournemouth University, UK.   |
| <b>ASSOCIATE PROFESSOR NIGEL BAGNALL</b>                  | Associate Professor Nigel Bagnall, The University of Sydney, Australia.             |
| <b>DR MICHAEL WIGELSWORTH</b>                             | Dr Michael Wigelsworth, Manchester University, UK.                                  |
| <b>MAXWELL HEINECK</b>                                    | Maxwell Heineck , King Fahd University of Petroleum & Minerals, Saudi Arabia.       |
| <b>ASSOCIATE PROFESSOR RAMPRASAD BHAR</b>                 | Associate Professor Ramprasad Bhar, University of New South Wales, Australia.       |
| <b>DR FELICITY HARDLEY</b>                                | Dr Felicity Hardley, University of Westminster, UK.                                 |
| <b>ASSISTANT PROFESSOR KOUSAY SAID</b>                    | Assistant Professor KOUSAY SAID, University of Bahrain, Bahrain.                    |
| <b>ASSISTANT PROFESSOR GEHAN ABDUL HADI MOUSA MOHAMED</b> | Assistant Professor Gehan Abdul Hadi Mousa Mohamed, University of Bahrain, Bahrain. |
| <b>CATHY BEAUSOLEIL</b>                                   | Cathy Beausoleil, University of Quebec, Canada.                                     |
| <b>ASSOCIATE PROFESSOR LAURENCE GOLDMAN</b>               | Associate Professor Laurence Goldman, University of Queensland. Australia.          |



# REVIEW COMMITTEE



**ASSISTANT PROFESSOR RIHAM MUQATTASH** Assistant Professor Riham Muqattash,  
Al Ain University of Science & Technology, UAE.

**BIJAN HESNI** Bijan Hesni, University of Westminster, UK.

**PROFESSOR TAKASHI OYABU** Professor Takashi Oyabu, Kokusai Business Gakuin College, Japan.

**ASSOCIATE PROFESSOR MARK PEGRUM** Associate Professor Mark Pegrum,  
The University of Western Australia, Australia.

**KISHORE NAMBEESAN** Kishore Nambeesan, University of Nizwa, Oman.

**PAULA JACKSON** Paula Jackson, York St John University, UK.

**DR PANAGIOTIS DONTIS CHARITOS** Dr Panagiotis Dontis Charitos, University of Westminster, UK.

**ASSOCIATE PROFESSOR JAKE LYNCH** Associate Professor Jake Lynch,  
The University of Sydney, Australia.

**DR. MOHIT KOLAY** Dr. Mohit Kolay, Al Yamanah University, Saudi Arabia.

**DR CHANGYU DONG** Dr Changyu Dong, University of Strathclyde, UK.

**DR ELENA SOUKAKOU** Dr Elena Soukakou, University of Roehampton, UK.

**ASSITANT PROFESSOR AHMAD ALHARKAN** Assitant Professor Ahmad Alharkan

# Conference Chair



**DR ELGIN  
ONG**

Rhinovo Pte Ltd,  
International Branding  
Expert & Renowned  
Public Speaker,  
Singapore.



*As Chair of the  
2nd Asia  
Conference on  
Advanced Research  
(APCAR 2016),  
I predict we  
have prosperous  
chemistry in  
mindset, intellect  
and social ambition.*

## *Preface*

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.

## Conference Chair

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.



DR ELGIN  
ONG

Rhinovo Pte Ltd,  
International Branding  
Expert & Renowned  
Public Speaker,  
Singapore.

*Biography*

# Keynote Speaker



Assoc Professor  
Kathleen Riach

Assoc Professor  
Kathleen Riach, Monash  
University, Australia.

Associate Professor Kathleen Riach's expertise is in the area of ageing at work and the role of the body in organizational life. Her focus leads to exploring aspects of everyday working life that are rarely articulated or discussed formally within businesses but nonetheless have a significant impact of how people feel, think and behave in terms of their professional identities. As a critical scholar, Kathleen has a particular interest in exploring the sociological experience of growing up and older at work. She has published widely on issues surrounding older worker discrimination and the experience of ageing across the working life course.

