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Abstracts



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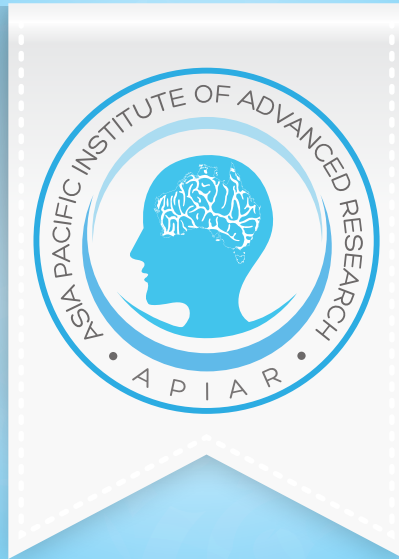
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Dr Elgin Ong

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*As Chair of the 2nd
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I predict we
have prosperous
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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-develop-ment, 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.



Business



Abstracts

INNOVATION THROUGH EMPLOYEE ENGAGEMENT

Dr. Venkoba Rao

Professor, Faculty of Business Management,

Majan College (University College), University of Bedfordshire,

Muscat, Sultanate of Oman

Email: dr.venkoba@gmail.com

Abstract

Research indicates that there is a direct cause and effect relationship between employee engagement and organizational innovation. This study, relies mainly on secondary data sources supplemented by interviews with employees drawn from leading organizations and reconfirms that employee engagement leads to innovative behavior where employees collaborate with one other making suggestions to improve the organization and work to improve the organization's standing in the external environment. It is found that engagement and innovation reinforce each other. Engaged staff members are more likely to be innovative and an innovative organization is more likely to motivate and engage its employees. It is concluded that in the face of unprecedented economic, social, demographic and environmental challenges, organizations need to direct their efforts at mobilizing the creative potential of all its human capital - employees, customers and partners to contribute big new ideas through engagement to move forward.

Keywords: Innovative behavior, Employee engagement, Service organizations.

AN EMPIRICAL ANALYSIS OF COMPANY REPORTING TRANSPARENCY, SIGNALING AND FIRM PERFORMANCE BY PUBLIC COMPANIES IN NIGERIA

*Adejoh Edogbanya and Hasnah Kamardin
School of Accountancy, College of Business,
Universiti Utara Malaysia, 06010, Sintok Kedah, Malaysia
Email: adejoh17@yahoo.com*

Abstract

Transparency of companies' activities with respect to board, financial and management of firm and the relationship that exist between them is crucial. It is important to note that information disclosure solves the problem of information asymmetries and signaling of relevant material information to the stakeholders in business. The research adopts the panel data analysis to test the relationship between transparency and firm performance. The research adopts the panel corrected standard errors (PCSEs) as a result of auto-correlation in the model. The research further concludes that transparency of relevant information can lead to firm performance as transparency of board; financial shows positive relationship with ROA and positive relationship with between board process transparency and performance using the market measure. The implication for this study is that the public limited companies should practice full disclosure of material information and to disclose more than the requirements of the law.

Keywords: Disclosure, Firm performance, Nigeria, Signaling theory, Transparency.

A NUMERICAL APPROACH TO TRANSFORMATIVE CONSUMER RESEARCH FOR PERSONAL AND COLLECTIVE WELL-BEING.

Prof.Shahid M. Butt
HamdardUniversity, Islamabad Pakistan
Email : shahid.masood@hamdard.edu.pk

Abstract

These are the most advanced approaches in areas of marketing research that its results are proved numerically. Almost thirty years ago, the subject of Economics was purely theoretically- based but, now, noone can think about it without involving higher mathematics. Similarly, at present, consumer research needs mathematical approaches to prove its results.

Using the knowledge of advanced applied mathematics, various explanations in marketing research are possible in an easy and understandable manner which, otherwise, becomes a matter of conflict of interests. Mathematically, we can always converge our discussions to a numerical value or values and hence, it becomes easier to have a logical conclusion(s) by doing its interpretation.

TCR for personal well-being is an academic marketing research defined as a function of research focused on the consumer of a particular segment of society with all of their problems and resources for their well-being.

On the other hand, this research can be expanded in multiple directions depending upon parameters of consumers and society. The numerical approach in this research process is used to observe the dynamics of consumer behavior in the area of transformative consumer research of any region around the globe. The pattern of the specific region will help in contouring the large diversity of consumer behaviour, thus, enabling the easy and understandable formation of mathematical models (here equations, polynomials, differential calculus, and integral calculus, etc). [7] The focus is on finding the subsets of large interacting forces relative to

social values. The recognition of such subsets is the fundamental step in designing the desired models in TCR

This article outlines, in a very technical way, a specific proof in research which is appropriate to understand the proposed solutions in TCR for a specific segment of society (it is also termed as Singled-valued TCR or STCR) and to obtain the new alternative solutions with available boundary values like brand loyalty, quality, or purchasing power of a consumer, social constraints in context with some specific brand of a product.

Keywords: Mathematics, Consumer research, Wellbeing, Numerical approach.

THE IMPACT OF ENVIRONMENTAL QUALITY ON PUBLIC HEALTH EXPENDITURE IN MALAYSIA

HussinAbdullah, Muhammad Azam, SitiKhalijah Zakariya
School of Economics, Finance and Banking, Universiti Utara Malaysia
Corresponding email : hussin2141@uum.edu.my

Abstract

Health is one important factor in the development of human capital. Good health will lead to increased levels of productivity. This study was conducted to examine the co-integration between environmental quality and socio-economic factor for national health expenditure. This study used secondary data from the World Bank Indicators and the Department of Statistics in Malaysia. This analysis employs annual time series data on Health Expenditure (HE), Gross Domestic Product (GDP), Carbon Dioxide (CO₂), Nitrogen Dioxide (NO₂) and Sulphur Dioxide (SO₂) emission in metric tonnes per capita, Fertility Rate (FR) and Mortality Rate (MR) infant per 1,000 live births. The ARDL approach is used in order to explore the possibility of estimating both short and long run impacts of environmental quality. The study found that GDP, CO₂, MR, FR, NO₂ and SO₂ could be treated as having a relationship with health expenditure in the long run in Malaysia. SO₂, fertility and infant mortality rate showed a significant factor in the country's health expenditures affect substantially. The new generation is an important element in ensuring the continuance and sustainability of national development in the future.

Keywords: environmental quality, socioeconomics, ARDL.

DEMAND-WISE SHARED COACH SERVICES FOR HOTEL INDUSTRY: EVIDENCE FROM HONG KONG

Philip Y L Wong^a, Derek W C Leung^b, Billy Wong^c

^aThe Caritas Institute of Higher Education, Hong Kong,

^{b,c}Transport Planner, Hong Kong

Corresponding email: buildinglaw@gmail.com

Abstract

Purpose - Shared transport refers to a demand-driven vehicle-sharing arrangement. It is an important means of reducing greenhouse gas and other emissions from the transport sector. What was the background underlying the emergence and subsequent growth of demand-wise shared coach services for hotel industry? What is the burden of hotel coach in the transport system of Hong Kong? With the completion of more railway extensions in Hong Kong, should some hotel coach services be replaced? Would demand-wise shared hotel coach services be feasible? This paper intends to answer these questions.

Design/methodology/approach - An analysis of a hotel medium-sized coach services network between suburban hotels and popular shopping area was developed in a case study of the western region of Hong Kong. The analysis could be structured to either simulate sharing of hotel coach passenger capacity among a group of hotels, or to assign a fixed number of coaches to individual hotel, based on secondary data. Scenarios with demand-wise shared coach services are developed.

Findings - Pooling coaches among hotels is more flexible to users, and consequently is a source of revenue as a value added service. Negotiations among hotel managers are required regarding the fare and destinations. **Research limitations** – On-site traffic data surveys should be carried out to confirm the scenarios based on computer analysis. The study only considered the trips among hotels in suburban areas, popular tourist spots and transport interchanges.

Originality/value - Given the vehicle size, spare capacity and frequency, the traffic impact of hotel coaches on the city transport system is significant. The results are of valuable reference to hotel management and transport policy makers. Although the case in Hong Kong was investigated, the results are important references to suburban hotels of other countries.

Keywords: Coach service, Hotel transport, Shared transport.

RESIDENTIAL FLAT RETROFIT: CHALLENGES OF ACHIEVING SUSTAINABILITY

Philip Y L Wong^a, W M Ho^b and W S Cheung^c

^aAssistant Professor, The Caritas Institute of Higher Education, Hong Kong.

^bLecturer, The Caritas Institute of Higher Education, Hong Kong.

^cProperty Manager, Hong Kong

Corresponding email: buildinglaw@gmail.com

Abstract

Purpose - Leasing of residential property is a common investment tool. Landlords usually refurbish their residential properties before offering them in the leasing market. This paper investigates the environmental impact of residential flat retrofit.

Design/methodology/approach - The retrofit record of a selected residential building estate in Hong Kong was collected. The impact of retrofit works was estimated based on structured in-depth interviews.

Findings - The retrofit works of residential building estates are of small scale but are frequently carried out, especially prior to a new lease. The works produce various kinds of construction wastes which affect both common and private areas. To achieve a sustainable retrofit, estate property manager, contractors and landlords have to co-operate and work according to a pre-retrofit management plan.

Research limitations – An extensive survey should be carried out to confirm the decision making process of retrofit. Different grades of residential property may have different decision making criteria.

Originality/value - Although only the residential property was investigated, the results are of valuable references to other property types.

Keywords : Residential property, Retrofit, Sustainability.

