2nd Asia Pacific Conference on Contemporary Research

ABSTRACTS

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ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH

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Conference Chair

Prof. Mohd Nazari Ismail

Professor
Mohd Nazari Ismail,
University of Malaya,
Malaysia.

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Without any doubt this conference presents an excellent opportunity to exchange ideas and discuss research findings

Preface

We'd like to welcome you to the 2nd Asia Pacific Conference on Contemporary Research (APCCR-2016)!

The main theme of this conference is 'Breakthrough to Excellence'. Even though the idea of `excellence' is not new, it is always vital to success.

Some sceptics may point out that many organisations or individuals succeed without embodying excellence, however. Products from China, for example, some of which are low quality, have met with high sales; while in the U.S., a politician with a dubious reputation has succeeded in becoming the President of a country that boasts the largest number of excellent academic institutions.

The reason is probably due to the excellent quality of their efforts. During this time of limited resources and dissatisfied feelings, low-quality products or political leaders may be seen by many as the best choice. Whether this is the right conclusion or not can be discussed further at the conference.

Many papers will be presented by academics from a large number of countries. Without any doubt this conference presents an excellent opportunity to exchange ideas and discuss research findings as well as a chance to meet up and expand our network of friends and contacts.

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Business

ABSTRACTS

SENSORY BRANDING: MUSIC DOMINANCE AS ENHANCEMENT OF BRAND IMAGE AND CUSTOMERS' POSITIVE ATTITUDE ON COSMETICS COMMERCIAL VIDEO

Aisyah Dhia Ahsanti
School of Business & Management Institut Teknologi Bandung, Indonesia
Email: aisyah.dhia@sbm-itb.ac.id

Abstract

The development of the internet as the information and entertainment source has created major change in business nowadays, not to mention in the cosmetics industry. Many cosmetics industries start to invest more to the development of interesting and effective video advertisement. One of the ways in which it was recently used is to put a lot more attention in music aspect of video advertisement. Even though the use of music in the cosmetics industry is very rich and varies, there is no specific research that explains what kind of music dominance that could positively affect the customers' attitude and the customers' perspective toward the brand. This phenomenon leads to the ineffective use of the commercial video, which is why it is important for the researcher to make the research to help the brand and company create the right music strategy that could enhance their brand image and create positive customer attittude toward the brand. To answer those question, the experimental method used. From those experiments, the research found out that Music does enhancing the effect of bring out positive customer's attitude, especially toward their feelings. Both music dominations bring the positive customer attitude. However, the music plays as an ambient factor play a bigger role in enhancing customer positive attitude. Music does influence how the customer perceives the brand and the understanding of the brand image. However, the music using as the medium to build the emotional ambience does play a bigger role than the music that is used as the company to the explicit message in enhancing the brand image. The best sequence combination for the video commercial might be either E2 (Ambient – Company) or E4 (Ambient – Ambient). However, if we relate the experiment result to the Branding Strategy Timeline theory, the sequence E2 (Ambient – Company) might be the best sequence for branding strategy

Keywords: Sensory Branding, Music, Audio Stimuli, Brand Image, Customer Attitude.

Business

KAMPIUN STRATEGY FORMULATION AND RECOMMENDATION FOR PT. TELEKOMUNIKASI INDONESIA TBK.,

Hendarsyah Aditya Saptari [a], Achmad Ghazali [b]
[ab] Magister and Business Administration Program, ITB, Bandung, Indonesia
Corresponding email: hendarsyah@sbm-itb.ac.id