*Biography*

# Keynote Speakers

Leslie Holmes has been a Professor of Political Science at the University of Melbourne since 1988, and was awarded the title of Professor Emeritus in 2014. He was President of the International Council for Central and East European Studies 2000-2005, President of the Australian Political Studies Association 1991-2, and President of the Australasian Association for Communist and Post-Communist Studies 2005-7. He has been a Fellow of the Academy of the Social Sciences in Australia since 1995, and regularly teaches advanced courses on corruption at the University of Bologna, the Graduate School of Social Research in Warsaw, and the International Anti-Corruption Academy in Vienna. Leslie has published seven single-authored books - *The Policy Process in Communist States* (Sage, 1981); *Politics in the Communist World* (Oxford UP, 1987); *The End of Communist Power* (Oxford UP, 1993); *Post-Communism* (Duke UP, 1997); *Rotten States?* (Duke UP, 2006); *Communism* (Oxford UP, 2009); and *Corruption* (Oxford UP, 2015). With John Dryzek, he also co-authored *Post-Communist Democratization* (Cambridge UP, 2002). He has edited or co-edited a further seven books, and published almost 100 articles, chapters and booklets. His work has been translated into twelve languages. Prof. Holmes' principal research areas are Europe and Asia, with particular reference to corruption, organised crime and human trafficking. In this context, he has been a consultant to the World Bank, Transparency International, the UNODC, the OECD, and the Swiss Government. His research has been funded by the Australian Research Council (ARC) and by the Norwegian Research Council.



PROFESSOR  
LESLIE HOLMES

Professor Leslie  
Holmes, University of  
Melbourne, Australia.

*Biography*

DAY  
01

Saturday, 27<sup>th</sup> of February, 2016

## Second Asia Pacific Conference on Advanced Research (APCAR-2016)

Hotel Grand Chancellor  
131 Lonsdale St, Melbourne VIC 3000 Australia

### Conference Programme Summary

|  |  |   |
|--|--|---|
| 09:00 AM<br>09:30 AM   | * Conference Registration and Materials Collection   |   |
| <b>OPENING THE GENERAL SESSION</b><br>Venue : Chancellor 2     |  |   |
| 09:30 AM<br>10:15 AM   | Conference Opening by Dr Elgin Ong Conference Chair<br><b>Topic:</b> "Research is Vital for Branding".   |   |
| 10:15 AM<br>10:30 AM   | <b>Photo Session</b>   |   |
| 10:30 AM<br>11:00 AM   | <b>Morning Tea Break</b>   |   |
| 11:00 AM<br>11:30 AM   | <b>Keynote Speaker:</b> Assoc. Professor Kathleen Riach<br><b>Topic:</b> "Second Horizons: Understanding Later Life Career Trajectories and the Opportunities of an Ageing Workforce".   |   |
| 11:30 AM<br>12:00 PM   | <b>Keynote Speaker:</b> Professor Leslie Holmes<br><b>Topic:</b> "Human Trafficking vs. Human Rights: Asia-Pacific Perspectives".  |   |
| <b>ORAL PRESENTATION</b><br>Venue: Chancellor 2 & Chancellor 4 |  |   |
|  | <b>Concurrent Session : 1</b><br>Venue : Chancellor 2,<br>Track: Business<br>Session Chair: Elgin Ong  | <b>Concurrent Session : 1</b><br>Venue : Chancellor 4,<br>Track: Education<br>Session Chair: Jianping chen              |
| 12:00 PM<br>12:20 PM   | <b>THE IMPACT OF ENVIRONMENTAL QUALITY ON PUBLIC HEALTH EXPENDITURE IN MALAYSIA.</b><br><br>Hussin Abdullah, Muhammad Azam, Siti Khalijah Zakariya   | <b>STRENGTHENING ACADEMIC LEARNING TASKS AS INPUTS TO SCHOOL-BASED INSTRUCTIONAL PROGRAM.</b><br><br>Elvira B. Catangay |
| 12:20 PM<br>12:40 PM   | <b>STUDY ON THE NUTRITIONAL VALUES AND CUSTOMER ACCEPTANCE OF Lansium domesticum &amp; Nephelium lappaceum NEWLY FERMENTED NATURAL FRUIT VINEGARS IN MALAYSIA.</b><br><br>Seri Intan Mokhtar, Faznira Zakaria, Mohammad Amizi A, Siow Woon Soon, Nurshahida. A.S, Zul Ariff Abdul Latiff | <b>STRATEGIES TO PROMOTE QUALITY RESEARCH: A SURVEY OF UNIVERSITY TEACHERS IN INDIA.</b><br><br>Shreemathi S Maya       |
| 12:40 PM<br>01:00 PM   | <b>DEMAND-WISE SHARED COACH SERVICES FOR HOTEL INDUSTRY: EVIDENCE FROM HONG KONG.</b><br><br>Philip Y. L. Wong , Derek W C Leung and Billy Wong  | <b>A HETEROGENEOUS CLASSROOM - AN EFFECT OF A NEW MEDIA ECOLOGY?</b><br><br>Anette Svensson                             |
| 01:00 PM<br>02:00 PM   | <b>Lunch Break</b>   |   |