TOWARDS ASEAN ECONOMIC COMMUNITY: CHALLENGES AND OPPORTUNITIES

*Dr. Teofilo C. DAQUILA Associate Professor,
National University of Singapore
Email: seatcd@nus.edu.sg*

Abstract

The global economy has seen an increasing number of regional economic groups including the Association of Southeast Asian Nations (ASEAN) that was formed in 1967 and expanded to include all ten Southeast Asian countries. By the end of 2015, ASEAN will become one market called the ASEAN Economic Community which results in a freer flow of goods, services, people, investments and capital within the region. With this transition towards a single community next year and beyond, the Southeast Asian economies have faced and will continue to face some challenges and opportunities. In this paper, I shall identify and discuss some of them including (i) the structural transformation of their economies and its impact on Southeast Asia's output and employment, and the corresponding consequences on labour mobility and human resource development, (ii) the socioeconomic divide in Southeast Asia and the need to narrow it, (iii) the competitiveness issue and the need to improve it at the national, regional and global levels, particularly due to the competition and threat with the emergence of China and India, (iv) the increasing interdependence with regional and global economy and the need for market diversification, and (v) managing and minimising the consequences of internal and external disturbances including economic crisis, diseases, man-made or natural disasters.

Keywords: ASEAN, Economic community, Labour mobility, Regional, Global economy.

STUDY ON THE NUTRITIONAL VALUES AND CUSTOMER ACCEPTANCE OF *Lansium domesticum* & *Nephelium lappaceum* NEWLY FERMENTED NATURAL FRUIT VINEGARS IN MALAYSIA

Seri Intan Mokhtar, Faznira Zakaria, Mohammad Amizi A, SiowWoon Soon, Nurshahida. A.S, ZulAriff Abdul Latiff
¹Faculty of Agro Based Industry (FIAT), University Malaysia Kelantan, Jeli Campus, Locked bag 100, Jeli 17600, Kelantan, Malaysia
Corresponding email: intan@umk.edu.my

Abstract

Every fruit season, the orchard farmers are facing fruit overloading leading towards fruit dumping. *Nepheliumlappaceum* (local name: Rambutan) and *Lansiumdomesticum* (local name: Dokong) vinegars were produced by natural microbial fermentation to overcome the dumping problem. The vinegars nutritional values and customer acceptance studies were conducted to compare against commercially available vinegars in Malaysia. Rambutan and Dokong vinegars nutritional value were shown to contain the same carbohydrate, protein and fat value with the apple cider vinegar and Attap seed (nipa) vinegars. Both vinegars contained two times higher Potassium, four times lower Sodium and eight times higher calcium compared to Apple Cider Vinegar. The survey method by using the structured questionnaire was used as a tool for collecting data and information. A total of 177 respondents by using stratified random sampling filled up the questionnaire in a selected location in Kuala Lumpur and Kelantan to obtain the result on acceptance of this natural fruit vinegar product. The result indicated most of the customers preferred the vinegar from fruit compared to Attap seed (nipa) vinegar and artificial vinegar. In addition, Halal and nutrition value of the product are of concerned to the consumers.

Keywords: Nutritional value, Customer acceptance, Dokong, Rambutan, Vinegar.

THE DEVELOPMENT OF THE ECO-INDUSTRIAL PARK CONCEPT IN GASING INDUSTRIAL ESTATE, BANYUASIN REGENCY, SOUTH SUMATRA

Memed Sueb and Rahmat Natawijaya

Padjadjaran University, Indonesia.

Corresponding email: memed.sueb@fe.unpad.ac.id

Abstract

The objective of this research was to develop the concept of Eco-Industrial Park (EIP) which is applicable in Gasing Industrial Estate (GIE), Banyuasin Regency, South Sumatra. In order to achieve the objective, it required an evaluation of the current conditions in the GIE, namely: the general state of location, the social and community around the industrial area, and the existing industries; as well as the evaluation of the adequacy of GIE towards the development of EIP concept. The scope of the research aspects was synchronized with two important aspects for the development of the concept of EIP, namely fundamental principles of EIP and the conformity criteria of the EIP. The method used was a combination of qualitative and quantitative methods. Qualitative methods were used to analyze the current condition of the industrial area, to study the potential and quality of waste, to study the conformity of GIE towards the EIP concept, as well as the study of the pattern of inter-industry linkages.

On the other hand, Quantitative methods were used to obtain answers from the results of questionnaires with key informants for Prospective Analysis. The results of Gap Analysis showed that there are still many inadequacies of GIE to be a more environmentally oriented industrial area. Of the three indicators used by the conformity criteria of EIP, much improvement is still needed in order to utterly implement the concept of EIP in the area. Based on the results of Prospective Analysis, there were five determinant factors to develop the EIP concept in GIE, namely: the integration of industrial activities with the environment, the application of symbiotic mutualism among industries, the development of water infrastructure, application of more informative management, as well as, the application of the concept of green design in infrastructure development. The development of an integrated strategy of GIE can only be executed if there are good cooperation and harmonious relationship among industries in the region, as well as between industries, governments, and local communities around the industrial area.

Keywords: Gasing industrial estate, Eco-industrial park concept, Integrated strategy, Development of an industrial park.

COST OF IN-HOUSE VS OUTSOURCED FACILITIES MANAGEMENT SERVICES IN PUBLIC POLYTECHNICS IN GHANA

Daniel Amos^a, Andrews Gadzekpo^b

^{ab} Department of Estate Management, Kumasi Polytechnic, Kumasi, Ghana

Corresponding email : amosdaniel20@yahoo.com

Abstract

The learning environment is a key factor that determines effective teaching, learning and research. Facilities management services are strategic in achieving a conducive learning environment. Without support services like janitorial, catering, transport, IT, and maintenance, it would be difficult for tertiary institutions to operate and achieve their objectives. Literature has sighted cost reduction and concentrating on core business as key reasons among other factors for outsourcing in organizations. Ironically, the scale of outsourcing in public polytechnics in Ghana is limited as most support services such as cleaning, catering, security, reception are kept in-house. This paper examines why most services are kept-in-house and makes a comparative cost analysis of some specific services by comparing the cost of in-house against the cost of outsourcing. The mixed method approach involving literature review, questionnaires, interviews and relevant secondary data were used for the study. Purposive sampling was used to select respondents while simple random sampling technique was used to select the polytechnics. This included ten (10) key persons in FM function positions in five (5) public polytechnics for the questionnaire survey and in-depth interviews conducted with twenty five (25) service providers in the vendor market to get needed data on the outsourced prices for the cost comparison with the in-house services. Both qualitative and quantitative analyses were adopted. Organizational culture, funding, first hand practical training, flexibility of labor and security were the key reasons services are kept in-house. Furthermore, the cost of outsourcing services was higher than when kept in-house. Vendor market prices were on average 20% - 35% higher than in-house. In as much public polytechnics have some comparative cost advantage from keeping services in-house, there is need to have a critical look at service quality. In-house FM must regularly monitor and update quality measures. Periodic training and motivation must be given to in-house service providers to improve service quality and delivery.

Keywords: In-house FM, Outsourced FM, FM practice, Cost, Ghana, Public polytechnics.

VALUES AT SOCIAL ENTERPRISES IN SOUTH KOREA: THE EFFECTS OF PERSON-ORGANIZATION VALUE CONGRUENCE ON JOB SATISFACTION, ORGANIZATIONAL COMMITMENT AND INTENTION TO LEAVE

^aJaeyun Jeong and ^bKyoung Won Park

^aPh.D. Candidate, ^bAssistant Professor

Hanyang University, South Korea

Corresponding email: dykjy@hanyang.ac.kr

Abstract

This paper examines how person-organization (P-O) value congruence influences job satisfaction, organizational commitment, and intention to leave to other social enterprises and for profit organizations in social enterprises by analyzing a sample of 181 employees from 39 social enterprises in South Korea. Our empirical works are two-fold. We first identify value dimensions that an employee believes that social enterprises “ought to” seek for in the economic and social sphere, based on ISO 26000 which is designated to provide a guidance for social responsibility by International Organization for Standardization. The seven value dimensions are social activity, compliance with labor regulations, corporate social responsibility, employee participation, social friendly product/service, personnel policy and economic stability. A confirmatory factor analysis confirms our seven-value-dimensions model as the best fit.

Then, we use the indirect score method to measure the P-O value congruence for each value dimension by calculating the difference between the employee’s “ought to” score from the score of the degree to which his/her social enterprise is “actually” seeking for. Our empirical results from hierarchical polynomial regression and response surface analysis show that the seven value dimensions are predictive of each outcome. First, job satisfaction increases more when value congruence is achieved at the higher level than when the congruence is achieved at the lower level. This pattern of results is found in all the value dimensions, except in the dimension of social activity. Second, organizational commitment increases more when

value congruence in all the seven dimensions is achieved at the higher level than at the lower level. Furthermore, hierarchical polynomial regression results show that the negative effect of misfits in these value dimensions on organizational commitment is stronger when the employee's "ought to" score is higher than the organization's "actual" score. Third, employee's intention to leave to other social enterprises decreases when the value congruence is achieved at the higher level than at the lower level, showing non-linear relations with the value dimensions of social activity, social friendly products, economic stability and compliance with labor policy. Finally, the results of intention to leave for profit organization are similar to those of intention to leave to other social enterprises, except the dimension of economic stability. Overall, these findings were discussed in the context of social enterprises in Korea to strike a balance between economic and social performance.

Keywords: Person-organization value congruence, Seven value dimensions, Indirect, Score method, South Korea.