Business

Abstract

Telecommunication is said to be the process of exchanging information between two stations or entities. The result of the interpretation of information will become knowledge that is beneficially used by either of both entities. PT. Telekomunikasi Indonesia Tbk. in the future wants to hold the title of "The King of Digital". Transformation is currently happening in the organization to reach that predicate. In order to support transformation that is currently happening in PT. Telekomunikasi Indonesia Tbk., they had set up several strategic initiatives. One of resources that PT. Telekomunikasi Indonesia used to be a world class company is kampiun, as the objective of this research is to propose an option of strategy for PT. Telekomunikasi Indonesia Tbk., based on the previous analysis and the current condition of kampiun portray. In formulation, the option of strategy, the researcher used conceptual framework that build from GAP analysis to understand the condition of kampiun, ANP analysis for finding the best option and Diamond Strategy Model by Hambrick to develop a strategy. All of the theories on the framework have been adjusted to match the current condition of PT. Telekomunikasi Indonesia Tbk., Referring to the GAP analysis, PT. Telekomunikasi Indonesia Tbk. has a GAP related to kampiun that should be solve immediately in order to maximize the innovation as the foundation for achieving their vision.

Keywords: GAP analysis, Analytical Network Process (ANP), Strategy.

MARKETING STRATEGIES TO ENHANCE ATTRACTIVENESS OF SHOPPING MALLS CASE STUDY: MALL RATU INDAH MAKASSAR

Rillyan Nur Ramadhani [a], Atik Aprianingsih [b]
[ab] Bandung Institute Technology, Bandung, Indonesia
Corresponding email: rillyan.nur@sbm-itb.ac.id

Abstract

Industry of the shopping mall is currently expanding with the growth of new malls in urban cities in Indonesia. The concept of a shopping mall has also shifted from place for shopping, to become place for social activities. Therefore, consumers tend to be more selective and are likely to be engaged with shopping malls that are more attractive and appropriate with their preferences.

The purpose of this study is to examine marketing mix attributes in a shopping mall in order to enhance attractiveness of the mall. This study is very limited, as it is to one particular shopping mall in Makassar, named Mall Ratu Indah. It involved examining variables of 7Ps Marketing through utilization of Importance Performance Analysis. In conducting this research, primary data was collected by distribution of structured questionnaire to respondents that were selected using random sampling to visitor of shopping mall in Makassar.

The findings of this study revealed sixteen attributes as major strengths that should be enhanced by Mall Ratu Indah. These attributes are mainly related to Product, Place, Process, and Physical Evidence. Moreover, this study also identified sixteen attributes as major weaknesses that should be concerned and improved immediately in order to increase attractiveness of Mall Ratu Indah. These attributes are consisted in variable of Product, Promotion, Process, and Physical Evidence. Implication of this study for management is to arrange priority of improvement effectively and develop comprehensive marketing mix that matched with preference of consumer.

Keywords: Indonesia; Importance-Performance Analysis; Marketing Mix; Shopping Mall.

Business

EVALUATION OF FDI POLICIES IN VIETNAM USING FDI INDEXES

Tho Quynh Nguyen[1]
Banking Academy of Vietnam, Vietnam
Email: quynhtho.ngn@gmail.com

Abstract

In the context of international economic integration, FDI enterprises have become an important part of Vietnam economy. The government has established a number of policies in order to make the most of FDI. This paper re-evaluates the effectiveness of FDI policies in Vietnam when the country becomes a member of TPP using FDI Indexes. We have adapted a conceptual framework of FDI policies that presents a taxonomy of global FDI policies as: (1) Policies towards attracting FDI; (2) Policies towards upgrading FDI; (3) Policies towards enhancing linkages between MNCs and domestic firms and; (4) Policies reducing FDI side effects to classify contemporary FDI policies in Vietnam. T he effectiveness of FDI policies is measured by a set of FDI indexes including Global Opportunity Index, Inward FDI Performance Index and Inward FDI Potential Index. The findings show that FDI performance in Vietnam has been improved over the years with increasing Inward FDI Performance Index. This implies that there are effective policies towards attracting FDI in Vietnam. However, low level of Vietnam Global Opportunity Index and Inward FDI Potential Index suggest that there is a lack of advanced policies towards upgrading FDI and enhancing linkages and spillovers to domestic firms. Based on these findings, some policy implications are suggested.

*Keywords***:** FDI Index, FDI Policy, Vietnam.