# DAY 01

# Saturday, 27<sup>th</sup> of February, 2016

|   |   |   |
|---|---|---|
|   | <p><b>Concurrent Session : 2</b><br/> <b>Venue : Chancellor 2,</b><br/> <b>Track: Social Sciences</b><br/> <b>Session Chair : Rosnah Ismail</b></p>   | <p><b>Concurrent Session : 2</b><br/> <b>Venue : Chancellor 4,</b><br/> <b>Track: Business</b><br/> <b>Session Chair : Philip Wong</b></p>                      |
| <p><b>02:00 PM</b><br/> <b>02:20 PM</b></p> | <p><b>ASEAN-NEPAD PARTNERSHIP: TOWARDS ADVANCEMENT AND MAKING A DIFFERENCE.</b></p> <p>Isaac Terungwa Terwase, Muhammad Bello Ibrahim, Asmat-Nizam Abdul-Talib, Hindatu Maigari Yerima.</p>   | <p><b>COMPANY REPORTING TRANSPARENCY AND FIRM PERFORMANCE IN NIGERIA.</b></p> <p>Adejoh Edogbanya and Hasnah Kamardin</p>                                       |
| <p><b>02:20 PM</b><br/> <b>02:40 PM</b></p> | <p><b>TECHNOSOCIAL DYNAMICS OF DECONSTRUCTING LOCAL CULTURES: EVIDENCE FROM THE CONFLICT-TORN NATIVE COMMUNITIES IN DARFUR, SUDAN.</b></p> <p>Dhahawi S. A. Garri</p>   | <p><b>INNOVATION THROUGH EMPLOYEE ENGAGEMENT.</b></p> <p>Venkoba Rao</p>  |
| <p><b>02:40 PM</b><br/> <b>03:00 PM</b></p> | <p><b>LEXICAL SEMANTIC NETWORKING IN BILINGUALS: EVIDENCES FOR ENHANCED DISCOURSE SKILLS IN BILINGUALS.</b></p> <p>Radish Kumar and Jayashree S Bhat</p>  | <p><b>A NUMERICAL APPROACH TO TRANSFORMATIVE CONSUMER RESEARCH FOR PERSONAL AND COLLECTIVE WELL-BEING.</b></p> <p>Shahid M. Butt</p>                            |
| <p><b>03:00 PM</b><br/> <b>03:20 PM</b></p> | <p><b>PARTICIPATION OF SMALLHOLDERS SCHEME IN EAST COAST MALAYSIA TOWARDS CATTLE INTEGRATION – OIL PALM PROJECT.</b></p> <p>Mohammad Amizi A., Arina A., Izzaty Iqlima N., Mohd Hafiz Jamaludin., Che Fauziah Che Ishak., Norsida Man and Assis Kamu.</p> | <p><b>TOWARDS ASEAN ECONOMIC COMMUNITY: CHALLENGES AND OPPORTUNITIES.</b></p> <p>Teofilo C Daquila</p>  |
| <p><b>03:20 PM</b><br/> <b>03:40 PM</b></p> | <p><b>A CRITICAL EVALUATION BY HENRY JAMES OF THE OLD AND NEW WORLDS IN HIS THE AMBASSADORS.</b></p> <p>Ali YİĞİT and Yusuf ALKAN</p>   | <p><b>DIMENSIONS OF AUTHENTIC LEADERSHIP IN THE MIDDLE EASTERN CONTEXT: ARE THESE LEADERS REALLY AUTHENTIC?</b></p> <p>Evangelia Marinakou and Brad Nikolic</p> |
| <p><b>03:40 PM</b><br/> <b>04:00 PM</b></p> | <b>Afternoon Tea Break</b>  |   |
|   | <p><b>Concurrent Session : 3</b><br/> <b>Venue : Chancellor 2, Track: Business</b><br/> <b>Session Chair : Evangelia Marinakou</b></p>  | <p><b>Concurrent Session : 3</b><br/> <b>Venue : Chancellor 4,</b><br/> <b>Track: ICT</b><br/> <b>Session Chair : Elgin Ong</b></p>                             |
| <p><b>04:00 PM</b><br/> <b>04:20 PM</b></p> | <p><b>THE DEVELOPMENT OF ECO-INDUSTRIAL PARK CONCEPT IN GASING INDUSTRIAL ESTATE, BANYUASIN REGENCY, SOUTH SUMATRA.</b></p> <p>Memed Sueb and Rahmat Natawijaya</p>   | <p><b>USE OF WEB BASED INFORMATION RESOURCES AND SERVICES.</b></p> <p>Iqbal Singh Brar</p>  |
| <p><b>04:20 PM</b><br/> <b>04:40 PM</b></p> | <p><b>COST OF IN-HOUSE VRS OUTSOURCED FACILITIES MANAGEMENT SERVICES IN PUBLIC POLYTECHNICS IN GHANA.</b></p> <p>Daniel Amos, Andrews Gadzekpo</p>  | <p><b>ENHANCEMENT CAPACITY OF LTE CELLULAR NETWORK USING TVWS CONSIDERING MINA CITY.</b></p> <p>Ulaa Al-Haddad and Ghadah Aldabbagh</p>                         |
| <p><b>04:40 PM</b><br/> <b>05:00 PM</b></p> | <p><b>VALUES AT SOCIAL ENTERPRISES IN SOUTH KOREA: THE EFFECTS OF PERSON-ORGANIZATION VALUE CONGRUENCE ON JOB SATISFACTION, ORGANIZATIONAL COMMITMENT AND INTENTION TO LEAVE.</b></p> <p>Jaeyun Jeong and Kyoung Won park</p>                             | <p><b>RESEARCH ON NEW TECHNOLOGY INNOVATION MODEL-APPLIED 3D PRINTING INDUSTRY BUSINESS ECOLOGY.</b></p> <p>Hyeog-in Kwon, Hyunk-kyung Kim, Soon-Gyu Jung.</p>  |
| <p><b>05:00 PM</b><br/> <b>05:20 PM</b></p> | <p><b>RELATIONSHIP OF IN-STORE BRANDS AND CONSUMER LOYALTY: EXPLORING OPPORTUNITIES AND CHALLENGES FOR INDIAN RETAILERS.</b></p> <p>Manish Bansal</p>   | <p><b>BUSINESS INTELLIGENCE FOR PROFILING OF TELECOMMUNICATION CUSTOMER.</b></p> <p>Rokhmatul Insani and Laksmiwati Soemitro</p>                                |
| <b>End of Day 1</b>                         |   |   |