RELATIONSHIP OF IN-STORE BRANDS AND CONSUMER LOYALTY: EXPLORING OPPORTUNITIES AND CHALLENGES FOR INDIAN RETAILERS

*Dr. Manish Bansal, Associate Professor,
Malout Institute of Management & Information Technology, India.
Email id: bansalmimit@gmail.com*

Abstract

In Store Brands has become a tactical feature of the grocery retail industry. It is considered fairly that In Store Brands play main role in creating consumer loyalty but, it is yet not been completely recognized. The intention of this paper is to establish relationship between 'In Store Brands' and Consumer loyalty while exploring opportunities and challenges for Indian retailers. In this paper, correlation simple and multiple regressions were carried out. The results confirm that the increase in 'In Store Brands' satisfaction influences consumer store loyalty towards a particular store and that particular attitude toward 'In Store Brand' products has a positive effect on the relationships between 'In Store Brands' loyalty leading to satisfaction. They also illustrate that this moderating effect is greater for an identifiable retail grocery store than for an unidentifiable retail grocery store. Further, research probes the relationship among the customer and diverse types of 'In Store Brands'. It also assess this relationship by focusing down upon the influence of various product categories and working in other emotional variables like attachment, trust or price sensitivity plus behavioral data. These findings emphasize the value of 'In Store Brands' and the consumer loyalty-building ability of their own brands, by distinctively addressing whether or not these are clearly acknowledged as brands of a store. This paper analyses the influence of 'In Store Brands' on store loyalty with three classic dimensions of brand management (satisfaction, loyalty, and attitude). Not only this, but Exploring Opportunities and Challenges for Indian Retailers in another dimension which were covered in this paper.

Keywords: Retailing, Brand management, Brands, Customer satisfaction, Customer loyalty, Consumer behavior.

EXPLORING THE EVOLUTION OF ASIA PACIFIC AIR TRANSPORTATION NETWORK STRUCTURE

Collin WH Wong^a, Tommy Cheung^b, Yue Wang^c

^{abc} Hang Seng Management College, Hong Kong, China

Corresponding email: collinwong@hsmc.edu.hk

Abstract

The Asia Pacific air traffic volumes have grown significantly since the 21st century. In 2014, the Asia Pacific passenger traffic volumes accounted for one third of the world volume, while the air cargo accounted for 40% of the market share. Air transport industry and other related industries, such as tourism and hospitality, all put their focuses on identifying the blooming routes, so as to develop and expand the Asia market. In this study, we analyzed the past five years' air traffic data of the world, including routing and capacity. Applying various network properties, including degree centrality, betweenness centrality, clustering coefficient and node strength, we analyzed the developments of the three tiers airports, as well as new airports. The airports were classified according to their traffic volumes. The study shows that first tier airports, with the highest traffic volumes, outperformed other tiers airports substantially in terms of growth rates of degree centrality and betweenness centrality. Among the second and third tier airports, the airports in China had better performances than airports in other countries. This study also analyses the effect of an individual airport and a particular route on the global aviation network evolution. Finally, managerial insights are identified to provide a comprehensive and in-depth picture of Asia Pacific aviation industry development.

Keywords: Aviation, Network structure, Airport, Routing.

Acknowledgement: This research project (Project Number: 2014. B12.001.15A) is funded by the Public Policy Research Funding Scheme from the Central Policy Unit of the Hong Kong Special Administrative Region Government.

THE INFLUENCE OF RETAIL SALES MIX AND BRAND ASSOCIATION TO CONSUMER PURCHASING DECISIONS AS WELL AS ITS IMPACT ON CUSTOMER VALUE

Heni R. Iswati^a; Sri Djatnika S. A^b; Rina Novianty^c

^aUniversitas Budi Luhur, Jakarta, Indonesia

^{b and c}Universitas Padjadjaran, Bandung, Indonesia

Corresponding email : sri.djatnika@fe.unpad.ac.id; sri.djatnika@gmail.com

Abstract

The increasing development of factory outlets caused the increasingly sharp competition between clothing businesses and department stores. To be competitive, factory outlets sell complete products with ranges of well-known brands, both of export potential and import products.

The study was descriptive and verificative. The research was done using the empirical research and survey methods with random sample techniques. The research sample size was 700 consumers of 100 factory outlets in West Java, Indonesia. Data collection techniques used were interviews such as questionnaires and observation and Data analysis using Structural Equations Model (SEM) with Lisrel program. The results showed that the retail sales mix had a correlation with the brand association. The retail sales mix and brand associations have reciprocal relations in influencing purchasing decisions of consumers. Direct influence of purchasing decisions of consumers were greater than the direct influence of the retail sales mix and brand association to the value of the customer. Thus, the determination of the retail sales mix and brand associations have significant influences, whether simultaneously or partially, to consumer purchasing decisions and customer value of the factory outlets in West Java.

Keywords: Retail sales mix, Brand associations, Consumer purchasing decisions, The value of the customer.

DIMENSIONS OF AUTHENTIC LEADERSHIP THE MIDDLE EASTERN CONTEXT: ARE THESE LEADERS REALLY AUTHENTIC?

Evangelia Marinakou^a, Brad Nikolic^b

^aUniversity of West London, London, UK

^bRMIT University, Melbourne, Australia

Corresponding email: Evangelia.marinakou@uwl.ac.uk

Abstract

The economic crisis and the various business scandals have placed a call for leaders who are responsible, to be ethical, do not deceive others, and lead in an authentic way. This article presents the concept of authentic leadership in a particular context that of the Middle East where religion and culture influence the ways we do business and leaders' behavior. This paper presents the findings of a survey conducted in the Kingdom of Bahrain among 25 companies. It investigates whether leaders in this context are authentic. The findings suggest that in the Middle Eastern context, leaders exhibit authentic leadership behaviors with emphasis on relational transparency.

Keywords: Authentic leadership, Culture, Ethical leadership, Middle East.

TRANSFORMATIONAL & TRANSACTIONAL LEADERSHIP STYLE MEASURED BY STRUCTURE EQUATION MODELLING (SEM)

*Eng. Yousif A. Yousif and Dr Chowdhury Hossan,
Abu Dhabi University, UAE
Corresponding email: chowdhury.hossan@adu.ac.ae*

Abstract

The construction industry is one of the leading industries in which various sectors are interrelated. Any organization requires well developed and skilled leaders to be sustainable in the industry. A strong leadership style is imperative for the success of every organization and the performance of the industry largely depends on the skills of the leaders and their management tactics. This paper discusses the influence of different leadership styles on the performance of the construction industry and the various factors affecting those leadership styles. Data was collected from middle managers working in large construction companies in UAE. SEM was used to analyse the data. The findings show that Transformational leadership style has a positive outcome on Extra Effort, Satisfaction and Effectiveness of the Organization. The direct path coefficient between Transformational Leadership style and Outcome are highly correlated and statistically significant.

Keywords: Transformational leadership, Transactional leadership, SEM, UAE, Construction.

FACTORS ASSOCIATED WITH AUDIT QUALITY: EVIDENCE FROM AN EMERGING MARKET

Samirah Dunakhir

*Universitas Negeri Makassar (Makassar State University),
Makassar, Indonesia.*

Email : samirah_dunakhir@yahoo.com

Abstract

The study aims to investigate the attributes of audit quality in Indonesia by considering input from groups of auditors, audit clients and external statement users. Beside the facts of the importance of considering the issue from different groups of stakeholders such as audit committee chairpersons and loan officers, there have been very few published empirical studies of perceived audit quality in Indonesia from those groups' perspectives. This study attempts to address the gap by identifying the major attributes that enter into the determination of audit quality in Indonesia based on the perspectives of different groups of auditors, clients and external users. Survey questionnaires were sent to a random sample of the three groups. The result shows that there are significant difference perceptions between the groups.

Keywords: Audit quality, Competence, Independence, Relationship, Service quality.



Education



Abstracts

STRENGTHENING ACADEMIC LEARNING TASKS AS INPUTS TO SCHOOL-BASED INSTRUCTIONAL PROGRAMS

*Dr. Elvira B. Catangay
District Supervisor, Department of Education
Cavinti, Laguna, Philippines, 4013
Email : ebcatangay@yahoo.com*

Abstract

Geographic location and proximity of schools influence the academic performance of every single learner. Based on the gathered data of the district performance in the last three years, Science, English and Mathematics become the least performed learning areas. Thorough analysis on the situation is deeply rooted to reading foundation and more so on comprehension aspects. Consistent with the Department of education thrusts in improving the learning output, strengthening the academic tasks has to be institutionalized. This research intends to Strengthen the basics of learning, reading, writing and arithmetic in creative approaches. Adopt extended learning time on academic tasks. Liberate teachers to ascertain desirable learning outcomes in every classroom instruction. Track the learning approaches which define the need of diverse learners. The Pretest-Posttest methodology is utilized to measure the efficacy of the initiated school-based instructional program. This investigation follows the INPUT-PROCESS-OUTPUT conceptual model of continuous improvement and limited to the application of basics learning activities like daily spelling drill, involving basic sight and commonly encountered words in the curriculum, drill on four fundamental operations, on-the-spot test, vocabulary development and ladderized reading in grade one to six learners for the period of six months. (July-December). The increase of 102% of independent readers over pretest-posttest of school years 2013-2014 and 2014-2015 clearly indicates the efficacy of the school-based instructional program.

Keywords: Continuous improvement, Focused learning, Teaching-Learning process.

ORGANIZATIONAL CULTURE AND SCHOOL PRODUCTIVITY OF ELEMENTARY TEACHERS IN THE CITY SCHOOLS DIVISION OF DASMARINAS CITY CAVITE, DEPARTMENT OF EDUCATION

Raquel D. Bernabe, Ed.D

Technological University of the Philippines, Phillipines.