Business

REVERSE LOGISTIC DECISION USING GOAL PROGRAMMING : A REVIEW

Katlea Fitriani [a], Ria Satyarini [b]
[ab] Parahyangan Catholic University, Bandung, West Java, Indonesia
Corresponding email: katleafitriani@unpar.ac.id

Abstract

Reverse Logistic (RL) has broad areas as recycling, remanufacturing, information technology, warehousing, operations and environment sustainability. Reverse Logistic has been recognized as one of the important topics in Supply chain. Examination of RL has became important not only for business owners, but also for researchers. This paper aims to identify how far the research about RL has explained, especially RL model using Goal Programming. Furthermore, this paper can develop a research agenda for the research gap. This research used a comprehensive literature review, which focuses on peer-review journal papers published within period 2005-2016. A total of 50 journals have been analyzed in the terms of research purpose, method theoretical approach and level of analysis. The review shows there have been many RL papers with many mathematical and simulation approaches, including Goal Programming. GP model has been used as mathematical approach for production planning, product design, transport of waste, waste management and supply planning. It identifies some research gaps to apply Goal Programming model in different kind of production process as the future research direction.

Keywords: Reverse Logistic; Goal Programming; Multi-Objective Model.

THE EFFECTS OF ORGANIZATIONAL CULTURE TO ORGANIZATIONAL COMMITMENT AND EMPLOYEE PERFORMANCE AMONG EVENT ORGANIZER EMPLOYEES

Netania Emilisa
Trisakti University, Indonesia
Email: netakyo@gmail.com

Abstract

This paper aims to present a comprehensive framework for the effects of organizational culture to organizational commitment and employee performance. The paper also seeks to account explicitly for the differences in organizational culture, organizational commitment and employee performance found among event organizer employees. Data were obtained from 150 event organizer employees. Structural equation model (SEM) was used in order to test the proposed hypotheses. The result showed that organizational culture has positive effects to organizational commitment and employee performance. Based on this result, human resource research inorganizational culture should be focused on organizational commitment and employee performance as important consequences.The contributions of this paper are: (a) A more complete framework of the effects of organizational culture to organizational commitment and employee performance analyses simultaneously, (b). The study allows a direct comparison of the difference in organizational culture, organizational commitment and employee performance between event organizer employees.

Keywords: Organizational Culture, Organizational Commitment and Employee Performance.

Business

ANTECEDENT AND CONSEQUENCES OF BRAND LOVE: PERSPECTIVE SMARTPHONE CUSTOMERS

Kurniawati Chrisjatmiko
Trisakti University, Indonesia
Email: niachrisjatmiko@yahoo.com

Abstract

This study aims to present a comprehensive framework of the antecedent and consequences of brand love. The study also sought to explicitly explain the difference among brand image, brand love, brand loyalty, purchase intention and word of mouth (WOM) which were found among smartphone customers. Data were obtained from 150 smartphone customers. Structural equation modeling was used to test the hypothesis. In order to generalize the findings, the research model needs to be tested by using samples of various objects. Marketing research in brand love should focus on brand image, brand loyalty, purchase intention and word of mouth (WOM) as antecedent and consequences. The findings showed that brand love has a positive effect on brand loyalty, purchase intention and word of mouth (WOM). The finding also proposes that brand image has a positive effect on brand love. Marketing research should focus more on the role of love brand in getting smartphone customers. With the positive influence on the success of marketing, managers should focus on customer centered, on purchase intention and word of mouth (WOM) mainly for smartphone customers. However, brand love also seems to be a good way to get smartphone customers from its competitors. The contribution of the study is, first, a more complete framework of the antecedent and consequences of brand love being analyzed simultaneously. Second, this study allows a direct comparison of the difference in brand image, brand love, brand loyalty, purchase intention and word of mouth (WOM) between the customer's smartphone.

*Keywords***:** Brand Image; Brand Love; Brand Loyalty; Purchase Intention; Word of Mouth.