**DAY  
02**

*Saturday, 28<sup>th</sup> of February, 2016*

**ORAL PRESENTATION**

| <b>Concurrent Session : 1</b><br><b>Venue : Chancellor 2, Track: ICT</b><br><b>Session Chair : Elgin Ong</b>                    |   | <b>Concurrent Session : 1</b><br><b>Venue : Chancellor 4, Social Sciences</b><br><b>Session Chair : Venkoba Rao</b>  |  |
|---|---|--|--|
| <b>09:30 AM</b><br><b>09:50 AM</b>  | <b>AN APPROACH TO HYBRID TECHNOLOGY FOR MOBILE APPLICATION DEVELOPMENT.</b><br><br>H T Palliyagurua , L I E P Weerathungab , E A L R Ekanayakec , S P Wijesuriyad , M P A W Gamagee   | <b>RESIDENTIAL FLAT REFURBISHMENT PRIOR TO NEW LEASE: CHALLENGES OF ACHIEVING SUSTAINABILITY.</b><br><br>Philip Y. L. Wong, W M Ho and W S Cheung  |  |
| <b>09:50 AM</b><br><b>10:10 AM</b>  | <b>REAL-TIME PERFORMANCE EVALUATION METRICS FOR OBJECT DETECTION AND TRACKING OF INTELLIGENT VIDEO SURVEILLANCE SYSTEMS</b><br><br>Kyoung Yeon Kim, Yonghwa Kim, Jaehyun Park, Yoo-Sung Kim.  | <b>EXPLORING THE EVOLUTION OF ASIA PACIFIC AIR TRANSPORTATION NETWORK STRUCTURE.</b><br><br>Collin WH Wong, Tommy Cheung, Yue Wang   |  |
| <b>10:10 AM</b><br><b>10:30 AM</b>  | <b>DESIGN OF A FEASIBLE DOCUMENT CLUSTERING STRATEGY FOR PLAGIARISM DETECTION OF NATIONAL RESEARCH REPORT MANAGEMENT PORTAL SYSTEM IN KOREA.</b><br><br>Kwangho Song, Joonwoo Jeon, and Yoo-Sung Kim.   | <b>THE INFLUENCE OF RETAIL SALES MIX AND BRAND ASSOCIATION TO CONSUMER PURCHASING DECISIONS AS WELL AS ITS IMPACT ON CUSTOMER VALUE.</b><br><br>Heni R.Iswati, Sri Djatnika S.A and Rina Novianty. |  |
| <b>10:30 AM</b><br><b>11:00 AM</b>  | <b>Morning Tea Break</b>  |  |  |
| <b>Concurrent Session : 2</b><br><b>Venue : Chancellor 2, Track: Social Sciences</b><br><b>Session Chair : Philip Y.L. Wong</b> |   | <b>Concurrent Session : 2</b><br><b>Venue : Chancellor 4, Track: Education</b><br><b>Session Chair : Elgin Ong</b>   |  |