Email: raquelbernabe@yahoo.com

Abstract

This study was conducted to determine the organizational Culture and School Productivity of Elementary Teachers in the City Schools Division of Dasmariñas City Cavite, Department of Education. The results of the study would help teachers and administrators to find the relationship of organizational culture and productivity of elementary teachers for enhancing the performance of teachers and rationalize the planning for activities intended for improving the performance of teachers. This study used the descriptive analysis method to determine the relationship of Organizational culture to School Productivity. Organizational Culture has a significant relationship to the School Productivity in the City Schools Division of Dasmariñas City Cavite. This study focused on the status of existing practices of City Schools Division of Dasmariñas City Cavite, Department of Education, in terms of Organizational Culture and Productivity of Elementary Teachers as perceived by teachers. The paper shall be an input towards understanding the greater need of the City Schools Division policy maker in making policies and plans and for thorough understanding of the relationship between organizational culture and its productivity in an effort to improve performance of teachers and for upgrading existing policies and practices as a basis for policy formulation, program development and procedural enhancement.

Keywords: Human resource management, Educational management, Organizational culture.

TEACHERS' ORGANIZATIONAL COMMITMENT, TEACHING EFFICACY BELIEF AND LEVEL OF PERFORMANCE IN RELATION TO THEIR PUPILS' ATTITUDES TOWARDS MATHEMATICS

MARLENE EBUENGA-AMORA, Ed. D.

Dasmariñas II Central School

City Schools Division of Dasmariñas, Region IV-A, Philippines

Email: marlene_amora38@gmail.com

Abstract

This study aimed to determine the interrelationship of teachers' organizational commitment, teaching efficacy belief, performance level and their pupils' attitudes towards Mathematics. The descriptive-correlation method was employed to the 377 pupils and 45 Math teachers drawn from Division of Dasmariñas. Also, Likert Scale instruments adapted from Copia (2012) and Paragsa (2014) were used. The study revealed that organizational commitment relates teachers' performance but not with teaching efficacy belief and pupils' attitudes in mathematics. However, teachers' performance is related to teaching efficacy beliefs and pupils' attitudes in Mathematics. While teaching efficacy beliefs and pupils' attitude towards mathematics are related, knowing the teachers' variability along commitment, efficacy beliefs and performance level in relation to pupils' attitudes is very significant for better understanding the pupils, especially with negative attitudes towards Mathematics. Time constraint was experienced in retrieving CB-PAST since it is accomplished at the end of school year.

Keywords: Organizational commitment, Efficacy belief.

A HETEROGENEOUS CLASSROOM- AN EFFECT OF A NEW MEDIA ECOLOGY

Anette Svensson
Jönköping University, Sweden.
Email: anette.svensson@ju.se

Abstract

Most young people in their late teens in Sweden, and probably also in many other parts of the world, devote several hours every day to fictional stories. The stories help them to construct realities, create identities, and can, in the most concrete sense, be used as tools in different ways, (Bruner 1986). Narrative forms of expression are, however, currently in transition. Novels become games, games become movies, movies become TV-series and so on, and everything is mediated digitally and globally in a convergence culture (Jenkins 2006). This act of transformation places great demands on young people's cultural, medial, and linguistic skills.

However, not every student in a class uses fictional texts, and those who do use them to a lesser or greater extent, do not use stories in the same text or media form. This varied use of fictional texts contributes to an already heterogeneous classroom. What implication does this heterogeneous classroom have for teaching and learning processes in general and for the teaching of literary studies in particular? Based on the results from a questionnaire study, this paper aims to explore this heterogeneity further, and in addition, discuss the effects of a heterogeneous classroom.

Keywords: Heterogeneous classrooms, Young people, Learning processes, Questionnaire study.

TRANSLATION AS AN INTERIM STRATEGY TO AVOID PLAGIARISM AT UNIVERSITY

Margaretha Stander
University of the Free State, South Africa.
Email: StanderM@ufs.ac.za

Abstract

First-year students at the rural Qwaqwa Campus of the University of the Free State, South Africa, lack the basic cognitive academic language proficiency (CALP) in English when they enter university. They test low in the National Benchmark literacy test and because their Admission Point scores are also too low to enter a mainstream degree programme, they are enrolled in a four-year extended programme. English is the medium of instruction in most schools, but it is not the mother tongue of our students. Therefore, they struggle with basic academic writing and reading comprehension, which furthermore lead to problems with paraphrasing and summarising and eventually plagiarism.

The Write Site assists students to overcome these obstacles in the form of a scaffolding process and interventions. One of the interventions this paper will focus on is translation as an interim strategy in the paraphrasing process which could ultimately help the students to avoid plagiarism. We tested this hypothesis with two groups of students from different modules. They first had to paraphrase a passage and submit it to Turnitin, as part of Blackboard, our Learning Management System, to detect plagiarism. Afterwards they translated the original passage into their home language, and 'paraphrased' it back into English. The aim was to help the student understand and interpret the passage that they have read, before they paraphrased it. It was also submitted to Turnitin. The results of the two methods were then compared to see whether translation played a role in avoiding plagiarism. The paper will report on the outcomes of these two methods.

Keywords: English, Literacy test, Plagiarism, Turnitin, Paraphrasing.

STRATEGIES TO PROMOTE QUALITY RESEARCH: A SURVEY OF UNIVERSITY TEACHERS IN INDIA

Dr. Shreemathi S Mayya
Manipal University, India
Email: shreemathi.mayya@manipal.edu

Abstract

A higher quality education system is the key to the development and progress of a nation. Keeping and maintaining a quality assurance check and balance in the higher education sector is a must for the assurance of an authentic progress with competency and reliability. Universities all over the world put in an extra effort to ensure higher quality education with quality research outputs through efficient and effective strategies in their respective countries. India too, upholds benchmark best practices in higher education institutions across the country as a major achievement and a challenge at the same time to keep the higher education sector at par with its counterparts globally.

A cross sectional survey of teachers of 12 universities were carried out to identify the strategies adopted to promote quality research and the teachers' perception about their pros and cons. This article discusses some of the pros and cons of strategies adopted in Indian Universities.

Keywords: Education system, Quality assurance, University, Teachers' perception.

CROSS-INSTITUTION COLLABORATION IN CHINESE MEDICINE EDUCATION: CHALLENGES AND IMPLEMENTATION

J.P. Chen ^a, T.P. Yum ^a, Q.B. Ye ^b, B. Jia ^b

^aSchool of Chinese Medicine, The University of Hong Kong, Hong Kong

^bBasic Medical College, Chengdu University of Traditional Chinese Medicine, Chengdu, China

Corresponding author: abchen@hku.hk

Abstract

Chinese medicine shows its characteristics in various aspects including health services, research and education. Globalization also takes places in this profession with the increasing cultural interflow between the East and the West. Cross-institution collaboration is increasingly popular among institutions in higher education. The benefit brought from the cross-institution collaboration might possibly fit students in globalization changes. A cross-institution and region collaboration teaching project has been initiated by the University of Hong Kong and the Chengdu University of Traditional Chinese Medicine. A Chinese medicine topic was selected and delivered with Problem-based learning. Blended learning was adopted in teaching and learning activities allowing students to interact with students from other institutes in online components. The experience shows possible ways in achieving the collaboration including flexible design, early resources identification, standardizing the differences and communication supported with advanced technology. Blended learning and asynchronous learning are suggested in the pedagogical design for cross-institution collaboration teaching projects. It gives both flexibility and feasibility in implementing the teaching and learning activities. The experience shows both challenges and benefits in implementing cross-institution collaboration teaching projects. This experience might bring a positive atmosphere in education advancement and further collaborative initiatives from different institutions.

Keywords: Chinese medicine education, Cross-institution and region collaboration, Online problem-based learning.

CROSS-INSTITUTION ONLINE PROBLEM BASED LEARNING IN CHINESE MEDICINE EDUCATION

T.P. Yum ^a, T.X.P. Zou ^b, Q.B. Ye ^c, H. Peng^c, J.P. Chen ^a

^aSchool of Chinese Medicine, The University of Hong Kong, Hong Kong

^bCentre for the Enhancement of Teaching and Learning,
The University of Hong Kong, Hong Kong

^cBasic Medical College, Chengdu University of Traditional Chinese Medicine,
Chengdu, China

Corresponding Author: pawlyums@hku.hk

Abstract

New education technology drives the pedagogical changes nowadays. Teaching and learning collaborations can now be extended beyond institutional boundaries. This study reports a new attempt of cross-institution collaboration in co-teaching a Chinese Medicine course. A Cross-institution Online Problem-based Learning (COPBL) is designed and implemented by the University of Hong Kong (HKU) and Chengdu University of Traditional Chinese Medicine (CDUTCM). There are 25 students from HKU and 24 students from CDUTCM who have participated in the COPBL. It is a supplementary component to courses and a seven-step approach has been adopted. Students work individually and collaboratively with floating-facilitators. The classes are blended with face-to-face and online components. As an initial step to understand the effectiveness of COPBL, this study specifically focuses on students' use of the discussion forum, which is a key online component in COPBL. There are 91.8% of students who have viewed the discussion forum in total, 839 of view counts in all discussion forums. There are 63 replies recorded in all of the discussion forums. The replies could be identified into following categories, comments (33%), comments and questions (27%), responses (37%), and others (3%). This study has demonstrated that problem-based learning can be conducted in a blended form with traditional classroom teaching methods and well-designed online components. The COPBL offers new possibilities in redesigning pedagogy with new education technology. It could bring our education into a new era surrounded with new learning experiences.