MARKETING STRATEGY FOR CREATIVE LIFESTYLE PRODUCTS OF WONDER.INC IN SHIFTING GENERATION ERA, FROM MILLENNIAL TO GENERATION Z

Arina Qonita [a], Prof. Imam Buchori Z [b]
[a] MBA Candidate, [b] Advisor, Bandung Institute of Technology, Indonesia
Corresponding email: arina.qonita@gmail.com

Abstract

Generations, like people, have characteristics. Pattern of human's behavior and characters in a generation will be different compared to patterns of another generation because of different circumstances to their lifetime. The advances of civilization, technology, lifestyle and entertainment, politics, economic and educational aspirations and other factors could affect the pattern of a generation. As Generational shift changes paradigms and perspectives in habits and narratives, there are many advances that have to be anticipated for business doers to be survived and growing, especially in marketing aspects. Marketers have to spryly adapt on market's characteristic and demand. Different generations will always be shifting, including today, year 2016, when shifting generation era from Millennial to Gen Z, especially in sought-after consumers. Those two generations that live in digitalization have their own characteristics although lives as 'siblings'. In this paper, it would be analyzed how Wonder. Inc, a Bandung based two years startup company in creative industry, formulate marketing strategies of their creative lifestyle products to suit shifting generation era. The objective of the research is to find out what are the best strategies, after undergoing analysis of key influencing factors in internal and external of Wonder.Inc.

This study used the qualitative method as an approach to dig deeper for the appropriate data and information, based on current condition of Wonder.Inc. Methodologies used in this paper are through two types of methodology: Observation or Field Research and Literature Research. Data analysis is done with strategic management tools such Business Model

Canvas, STP and Marketing Mix for internal condition, Benchmarking and Porter's Five Forces for external condition and SWOT Analysis at the end to formulate the strategies. The results showed that low Brand Awareness of Wonder.Inc was the reason why the business growth was not optimal. Wonder.Inc had been too focusing on making products and forgot to analyze the customers' insight. They have been targeting Millennials when the unrealized Generation Z is coming.

Behavior and thinking paradigm of customers are changing as well. Millennials that are always online and connected have various ways in expression while Generation Z is pure-play digital natives who look at the Internet as their 'weapon' for good things instead –improvement of the ecosystem and their selves-. Deeper analysis on both generations is done, especially in psychographics aspects, rather than geographic approach, considered that interactions preferred online. Demographic segmentation is primarily age ranged, socio-economic status middle to upper and live in urban cities. SWOT analysis results showed in quadrant two, which is 'Grow and Build' strategy suggestion. There are quite a lot of strengths factors, however, there are still weaknesses and opportunities in the major external factors, but also there is a threat that should be carefully proportioned responded in formulating marketing strategy. In order to respond market shifting, there are six proposed strategies; Wonder.Inc should do (1) Unconscious Branding to tap unconscious minds of customers, through (2) Experience and Emotional Marketing in (3) Technology-Based and (4) Personal Marketing, to deliver (5) Content Marketing and expand in (6) Borderless Marketing to grab broader market. These strategies will be implemented gradually in the end of 2016 and 2017.

Keywords: Creative Lifestyle Products; Marketing Strategies; Shifting Generations; SME.

DESIGN OF A CORPORATE PERFORMANCE MANAGEMENT SYSTEM: A CASE STUDY OF AN INDONESIAN CONSTRUCTION SOE

Ima Fatima[a], Dermawan Wibisono[b], Akbar Adhiutama[c], Herry Hudrasyah[d]
[abcd] School of Business and Management ITB, Bandung, Indonesia
Corresponding email: ima.fatima@sbm-itb.ac.id

Business

Abstract

As a barometer of national economic growth, the Indonesian construction sector plays an important role in national development. The importance of this sector must be supported by a conducive business environment and opportunities for growth. In conditions of increasingly fierce business competition, construction companies are required to be able to more competitive. Previous studies have emphasized that performance measurement is important as part of the evaluation process and performance improvement company. However, studies on measuring the performance of companies in the construction industry, particularly in Indonesia, is still limited at the project level, while the need for an evaluation of performance at the corporate level is realized to be more important.