| <b>11:00 AM</b><br><b>11:20 AM</b>  | <b>STUDY OF THE INTENTION OF BANANA GROWERS IN IMPROVING THE PRODUCTION IN JELI, KELANTAN.</b><br><br>Fatimah Kayat, Mohammad Arnizi A, Akmal Adilah Idris, Mohamed Fauzie Jusoh, Mohamad Firdaus Ibrahim, Zul Ariff Abdul Latiff.  | <b>ORGANIZATIONAL CULTURE AND SCHOOL PRODUCTIVITY OF ELEMENTARY TEACHERS IN THE CITY SCHOOLS DIVISION OF DASMARINAS CITY CAVITE, DEPARTMENT OF EDUCATION.</b><br><br>Raquel Dela Cruz BERNABE      |  |
| <b>11:20 AM</b><br><b>11:40 AM</b>  | <b>THE CHALLENGES OF CHILDREN WITH ASD DURING SCHOOL TRANSITION: IN THE CONTEXT OF RELATIONSHIP BUILDING, COMMUNICATION, KNOWLEDGE AND SUPPORT.</b><br><br>Rosnah Ismail, Chua Bee Seok, Sazali Yaacob, Ferlis Bahari, Shuhairimi Abdullah, Vincent Pang, Mohd Kasturi Nor Bin, Walton Wider. | <b>TEACHERS' ORGANIZATIONAL COMMITMENT, TEACHING EFFICACY BELIEF AND LEVEL OF PERFORMANCE IN RELATION TO THEIR PUPILS' ATTITUDES TOWARDS MATHEMATICS.</b><br><br>Marlene Amora                     |  |
| <b>11:40 AM</b><br><b>12:00 PM</b>  | <b>THE IMPACT OF POST-STRUCTURALISM ON THE IDEAS OF EDWARD SAID.</b><br><br>Yusuf ALKAN, Ali YiĞİT  | <b>TRANSLATION AS AN INTERIM STRATEGY TO AVOID PLAGIARISM AT UNIVERSITY.</b><br><br>Margaretha Stander   |  |
| <b>12:00 PM</b><br><b>12:20 PM</b>  | <b>COMPARATIVE ANALYSIS OF IMMIGRATION POLICIES AUSTRALIA AND SWITZERLAND: DIFFERENCES AND SIMILARITIES.</b><br><br>Parvina Mirayubova  | <b>CROSS-INSTITUTION COLLABORATION IN CHINESE MEDICINE EDUCATION: CHALLENGES AND IMPLEMENTATION.</b><br><br>J.P. Chen , T.P. Yum , Q.B. Ye , B.Jia   |  |
| <b>12:20 PM</b><br><b>12:40 PM</b>  | <b>MOTIVATIONAL BASES OF NEGATIVE ATTITUDES TOWARD PSYCHIATRIC HELP-SEEKING.</b><br><br>Hye Kyung Kim   | <b>CROSS-INSTITUTION ONLINE PROBLEM BASED LEARNING IN CHINESE MEDICINE EDUCATION.</b><br><br>T.P. Yum , T.X.P Zou , Q.B. Ye , H. Peng , J.P. Chen.   |  |
| <b>12:40 PM</b><br><b>01:00 PM</b>  | <b>RADIATING LIFE NARRATIVES INTO ENGINEERING EDUCATION.</b><br><br>Haslina Binti Omar  | <b>COMPETENCY BASED CURRICULUM AN INNOVATIVE DESIGN TOWARDS A MARKET ORIENTED APPROACH.</b><br><br>Sri Djatnika Sya'diah, Rina R.Novianty  |  |
| <b>01:00 PM</b><br><b>02:00 PM</b>  | <b>Lunch Break</b>  |  |  |