Keywords: Chinese medicine education, Cross-institution collaboration, Instructional design, Online problem-based learning.

COMPETENCY BASED CURRICULUM- AN INNOVATIVE DESIGN TOWARDS A MARKET ORIENTED APPROACH

Sri DjatnikaSyad'iah^a, Rina R.Novianty^b

^{a and b} Universitas Padjadjaran, Bandung, Indonesia

Email: sri.djatnika@unpad.ac.id

Abstract

Millions of students graduate from universities all around the world, every year and hope to be prepared for the world of work. Whether the new graduates meet the needs of employers, however, is still a controversial issue. To compete with other graduates from neighboring areas like other AEC (ASEAN Economic Community) countries, this issue becomes even more important. This study focuses on what qualities do the students, who are the prospective employees and who have recently graduated with the graduate's degrees, have. Employers need diverse qualities, such as analytical thinking (Andrews and Higson, 2008), interpersonal skills (Hellier et al., 2004) and willingness to work in teams (Hernández-March et al., 2009). Fortunately, Indonesian Government through Directorate General of Higher Education (Dikti) has arranged and applied the Competency Based Curriculum that focused more on the soft-skill outcomes as the improvement of the former National Curriculum 1994 with its Content Based Curriculum. Although the research were scattered but several studies have covered the issue and proved that the attributes of the current Curriculum has better outcomes, in term of qualities that meet the Employers' Perspective of Human Resource Competency needs in the job market. This study provides a thorough literature review on the subject, including the focus of research, and major results of the studies on the topic. The findings of the studies are summarized and discussed. The need for a critical review of literature to summarize and integrate these studies still remains.

Keywords: Human resource needs, Employers, New graduates, Competencies' qualities.

FIGURA LANGUAGE (A strategy to the Teaching of Narrative Essay Writing)

Fawziyah Binte Ali

PhD Student in University of Brunei Darussalam (UBD), Brunei.

Email: fawziyah.btss@gmail.com

Abstract

We experience amusement, the sublime, sorrow, joy, pleasure, and awe in our ordinary life. These are the starting point for aesthetics, the starting point for reflecting on the nature, the value and the quality of our experiences of the natural and constructed environments and of various aspects of ordinary life. This has led to the theme of this research study – To empower students' Narrative Essay Writing skills using Malay Language with a view that they put their experiences in words and associated them with ideas of creativity and contrasted with reason and logic. This research study responds to this challenge by doing three things. First, it adopts the "Making Thinking Visible" approach by Ritchhart (2011) as the main framework for the derived Narrative Essay Writing programme in this study. Secondly, it uses the thinking routine of "See-Think-Wonder" for students to experience in a multitude of ways for a given object, event, or a series of events. Third, it incorporates my personal teaching strategies on how to induce richness in narrative writing by ensuring students include "See", "Hear", "Smell", "Taste", "Feel", "Think" and use "metaphors" and "poems" in their writing. Finally, experiences and knowledge gained for teaching "narrative essay writing" are described as a series of five action research cycles with a view to show other fellow teachers what it would be like in their class with their students.

Keywords : Making Thinking Visible (MTV), Thinking routines, See-Think-Wonder (STW).

WORKING EXPERIENCE AND KNOWLEDGE TRANSFER AMONG KOREAN ACADEMICS: FOCUSING ON GENERATIONAL DIFFERENCES

Soo Jeung Lee and Jisun Jung

International Centre for Higher Education Research, INCHER, Kassel, Germany

Faculty of Education, The University of Hong Kong

Email: jisun.hku@gmail.com

Abstract

This study aims to explore working experience and knowledge transfer among Korean academics in STEM field. It particularly focuses on how academics in different generations develop their working experience and how these working experiences influence their knowledge transfer. The research questions are:

(1) To what extent does academics' working experience and knowledge transfer differ between generations?

(2) What factors influence the knowledge transfer of academics and how different are the factors according to generation? The study uses multiple data sources; 1) Korean Researcher Information provided by the Korea Research Foundation (KRF), 2) publication data provided by Korean Citation Index and Web of Science, 3) Korea Intellectual Property Rights Information, 4) Higher Education Information provided by Minister of Education, Korea and 5) international comparative survey, 'The Changing Academic Profession'.

The preliminary results show that academic training system in STEM field has been significantly evolved in Korea during the last four decades. Their working experience has also been diversified including works in industry, research institutes in public and private sector and post-doctoral fellowship in university. Those experiences differ by their generation and its impact on their knowledge transfer also does. The study provides policy implication about research and development, funding policy and postgraduate education and it also provides implication for higher education institution in regard to reward system, academic development program and collaboration with industry.

Keywords: Working experience, knowledge transfer, Research productivity, Patent, Research collaboration, Academic generation, STEM field, Korea.



ICT



Abstracts

USE OF WEB BASED INFORMATION RESOURCES AND SERVICES

*Dr. Iqbal Singh Brar, Librarian (S.G.)
Malout Institute of Management & Information Technology,
Malout-152107 (Punjab)
E-mail: librarianmimit@gmail.com*

Abstract

Information is a vital component of the modern society. It is the base of the developmental activities of the society. Library and information centers are the main repositories of information and web based delivery of information resources are the main services of most of these centers. The present study is basically a survey. A questionnaire was administered and distributed among the randomly selected 75 students of Engineering, Management and Medical streams. The main purpose of the study is to find out the use of web based information resources and services and to find out what kinds of problems faced by them in this era of Information and Communication Technology. An attempt has also been made to know the satisfaction level of the users from the web based resources and the services.

Keywords: Web-based Information Resources; Survey; Engineering; Management; Medical; Library & Information Centers

ENHANCEMENT CAPACITY OF LTE CELLULAR NETWORK USING TVWS CONSIDERING MINA CITY

Ulaa Al-Haddad¹, Ghadah Aldabbagh²

^{1&2}Department Computer Science

King Abdulaziz University

Jeddah, Saudi Arabia

Email: ualhaddad@stu.kau.edu.sa

Abstract

Through the increasing demand for mobile broadband, especially in densely populated areas where there is are lack of cellular spectrum resources, to take more efficient approaches and to take advantage of unused white-spaces are essential. Long Term Evolution (LTE) continues to evolve with higher data rates and improved services, even for the cell edge users as the major aim. In this paper, we present a solution to carry out performance of the fraction frequency reuse (FFR) scheme in an LTE cellular network using TV white space and show that the FFR scheme improves the spectral effectiveness by allowing one out-of-cell interference. Power control system have been used in this simulation in order to enhance the capacity of the cell considering possible network implementation in the densely populated City of Tents Mina.

Keywords: TV white-space, LTE, FFR, SINR, CCI, power Control.

RESEARCH ON NEW TECHNOLOGY INNOVATION MODEL- APPLIED 3D PRINTING INDUSTRY BUSINESS ECOLOGY

Hyeog-inKwon^a, Hyunk-kyungKim^b, Soon-GyuJung^c

^a Professor of the Management of an Economics Area, Chung-Ang University, Korea

^{b&c} Ph.D. Candidate in the Department of Culture and Arts Management, Graduate School,

Chung-Ang University, Korea

Corresponding author: hikwon@cau.ac.kr

Abstract

Public interest in 3D printing as next-generation technology is increasing and the potential and market size of the technology's convergence industry are increasing accordingly. This presents an opportunity to focus on the positive effects of 3D printing technology, which is also emerging as a manufacturing innovation, and to discuss its market entry and development from an industry ecological perspective. To this end, this study analyzes the application value of 3D printing technology as a value chain and business model. The study uses the innovative Betz (2011) model of the introduction of new technology to propose an ecological model that can be used for a convergence industry. The 3D printing industry was categorized into three main domains—industry convergence, industry support, and industry control—and the characteristics of each domain were defined. This study's analysis is based on a case of an R&D project carried out with government funding to solve the copyright problem in the 3D printing industry.

Keywords: Digital 3D printer, 3D printing industry, Business ecosystem, Managing technological innovation.

BUSINESS INTELLIGENCE FOR PROFILING OF TELECOMMUNICATION CUSTOMER

*Rokhmatul Insani^a, Hira Laksmiwati Soemitro^b
School of Electronic Engineering and Informatics,
Institute of Technology Bandung, Indonesia
Emails: 23513097@std.stei.itb.ac.id, hira@informatika.org^b*

Abstract

Business Intelligence is a methodology that exploits the data to produce information and knowledge systematically. Business intelligence can support the decision making process. Some methods in business intelligence are data warehouse and data mining. Data warehouse can store historical data from transactional data. For data modelling in data warehouse, we apply dimensional modelling by Kimball. While data mining is used to extract patterns from the data and get insight from the data, Data mining has many techniques, one of them is segmentation. For profiling of telecommunication customers, we use customer segmentation according to customer's usage of services, customer invoice and customer payment. Customers can be grouped according to their characteristics and can be identified as the profitable customers. We apply K-Means Clustering Algorithm for segmentation. The input variable for that algorithm we use RFM(Recency, Frequency and Monetary) model. For all processes in data mining, we use tools IBM SPSS modeller.

Keywords : Businessintelligence, Customer segmentation, Data warehouse, Data mining.