Responding to the importance of this, a study has been conducted as a first step towards the development of a system of measuring and managing the performance of companies in the construction industry in Indonesia. This study is carried out with specific reference to the KBPMS (Knowledge Based Performance Management Systems). A case study is conducted in developing a conceptual proposed performance management model. Key indicators compiled from the study of literature which is then validated through a survey questionnaire to a large state-owned construction company in Indonesia. A brief review of the drive for performance improvement and the strategic considerations for the designing of an appropriate performance management models is carried out as well.

This paper presents the results of the identification of key indicators that can be used in measuring the performance of a construction company in Indonesia. Research findings are a set of important indicators that influence the success of the company. The results of this study indicate that measurement of financial performance alone is not sufficient in determining the performance of the company, other nonfinancial indicators, both at the internal and capabilities of the process, it is no less important.

Keywords: Construction Companies; Performance Management System; KBPMS.

Business

INTELLECTUAL CAPITAL INTEGRATION FOR VALUE CO-CREATION IN HIGHER EDUCATION

Fahdia Khalid
University of Bath, Bath, UK
Email: F.khalid@bath.ac.uk

Abstract

In the changing dynamics of socioeconomic settings, the role of HEIs is now realized as more strategic and central to all such developments. The dynamics are sometimes characterized by government interventions, industry expectations and societal needs. HEIs' role is often considered around three key areas of teaching, research and community contribution. This paper presents a synergized approach to portray HEIs' strategic role by re-conceptualizing value creation for its stakeholders. With application of discourse analysis, it attempts to identify and propose value creation activities for HEIs. The activities are identified by constructing on intellectual capital frameworks. This paper shows the complexity of problem in reporting value creation by higher education institutions in the context of dynamics and its relation to the environment. HEIs have already adapted the structures that are more inclined to managerialism than the administration, such as understanding of competitive markets, stakeholders' interests and the need for deploying strategic management practices. Nevertheless, the organizations in higher education are yet to build systems that could provide a strategic blue print for value creation. The discourse of intellectual capital deployment in higher education management is not alienated; however, its integration on reporting value creation activities would be a novice attempts on prototyping for value creation. It does so by affirming service innovation and intellectual capital discourses in the context of stakeholders' evolving expectations. By reinventing intellectual capital and re-conceptualizing value co-creation, we should be able to build higher education institutions that are highly sustainable in our competitive era.

*Keywords***:** Intellectual Capital, Innovation, Value Co-creation, Higher Education Management of Higher Education Institutions

Business

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Education

ABSTRACTS

METACOGNITIVE STRATEGY INSTRUCTION AND IELTS LISTENING PERFORMANCE: A COMPARISON BETWEENUSING MPS AND CALLA INSTRUCTION MODELS

Siew Ean, Lye[a], Lay Huah, Goh[b]
[a] Tunku Abdul Rahman University College, Penang, Malaysia
[b] Wawasan Open University, Georgetown, Malaysia
Corresponding email: lyese@acd.tarc.edu.my

Abstract

Among the challenges instructors face when presented with the task of teaching metacognitive strategies in ESL listening is the choice of instruction models to be adopted. This paper presents the findings of a research that compares the use of two instruction models to teach metacognitive strategies in L2 listening; the Metacognitive Pedagogical Sequence (MPS) and the Cognitive Academic Language Learning Approach (CALLA). A quasi-experimental research was carried out to compare their effects on the listening comprehension performance of Malaysian ESL learners (N=50) at a tertiary institution in Malaysia, using IELTS listening tests. The study aims to investigate if the two models would result in improvements to listeners' listening comprehension performance across three levels of listening proficiency (high, intermediate and low). Post-test results show that listening comprehension performance using both models improved significantly compared to their pre-test scores. However, when comparing between MPS and CALLA, there was no significant difference between their pre-test and post-test improvements. In terms of listening proficiency levels, listeners in the intermediate and low levels made the most improvement and benefited the most from metacognitive strategy instruction. The paper concludes by making several recommendations with regard to their suitability of use in teaching L2 listening and their practical applications in teaching L2 unidirectional listening, as tested in IELTS and MUET.