**DAY  
02**

*Saturday, 28<sup>th</sup> of February, 2016*

|   |  |  |  |
|---|--|--|--|
| <b>Session : 3</b><br><b>Venue : Chancellor 2, Track: Business</b><br><b>Session Chair :Evangelia Marinakou</b>   |  |  |  |
| <b>02:00 PM</b><br><b>02:20 PM</b>  | <b>TRANSFORMATIONAL &amp; TRANSACTIONAL LEADERSHIP STYLE MEASURED BY STRUCTURE EQUATION MODELLING (SEM).</b><br><br>Yousif A. Yousif and Chowdhury Hossan,   |  |  |
| <b>02:20 PM</b><br><b>02:40 PM</b>  | <b>FACTORS ASSOCIATED WITH AUDIT QUALITY: EVIDENCE FROM AN EMERGING MARKET.</b><br><br>Samirah Dunakhir  |  |  |
| <b>02:40 PM</b><br><b>03:00 PM</b>  |  |  |  |
| <b>03:00 PM</b><br><b>03:20 PM</b>  | <b>Afternoon Tea Break</b>   |  |  |
| <table border="0" style="width: 100%;"> <tr> <td style="width: 50%; text-align: center;"> <b>Concurrent Session : 4</b><br/> <b>Venue : Chancellor 2,</b><br/> <b>Track: Social Sciences</b><br/> <b>Session Chair : Ali YIGIT</b> </td> <td style="width: 50%; text-align: center;"> <b>Concurrent Session : 4</b><br/> <b>Venue : Chancellor 4,</b><br/> <b>Track: Education</b><br/> <b>Session Chair : Jiaping Cheng</b> </td> </tr> </table> |  | <b>Concurrent Session : 4</b><br><b>Venue : Chancellor 2,</b><br><b>Track: Social Sciences</b><br><b>Session Chair : Ali YIGIT</b> | <b>Concurrent Session : 4</b><br><b>Venue : Chancellor 4,</b><br><b>Track: Education</b><br><b>Session Chair : Jiaping Cheng</b>                   |
| <b>Concurrent Session : 4</b><br><b>Venue : Chancellor 2,</b><br><b>Track: Social Sciences</b><br><b>Session Chair : Ali YIGIT</b>  | <b>Concurrent Session : 4</b><br><b>Venue : Chancellor 4,</b><br><b>Track: Education</b><br><b>Session Chair : Jiaping Cheng</b>   |  |  |
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| <b>GAZA, TELL US YOUR STORIES.</b><br><br>Haslina Binte Omar  | <b>FIGURA LANGUAGE</b><br><br>Fawziyah Ali   |  |  |
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| <b>03:40 PM</b><br><b>04:00 PM</b>  | <b>MEASURING THE QUALITY FAMILY COMMUNICATION INDEX (QFC-I) OF STUDENTS: A STRATEGY TO OVERCOME MISCONDUCT AMONG YOUTH IN NORTH SUMATRA-INDONESIA.</b><br><br>Inon Beydha  |  |  |
| <b>04:00 PM</b><br><b>04:20 PM</b>  | <b>YDNA HALOPGROUP R1A, AND THE URALIC LANGUAGE FAMILY.</b><br><br>Csaba Horvath   |  |  |
| <b>End of Presentation</b>  |  |  |  |

**Networking & Presentation Ceremony**  
**4.45 PM – 5.45 PM**  
**Venue: Chancellor 2**  
**Hotel Grand Chancellor**  
  
**End of The Conference**

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