AN APPROACH TO HYBRID TECHNOLOGY FOR MOBILE APPLICATION DEVELOPMENT

*H T Palliyaguru, L I E P Weerathunga, E A L R Ekanayake,
S P Wijesuriya, M P A W Gamage
Faculty of Computing, Sri Lanka Institute of Information Technology,
Colombo, Sri Lanka
Email : tship111@gmail.com*

Abstract

Today, as the development of hardware of mobile is getting better, the performance index is much higher than the actual requirements of the software configuration. Mobile Phone's features depend more on software. As the Android operating system is getting more widespread in the population of smart devices, the application based on Android SDK attracts much more attention and becomes more useful. Since there are differences among programming languages between these devices, a lot of developers spend much time studying the programming language for development. In the case of conducting the research on Fine Payment and Penalty Point System to Sri-Lankan government problems related to the development of native android applications arise. And the most significant point is that all the available applications that are developed are not good at cross- platform, which causes some inconvenience to the users as well. In this paper, we proposed a method to build an application for smart devices using the Cordova framework, which uses building apps in HTML and JavaScript. It is also good for web developers to dive in mobile development and a simple way of making applications for cross-platform within a short time frame.

Keywords: M-government, Hybrid mobile application, Cordova.

REAL-TIME PERFORMANCE EVALUATION METRICS FOR OBJECT DETECTION AND TRACKING OF INTELLIGENT VIDEO SURVEILLANCE SYSTEMS

*KyoungYeon Kim, Yonghwa Kim, Jaehyun Park, Yoo-Sung Kim
Department of Information and Communication Engineering
INHA University, Incheon 402-751, Korea
Email: yonghwa@inha.edu*

Abstract

This paper proposes real-time performance evaluation metrics for the object detection and tracking algorithms used in intelligent video surveillance systems. Since an intelligent video surveillance system should support real-time performance, as well as the spatial accuracy of the object detection and tracking, the performance evaluation tool should evaluate not only the spatial accuracy, but also the real-time property. In this paper, a total of eight performance evaluation metrics for the real-time object detection and tracking system have been proposed. The proposed metrics have been designed by combining the degree of precision of the detected objects, the ratio of the incorrectly detected objects, and real-time performance of the algorithm.

Keywords: Intelligent video surveillance, object detection, performance evaluation metric, real-time performance evaluation.

DESIGN OF A FEASIBLE DOCUMENT CLUSTERING STRATEGY FOR PLAGIARISM DETECTION OF NATIONAL RESEARCH REPORT MANAGEMENT PORTAL SYSTEM IN KOREA

Kwangho Song, Joonwoo Jeon, and Yoo-Sung Kim
Dept. of Information and Communication Engineering,
Inha University, Incheon 402-751, Korea
Corresponding author:yskim@inha.ac.kr

Abstract

A feasible document clustering strategy proposed to improve the execution time of plagiarism detections in national research report management portal system in Korea. The proposed document clustering scheme uses both a dimension reducing technique and a synonym dictionary to produce the appropriate clusters even with large number of documents. Hence, since the actual plagiarism detection is needed to be applied to only the related clusters and not entire documents in the database. The execution time efficiency of the plagiarism detection can also be improved.

Keyword: Plagiarism detection, document clustering, dimension reduction, synonym dictionary.



Social Sciences



Abstracts

ASEAN-NEPAD PARTNERSHIP: TOWARDS ADVANCEMENT AND MAKING A DIFFERENCE

*Isaac Terungwa Terwase, Muhammad Bello Ibrahim,
Asmat-Nizam Abdul-Talib, Hindatu Maigari Yerima Ghazali
Shafie Graduate School of Government
Universiti Utara Malaysia
Sintok, Kedah, Malaysia
Corresponding Author: isaacterwase1@gmail.com*

Abstract

The African continent is endowed with natural, agricultural and human resources, yet when compared to other continents of the world in terms of development and growth, the continent is left behind.

In order to address this situation, African leaders, through their regional organisation the African Union, have established the New Partnership for Africa's Development (NEPAD). This organisation has sought to partner African countries and other countries of the world with a view to engaging them in development programmes in the continent. As such, the NEPAD partnership with the Association of South-East Asian Nations (ASEAN) is targeted at exploring the opportunities in Africa towards the advancement of the continent and, in turn, providing an opportunity for ASEAN to achieve its targeted sub-regional economic development.

This research paper seeks to explore these opportunities that can benefit ASEAN and African countries. The research is based on a qualitative approach, through interviews, literature reviews, internet sources, academic journals and books as sources of data collection. The findings from this research reveal that most of Africa's resources are yet to be tapped; areas such as science and technology, agriculture, transport systems, telecommunications and the development of natural resources are the key areas where ASEAN countries can invest by implementing programmes through the partnership with NEPAD.

Keywords: Africa, ASEAN countries, NEPAD, Partnership, Sub-regional economic communities.

TECHNOSOCIAL DYNAMICS OF DECONSTRUCTING LOCAL CULTURES: EVIDENCE FROM THE CONFLICT-TORN NATIVE COMMUNITIES IN DARFUR, SUDAN

Dhahawi S.A. Garri

Northern Border University, Rafha, Saudi Arabia

Email: dhahias@gmail.com

Abstract

The study explores the extent to which the native internally-displaced persons (IDPs) in Darfur, Sudan, have undergone cultural transformations due to the current conflict, and to their exposure both to the international humanitarian workers and to communications technology. The following question was formulated in order to investigate these phenomena: What cultural transformations have taken place among the IDPs, and how? To this end, the article investigates the impact of international relief workers in triggering the ongoing cultural transformations; and the efficacy of the IDPs' exposure to technology-borne cultures in the erasure of local cultures, both at behavioural and normative levels.

The relevant data was gleaned through observation and interviews conducted with a purposive sample of IDPs living at five displacement camps. Their opinions were qualitatively analysed, together with the data gathered from personal observation. The study concluded that the IDPs' physical exposure to the Darfur-based international humanitarian workers, combined with the ubiquitous use of media technologies, has produced three different cultures: i) a globalised culture – particularly among youth accommodative to new dress codes and behaviours; ii) a subculture resistant to the national core culture; and, iii) the revitalised ethnic-based local cultures. The emergence of these cultural transformations, moreover, appears to be associated with the suffering inflicted on the IDPs in the course of the conflict.

Keywords: Darfur native communities, conflict and displacement, communication technology, Sudan.

Y-DNA HAPLOGROUP R1A AND THE URALIC LANGUAGE FAMILY

Csaba Barnabas Horvath
Pazmany Peter Catholic University, Hungary
Email: keluolang@hotmail.com

Abstract

My paper examines the issue of the geographic origins of the Uralic language family in the scope of the presence of Y-DNA haplogroups in human populations.

The analysis of genetic statistics on the geographic and demographic distribution of Y-DNA haplogroups has recently become an innovative component in tracking down prehistoric migrations, and thus in solving the puzzle of the geographic origins of different language families.

The conventional view on the geographical origins of the Uralic languages puts their origin in the subarctic regions alongside the Ural Mountains, and spread largely within the subarctic forest belt. Genetic traits, however, show evidence of large-scale Bronze Age migrations to most of the traditional Uralic language areas from the south, from the continental steppe and forest steppe belts. The mainstream approach views such events as mere incursions by Indo-Europeans. Genetic and archeological evidence, however, both indicate that these migrations reached further, both in magnitude and geographic range, than could have been plausible without the entire Uralic language family being erased and replaced by Indo-European languages. This suggests that the origins of the language family may lie in these migrations from the south, mostly marked by the dominance of haplogroup R1a. My research aims to analyze if there is a synchrony between the internal genealogical structure of the Uralic language family and such a scenario.

Keywords: Uralic language, Y-DNA, Bronze age.

LEXICAL SEMANTIC NETWORKING IN BILINGUALS: EVIDENCES FOR ENHANCED DISCOURSE SKILLS IN BILINGUALS

*Associate Professor Radish Kumar and Professor Jayashree S. Bhat
Department of Audiology and SLP
KMC (Manipal University), Mangalore, India
Corresponding Email: bhat.js@manipal.edu*

Abstract

Traditionally, bilingualism has been associated with higher metalinguistic abilities (Hakuta & Diaz, 1985) and divergent thinking capacities (Landry, 1974). Bilinguals integrate and/or organise the information of two languages, and so bilingualism creates advantages in terms of cognitive abilities (Reza, Sadegheh and Lars-Goran, 2003). As noted by Kroll (1993), many contradictory findings in early research on the organisation of the bilingual language system originated from the fact that researchers of bilingualism did not make a clear distinction between lexical and semantic word representations. Studies that emphasised word meanings mostly produced evidence for a single language system shared by both languages; whereas studies that primarily addressed lexical processes seemed to provide support for two distinct, language-specific systems. The free associative naming paradigm has a rich theoretical history of eliciting the structure and organisation of lexical semantic networks in both normal and neurologically-impaired individuals (Nelson, Mc Evoy & Dennis, 2000).

The free associative naming paradigm was employed to compare the lexical semantic organisation in both monolinguals and bilinguals, and also to compare the lexical semantic organisation of concrete and abstract nouns.

Participants consisted of ten monolinguals and ten early bilinguals, using a non-standardised list of concrete and abstract nouns (five in each) as the stimuli. Participants were instructed to produce as many related words as possible in 1 minute. The responses were recorded and the total associations per target word were calculated by two experienced judges. Associations considered for analysis were either single word productions (e.g. table – chair) or multiword productions (e.g. table – four legs). The total number of associations produced for both concrete and abstract nouns in both groups of subjects was then analysed. For statistical measure, an Independent test was performed on the data obtained.

The comparison between monolingual and bilingual subjects revealed significant differences between means at $p < 0.001$. Also, the comparison between concrete and abstract nouns also indicated significant differences between means at $p < 0.001$.