Keywords: CALLA; ESL/IELTS Listening; Metacognitive Strategy Instruction; MPS.

VOCABULARY SIZE AND PERFORMANCE IN LISTENING COMPREHENSION

Angelina Wan Lin, Tan[a], Lay Huah, Goh[b]
[a] Tunku Abdul Rahman University College, Penang, Malaysia
[b] Wawasan Open University, Georgetown, Malaysia
Corresponding email: tanwanlin@acd.tarc.edu.my

Education

Abstract

Vocabulary is a very important aspect of language learning and is needed in the learning of all four language skills – listening, speaking, reading and writing. The general perception is that learners who know more vocabulary will be more proficient in the various language skills. This study uses the quantitative approach to investigate the relationship between vocabulary size and listening comprehension. The participants in this study are 43 Malaysian students in their second year of study at a private university college in Malaysia. They are reading for their Diploma in Mass Communication. The medium of instruction at the institution is English. The Vocabulary Size Test by Nation and Beglar (2007) was used to measure the students' vocabulary size and the students' listening comprehension was examined using the IELTS Listening Test. The results suggest that Malaysian tertiary students have an average vocabulary size of just over 6000 word families, but this vocabulary size is generally insufficient for 'adequate' listening comprehension. Majority of the students are able to achieve 'adequate' listening comprehension for social situations, but have difficulty understanding spoken language in academic situations. Although students with a larger vocabulary size tend to perform better in their listening comprehension, this study found no linear relationship between vocabulary size and listening comprehension.

Keywords: IELTS; Listening Comprehension; Vocabulary Size; Vocabulary Size Test.

VIDEO GAMES PROMOTE SAUDI KIDS ENGLISH VOCABLARY RETENTION

Ohoud Abdullatif Al Shaiji
King Saud University, Riyadh, Saudi Arabia
Email: oshagiee@ksu.edu.sa

Abstract

The objective of this study was to investigate the impact of Video Games and their role on promoting Saudi Kids' English vocabulary retention. The present study attempted to answer whether there was a statistically significant difference ($\alpha=0.05$) between the Saudi children's subjects' mean score on the English vocabulary test due to using Video Games activities in Kindergarten or not. The researcher used a random sample of (60) female Saudi children from a kindergarten in Riyadh; (30) students to represent the experimental group, and (30) students to represent the control group. In the experimental group, a selected group of Video Games was used from the official site of the British Council to teach vocabulary, whereas in the control group, English vocabulary was taught through traditional methods. At the end of the teaching period, the participants' performances were compared. Those children sat for a pre and post- test of vocabulary which was prepared to suite the sample's ages. ANCOVA analysis was used to analyze the quantitative data. The results indicated that the mean score of the kids in the experimental group was significantly higher than those in the control group, indicating the positive effect of using Video Games in teaching English vocabulary to children. It was recommended that Kindergartens' teachers adopt Video Games activities in their classroom practices to improve kids' English vocabulary retention. Consequently, the children's English comprehension would be improved as well**.**

Education

THE INITIAL STUDY: A CONCEPTUAL FRAMEWORK FOR SUSTAINING FEEDBACK

Huey Zher, Ng
UNITAR International University, Malaysia
Email: nhzher@unitar.my

Abstract

The significance of feedback has been widely acknowledged in higher education. In the same universe, the increased existence of information and communication technologies (ICT) and its overwhelming influence on teaching and learning cannot be ignored. This study proposes a conceptual framework for sustaining feedback. The literature behind the design of the framework is explained.

Keywords: Feedback; Higher Education; Framework; Teaching and Learning.