The present study investigated the lexical semantic organisation in monolinguals and bilinguals. The results revealed significant differences in the lexical semantic organisation between monolinguals and bilinguals, suggesting that bilinguals have a better paradigmatic organisation when compared to monolingual subjects, possibly due to the fact that both languages are active and influence each other in bilinguals (Costa, Roelstraete, & Hartsuiker, 2006). Costa and colleagues opine that there is a benefit to cognitive control from language management in bilinguals (Costa et al., 2008), which is evident even in the present study. The Distributed Processing Model does claim the phenomenon that word meanings in bilingual individuals are represented as sets of distributed features (de Groot et al., 1997). The overlap in meaning, indexed by the number of shared features in bilingual individuals, explains the higher retrieval in bilinguals, which is highlighted in this study.

Lexical semantic organisation was better for concrete nouns than for abstract nouns in this study, suggesting that concrete nouns generally surpass abstract nouns in meaningfulness as well as in rated imagery (Paivio et al., 1968). Abstract and concrete word meanings are based within representational systems that have qualitatively different properties. More specifically, abstract concepts are represented in an associative neural network (Warrington, 1981). The results of this study show a processing advantage for concrete words over abstract words. This superiority has been attributed variously to: (i) abstract words lacking the direct sensory referents of concrete words (Paivio, 1986); (ii) greater availability of contextual information in the knowledge base for concrete words (Schwanenflugel and Shoben, 1983); and (iii) concrete words being supported by more semantic features than abstract words (Plaut and Shallice, 1991; 1993).

The free associative naming paradigm has a rich theoretical background of eliciting the structure and organisation of lexical semantic network. Hence this study compares the lexical semantic organisation in monolinguals and bilinguals with the results revealing higher values of retrieval in bilingual individuals compared to monolinguals; and a comparison of retrieval

between concrete and abstract nouns revealed higher values for concrete nouns. In the contemporary clinical outlook, even in a country like India, with the majority being bilingual or multilingual, the free associative naming paradigm has been poorly stressed in the literature. The results of this study have a strong clinical implication and give future direction for research to include a larger clinical population and different age groups in order to strengthen the findings.

Keywords: Lexical semantic organization, Monolingual and Bilingual.

PARTICIPATION OF SMALLHOLDERS SCHEME IN EAST COAST MALAYSIA TOWARDS CATTLE INTEGRATION – OIL PALM PROJECT

Mohammad Amizi A.,¹ Arina, A.,² Hafiz Jamaluddin,³
 Che Fauziah Che Ishak,⁴ Norsida Man⁵ and Assis Kamu⁶
Faculty Agro-Based Industry, University of Malaysia,
Kelantan Jeli Campus^{1,2 & 3}, 17600 Jeli Kelantan
Faculty in Agriculture, Universiti Putra Malaysia^{4 & 5}, 43400 Serdang,
 Selangor
Faculty of Science and Natural Resources,
*University of Malaysia Sabah*⁶, 88400 Kota Kinabalu Sabah
 Correspondence Author: amizi@umk.edu.my

Abstract

The palm oil industry is one of the important pillars of the Malaysian economy, and has generated and strengthened the country's economy, giving it resilience to global economic changes. In the National Key Economic Area (NKEA), agriculture focuses on transforming the agriculture industry, and one item on the agenda is to encourage large-scale cattle integration in palm oil plantations (NKEA, 2013). At present, 5.23 million hectares are planted for palm oil production in Malaysia (MPOB, 2013).

The land availability and foraging areas present in the palm oil plantations can provide cost-free cattle feed. Foraging cattle can, moreover, benefit the industry, contributing to soil fertility and reducing the weed population; thus, reducing the labour costs associated with weeding. Hence, cattle-palm oil integration is a very positive and profitable strategy, and is highly recommended for the palm oil plantation owners. This study aims to investigate the participation of a smallholder scheme members' perception on the plan, and on the inclination and repulsion factors present in implementing the cattle integration project with palm oil production. A survey method using a self-completion questionnaire was used to collect the required data from 69 respondents from the smallholder scheme along the Malaysian East Coast. The survey focused on the level of support for the cattle-palm oil integration project, using descriptive and inferential statistics. This study concludes that the smallholder scheme members support the governmental plan to encourage and promote the cattle integration project.

Keywords: Cattle integration , Participation, Oil palm , Smallholders.

STUDY OF THE INTENTION OF BANANA GROWERS IN IMPROVING THE PRODUCTION IN JELI, KELANTAN

*Fatimah Kayat, Mohammad Amizi A., Akmal Adilah Idris, Mohamed Fauzie Jusoh,
Mohamad Firdaus Ibrahim, Zul Ariff Abdul Latiff
Faculty of Agro-Based Industry, Universiti Malaysia Kelantan
Email: fatimah@umk.edu.my*

Abstract

Banana cultivation is ranked second in terms of the production area utilised, and ranked fourth in terms of export revenue based on the balance of trade figures. It is also the second most widely cultivated fruit in Malaysia. Thus, a survey of 70 farmer respondents was conducted in the district of the Jeli, Kelantan, to determine the farmers' knowledge, attitude and practices in banana cultivation. The data was then analysed to define the relationship between farmers' attitudes and their on-farm practices, using the chi-squared test. The same test was also used to test the relationship between farmer practices and banana cultivation productivity. Factor analysis was then done to determine the inclination factor. The findings suggested that farmer practices were the first factor that influence banana cultivation productivity, followed by attitude and knowledge. Therefore, it is recommended that the farmer practices should be improved, and guidance is essential in order to achieve the target demand by 2020.

Keywords: Banana cultivation, Farmer, Attitude, Influence.

A CRITICAL EVALUATION BY HENRY JAMES OF THE OLD AND NEW WORLDS IN *THE AMBASSADORS*

^aDr Ali YiĞİT and ^bYusuf ALKAN

^aKırklareli University, Foreign Languages, Kırklareli, Turkey

^bKırklareli University, Pınarhisar Vocational School, Kırklareli, Turkey

email: aliyigit46@gmail.com

Abstract

With his handful of works, a well-known American expatriate novelist, essayist and critic, Henry James, as an author witnessing both the late nineteenth and the early twentieth centuries, made us familiar with the transition process to modernism in the USA. After experiencing a long period of puritanic order, and remaining stuck in the strictly established moral rules, American society was breaking its earlier conservative crust with the start of a new century. However, it was not a direct, easy or sudden transformation. James shed light on this process and clearly reflected the transition period in his well-acclaimed work of fiction, *The Ambassadors*. In this study, we scrutinize *The Ambassadors* by Henry James with respect to the comparisons made between Paris and Woollett or on a wider scale, between Europe and America. As he spent most of his life commuting between the Old and New Worlds, James demonstrated his impressions and observations of these places to us in this novel through the eyes of his protagonist and narrator, Strether.

When we get a closer look at the descriptions of France and Woollett, it is clear that the New World lagged far behind the Old one regarding artistic life, individual freedoms and cultural richness. The depictions of Woollett are very traditionalist and the characters living there seem to be quite conservative and authoritarian. On the other hand, Paris is presented as a shining star and Parisians are introduced as highly intellectual, enlightened, smart, golden-mouthed and open to external changes because they are extraverted, unlike the intraverted Woollettians. This study projects on the reasons pushing James to make these types of distinction between Woollett and Paris, drawing on the historical and cultural background; and aims to present the values of these different geographies for James and what these antipodes mean for today's Americans and Europeans.

Keywords: Artistic life, Henry James, morality, Paris, Transformation.

THE CHALLENGES OF CHILDREN WITH ASD DURING SCHOOL TRANSITION: IN THE CONTEXT OF RELATIONSHIP BUILDING, COMMUNICATION, KNOWLEDGE AND SUPPORT

¹Rosnah Ismail, ²Chua Bee Seok, ³Sazali Yaacob, ⁴Ferlis Bahari, ⁵Shuhairimi Abdullah, ⁶Vincent Pang, ⁷Mohd Kasturi Nor Bin, ⁸Walton Wider
^{1,3,5,7}Universiti Malaysia Perlis (UNIMAP), Arau, Perlis, Malaysia
^{2,4,6,8}Universiti Malaysia Sabah (UMS), Kota Kinabalu, Sabah, Malaysia
Corresponding email: rosnahismail@gmail.com

Abstract

Children and young people with ASD present with a wide range of learning needs. According to Auger (2013), Students with ASD present unique challenges for schools. Pupils with autism experience greater difficulty with social adjustment and are less likely to socialise with their matches, engage in extracurricular, participate in transition planning and acquire high degrees of responsibility within their households (Wagner et al., 2003). Furthermore, although students with autism are among the most probable to be engaged in work study employment, they are the least probable to hold regular paid jobs (Wagner et al., 2003). While there's a lack of research concerning TTS for students with disabilities in general (Janus & Lefort, 2007), there is almost none research related to TTS with ASD. The purpose of the study is to discuss the challenges during TTS experience process of ASD children. Current study offers valuable insights into the understanding of TTS of children with ASD within the procedure in four areas of Relationship Building, Communication, Knowledge, and Support. Therefore, it provides important, initial window into TTS experience of children with ASD, and leads to the existing ASD literature.

Keywords: School, Communication, Knowledge and Support.

FOUCAULDIAN APPROACH TO ORIENTALISM AND THE IMPACT OF POST-STRUCTURALISM ON THE IDEAS OF EDWARD SAID

Yusuf ALKAN¹, Dr. Ali YiĞİT²

¹Lecturer, Kırklareli University, Pınarhisar Vocational School, Kırklareli, Turkey

²PhD, Kırklareli University, Foreign Languages, Kırklareli, Turkey

Email: yusufalkan80@hotmail.com

Abstract

Having been influenced by Foucault's and Derrida's deconstructive ideas, Edward Said challenges the misrepresentation of the Orient with respect to the relation between power and knowledge. Said's deconstructive challenge on the issues such as knowledge, power and representation is directed to the Orientalists' representation of Orient in their literary works. The Orientalists have fabricated a language through which they have conveyed their thoughts and imaginings about Orient via encoded signs. That's to say, they have ordered the things in accordance with their ideology. What Said does is to deconstruct the Orientalists' misrepresentations of the Orient by dwelling on the principles of post-structuralism. Attempting from the function of signs in creating an encoded message or representation in the depictions of Orientalists, Said challenges them by decoding their hidden intent via their own literal weapons. The main thesis of this study aims to display Said's findings in relation to the mechanism of misrepresentation of the Orient by some Orientalist authors. In relation to Foucault's definition on the meaning and constructive function of signs, Orientalists such as Gustave Flaubert and Richard Francis Burton have ordered the depictions of Orient. This study also aims to focus on the literary works of Gustave Flaubert and Richard Francis Burton from the viewpoint of Foucault's and Derrida's deconstructive ideas.

Keywords: Deconstruction, Misrepresentation of Orient, Orientalists, Post-Structuralism.

COMPARATIVE ANALYSIS OF IMMIGRATION POLICIES AUSTRALIA AND SWITZERLAND: DIFFERENCES AND SIMILARITIES

PARVINA MIRAYUBOVA, MA student
Faculty of Political Science and Journalism
Department of International Relations
Adam Mickiewicz University, Poznan, Poland
Email: parvinelli@yandex.com

Abstract

Migration is a complex issue that involves the law, the economy, and politics. Nowadays migration became more dynamical and has complex phenomenon, which is connected not only with the social and economical reasons, but insecurity and political as well. This paper examines issues pertaining to current the role and development as well as differences and similarities of the immigration policies of Australia in comparison with Switzerland. According to Swiss politician, Jacques Neirynck: "Switzerland and Australia, with about a quarter of their population born outside the country, are the two countries with the highest proportion of immigrants in the western world". This article attempts to show the reasons for immigrants to enter to Australia and Switzerland and some differences and similarities in the immigration policy of Australia and Switzerland. And in view of the fact the researcher draws the conclusion that Australian immigration policy is much more in favor of immigrants than Swiss. As Australian politician (who was the 22nd Prime Minister of Australia and the Leader of the Liberal Party 1975 - 1983) Malcolm Fraser said: "I believe there is a special obligation on Australians who have come or whose parents have come here in the post-war years, to work for and maintain that Australia, because that is the Australia they came to, that is the Australia that received them so warmly and that is the Australia to which they have already contributed so much in so many different ways".

Keywords: Australia, immigration policy, Switzerland.

MOTIVATIONAL BASES OF NEGATIVE ATTITUDES TOWARD PSYCHIATRIC HELP-SEEKING

Hye Kyung Kim

Nanyang Technological University, Singapore

Email: hkkim@ntu.edu.sg

Abstract

The reluctance of young adults to seek professional mental help is a major challenge to effective early depression interventions. It is thus important to develop positive attitudes and beliefs that lead to psychiatric help-seeking at an early stage. Attitudes toward a health behaviour can serve a variety of purposes for attitude holders, and persuasive messages that address the underlying reasons for holding a particular attitude are more effective than messages that fail to target such functions. In light of the Functional Theory of Attitude (Herek, 1986), this study examines the motivational bases of negative attitudes toward psychiatric help-seeking for depression treatment among young adults. College students at a large university in New York ($N = 104$) were invited to participate in a survey administered on the Web. The study results revealed that the most salient attitude function was the utilitarian function; followed by the ego-defensive and value-expressive functions. Participants did not explicitly acknowledge the ego-defensive function of their attitudes despite a strong (implicit) association between the function and their attitudes toward help-seeking. Health value was positively associated with the help-seeking attitude, but not with the self-direction values. These findings offer useful guidance for the design of interventions to promote help-seeking behaviours among young adults.

Keywords: Attitude function, Depression treatment, Ego-defence, Help-seeking, Young adults.

RADIATING LIFE NARRATIVES INTO ENGINEERING EDUCATION

*Haslina Binti Omar
Universiti Putra Malaysia
Malaysia
Email: hasbintiomar@gmail.com*

Abstract

This paper is yet another entry into the exciting field of multidisciplinary studies as it seeks to break walls that have traditionally separated scholars in specialized fields of interest. This study shines literary light onto the area of engineering education as it examines the inclusion of the literary genre of autobiography into the halls of engineering faculties, allowing this new element to serve as a possible generative tool to attract and retain talented men and women in the field of engineering. The study offers engineering education a reformulated approach to the reading of life narratives as a means to draw engineering enthusiasts and practitioners into a deeper understanding and a sense of appreciation for their chosen field, both from literary and psychological perspectives.

Psychologists in the area of personality psychology have observed that life stories written by highly generative adults reveal a strong concern for and commitment towards improving and maintaining the quality of life for future generations. This study of engineers' life stories heads a series of studies identifying and examining autobiographies or life narratives written by professional men and women from multiethnic backgrounds, and shows how their stories can potentially generate positive outcomes, which may include inspiring and encouraging a sense of dedicated commitment and purpose in the chosen fields of others.

Keywords: autobiographies, engineering education, generativity, life narratives, positive outcomes.

GAZA, TELL US YOUR STORIES

Haslina Binti Omar
Universiti Putra Malaysia
Malaysia
Email: hasbintiomar@gmail.com

Abstract

This paper takes a pscho-literary approach in discussing a collection of lightly fictionalized short stories by a group of new young Palestinian women creative writers and how they convey through personal accounts of lived experiences in their homeland that truth and hope cannot be silenced by injustice and oppression. It also seeks to throw some light into recent questions raised by American researchers in the area of personality psychology as to whether the narrative identity present in stories narrated by people in other societies and cultures are similar to those narrated by Americans who draw on their own life narratives to make sense of their lives and to cope with life's challenges (McAdams & Jen Guo, 2015). This paper discusses the collective narrative identity of emerging women writers living in the Gaza Strip whose creative resistance to injustice make up most of the 23 short stories in the anthology *Gaza Writes Back* (2014). As politically-oriented news dominate much of what the world listens to, much of the complex layers of war torn societies are brushed over and unfamiliar to the outside world. In discussing the very own narrative written in the English Language of a people who have been geographically and politically isolated and who have witnessed and been subjected to horrific violence in the form of military brutality for years, this paper seeks to generate further discussions and interest in their stories and hinder attempts to silence them.

Keywords: Palestinian women, Short stories, Gaza, Narrative identity.

LEVELS OF ENVIRONMENTAL CONCERN IN THE UNITED ARAB EMIRATES

*Dr Madalla Awad Alibeli
United Arab Emirates University, UAE
Email: madalla.a@uaeu.ac.ae*

Abstract

This study examines the levels of environmental concern in the United Arab Emirates (UAE). Environmental concern studies in the Middle East are either being overlooked by major global environmental studies or focused on only by small interest groups regarding certain targeted issues like water, pollution or recycling. To contribute to environmental sociology literature, the study utilises a national sample of around 2,000 respondents from the country's seven emirates. Respondents were contacted, and they completed and returned to research assistants a general environmental concern structured survey. The researcher adopted and slightly modified a survey, translating it into Arabic, to suit the research population. The model survey was taken from 'Revised New Ecological Paradigm' scale (NEP) by Dunlap et al., 2000. To achieve the objectives of the study, descriptive and inferential statistical analysis were used. Preliminary findings indicate relatively high to high levels of pro-environmental concern in the UAE. In particular, respondents agreed with 11 out of 15 statements indicating pro-environmental concern.

Keywords: Environment, Concern, UAE, Middle East, NEP.

MEASURING THE QUALITY FAMILY COMMUNICATION INDEX (QFC-I) OF STUDENTS: A STRATEGY TO OVERCOME MISCONDUCT AMONG YOUTH IN NORTH SUMATRA-INDONESIA

Inon Beydha

University of Sumatra Utara, Medan-Indonesia

Email: drinonbeydha@gmail.com

Abstract

This study measures the Quality Family Communication Index (QFC-i) of High and Secondary School's students at Hikmatul Fadhillah School in Medan, North Sumatra Province, Indonesia. It focuses on problem and non- problem students overcome with the misconduct aspect fulfilling their status during the last year in their study at high secondary and secondary school in Medan, North Sumatra Province-Indonesia. A total of 213 students from high secondary and secondary were selected. Data was collected using self-administered questionnaires and later analyzed using PASW Statistics. This study also investigates the differences in each indicator that was used in measuring the QFC-I. The results show that the QFC-I score from students perspective is love 3.50 and from parents perspective is honesty 3.45. The student's perception of the most quality types of communication practice is watching television together with the family members 2.68, and from parents' perception is trustworthy 3.29. Generally, there are not so much differences in perspectives of children and parents regarding the main findings of the study. If there is any, it is only in the matter of sequencing. Both agree that love, joyous situation and appropriate language as characteristics of quality communication within a family which should be instilled during watching television, saying prayers together, eating together and celebrating anniversaries. As such, those are the activities listed by children and parents to be quality communication practices.

Keywords: Quality family communication index, Youth, Overcome, Misconduct.

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Suite 1A Level 2, 802 Pacific Highway
Gordon NSW 2072, Australia

FAX: (+61) 02 9844 5445

Tel: (+61) 0470361148

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