Education

LANGUAGE ACQUISITION AND CULTURAL MEDIATION: VYGOTSKIAN THEORY

Natalie Rublik
The University of Quebec at Chicoutimi
Email: njrublik@hotmail.com

Abstract

The purpose of this paper is to examine the relationship between culture and language acquisition within the framework of Vygotsky's educational theories, namely language and speech, first- and second-language (L1, L2) acquisition, bi/multilingualism and cultural mediation. Vygotsky's original theories were some of the first to offer unique insight into the connection between culture/environment and language learning. Specifically, theories of bilingualism, and language acquisition have been strongly influenced by Vygotsky's understanding of the environment and its significance. The move toward the notion of culture as a fluid, dynamic experience where individuals are viewed as living culturally as opposed to belonging to one, static culture is monumental. This view of living culturally is especially pertinent in terms of the way in which English-as-a-second language (ESL) students, their peers and their teachers will participate in the language learning process. Not only are the technical aspects of language acquisition significant, but also equally important are the challenges experienced by ESL students learning and living culturally in new ways. Ultimately, a greater understanding of how students are affected by both their native culture and new culture will undoubtedly add valuable insight into existing language acquisition theory and practice.

Keywords: Vygotsky's Educational Theories, Culture, Language, English-as-a-second Language (ESL) Students.

THE MODEL TO SUPPORT TEACHERS' CAPACITY IN ASSESSMENT FOR LEARNING

Natcha Mahapoonyanont [a], Jenny Poskitt [b], Sally Hansen [c]
[a] Thaksin University, Thailand
[bc] Massey University, New Zealand
Corresponding email: natcha.m@hotmail.com

Abstract

Educational quality is the most important goal for managing the educational system of the nation that expects schools are proficient and prepared to evenly and thoroughly provide an educational service to its people. Modern education reform began in Thailand with the 1999 National Education Act, which was Thailand's first education reform legislation. The results from educational reform for the first ten years have seen that the educational quality of the country has still not yet reached the target.

As we have heard about one study that triggered interest in raising students' learning achievements by using assessment concepts in classes among academic experts throughout the world is the "Inside the Black Box: Raising Standards through Classroom Assessment" study by Black and William in 1998, who found formative assessments to have an effect size of 0.40 – 0.70 on capabilities and learning achievement. Therefore, teacher improvement models concerning assessment for learning are interesting topics of study.

In addition, we have known that New Zealand's education is interesting because New Zealand is classified as one of the ten countries with the best education in the world. Furthermore, the aforementioned country gave importance to education from a shared belief that "education is an important foundation in national economic and social development". So, we learn a lesson from the two countries.

Education

The result of the research will represent a model for promoting teachers' capacity in assessment for learning which suitable in the Thai context.

Education

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ICT

A B S T R A C T S

INVESTIGATING THE ROLE OF BIM IN CONSTRUCTION PROJECT CHANGE

Chen, Bing
The University of Hong Kong, China
Email: bingchen923@gmail.com

Abstract

Changes in construction projects are common and inevitable in the construction phase. In face of these changes, project participants need to make sense out of the equivocal or uncertain situation through interactions with others, i.e., collective sense making, in order to achieve consensual interpretations with actionable meanings as a response to the change event, which is critical to successful management of construction project change. However, the diversity of project participants results in differences in understandings of various signals, and thus, difficult convergence of consensual interpretations. Material artifacts and practices, acting as "cognitive aids" and "boundary objects", facilitate the exchange of individual provisional interpretations and expedite the development of consensual interpretations. Considering the increasingly wide application and implementation of Building Information Modeling (BIM) which has the potential to provide more informative and readable material artifacts for collective sense making in construction practices compared with traditional ones, understanding its role in construction project change is very important. Despite occasional acknowledgments and labeling regarding BIM as boundary objects in existing literature, the theoretical basis and corresponding empirical evidence are still underdeveloped. Based on the literature review, from distributed cognition perspective, a conceptual framework is developed to investigate the influencing mechanism of BIM-related material artifacts on collective sense making, serving as a basis for further empirical test. There are two parts in the conceptual framework: i) BIM-related material engagement influences collective sense making effort and capability, moderated by trigger conditions of a construction project change, and ii) Collective sense making effort and capability influence consensual interpretations of the variation order.

Keywords: Material Engagement; Collective Sensemaking; Construction Project Change.

PROJECT PLANNING & RESOURCE USAGE PREDICTION SYSTEM BASED ON THE BUILDING AND CONSTRUCTION INDUSTRY

W. A. W. G. H.M Weerasinghe [a], B. M. I. M. Marasinghe [b], I. S. S. Liyanage [c], J. M. V. Chathuranga [d], Dhammika H. De Silva [e]
Sri Lanka Institute of Information Technology, Sri Lanka
Corresponding email: dhammika.d@sliit.lk

Abstract

Building construction is the process of constructing a building which can be single stored, or multi stored limited by a specific time frame and a budget. Building construction differs from manufacturing industry because the manufacturing industry produces huge number of similar items without a targeted purchaser while building and construction takes place on location for a known client. Therefore, there is a special term called resource allocation in the construction industry where all the activities and tasks are based on those resources. In building construction, resources are classified in to material, plant and labour. Efficient usage of these resources will provide better results and it will reduce the cost. This research is about a software system specially made for building and construction industry which can track and monitor the performance/usage of resources.

Keywords: Geographical Positioning System; Overall Equipment Effectiveness; Total Productive Maintenance; Key Performance Indicator; Overall Labour Effectiveness; Total Effectiveness; Construction Project Micro Planning; Construction Task Duration Prediction; Supervisor Assistant

ICT

INTELLIGENT RECRUITMENT MANAGEMENT ENGINE

Chiththananda H.K.I.C.L. [a], PereraT.D. [b], Rathnayake L.M. [c],
Mahanama M.G.G.D.D.P. [d], Prabashana P.M.P. [e], Dias D.P.N.P. [f]
[abcdef] Sri Lanka Institute of Information Technology
Corresponding email: it13121884@my.sliit.lk

Abstract

A system which can be used to automate the recruitment process of an organization is proposed in this paper. The system is designed targeting the human resource department of an organization in order to simplify the massive process of data extraction from a large number of curriculum vitaes (CVs) and, on the other hand, it is to reduce the cost and time which have to be spent on the interview process and to allocate most suitable interviewers for each interviews by analyzing available past data. Information extraction (IE) is used in-order to retrieve data from CVs and cover letters. An ontology map is created to analyze and categorize the extracted key words through this system. Then, the CVs are sorted and prioritized according to the given requirements of the organization. In addition, prediction component have been developed and embedded in the main system to predict the future cost in recruitment operations of a particular organization. Hence, it is believed that this system will enhance the efficiency and effectiveness of the recruitment process of organizations.

Keywords: Information Extraction, Information Optimization, Ontology, Prediction

SIMPLIFYING LAW STATEMENTS USING NATURAL LANGUAGE PROCESSING

Nayana Dharmasiri[a], Bashitha Gunathilake[b],
Umavi Pathirana[c], Sajani Senevirathne[d]
Anupiya Nugaliyadde[e], Samantha Thellijagoda[f]
[abcdef] Sri Lanka Institute of Information Technology, Malabe, Sri Lanka
Corresponding email: nayanad.own@gmail.com

Abstract

Understanding the law statements for the general public is evidently complex. This research derives a computational solution on reducing the complexity of the law statements. Given a law statement, the research will use both wordnet and "LawNet" to create a simpler meaning. The research will focus on information extraction, information retrieval, question analysis and answer generation techniques to derive better meaning of law statements. The law statement will be treated as a question and the "LawNet" and wordnet will be used as information extraction points. The law statement will be analyzed as a question and more information will be retrieved through the wordnet and "LawNet". This process mostly acts similar to a search engine's process. The results provide on average 80% accuracy for a 1500 dataset.

Keywords: Natural Language Processing, Natural Language Understanding, Ranking, Stemming

ICT

SMART INTELLIGENT EXPERT SYSTEM TO TROUBLESHOOT ORA-ERRORS

K.S. Amaraweera[a], K.M.C.B Kendaragama[b], W.B.U. Dayananda[c], K.D.K. Shamantha[d], U. Samaratunge[e]
[abcde] Sri Lanka Institute of Information Technology, Malabe, Sri Lanka
Corresponding email: amaraweerasaranga@gmail.com

Abstract

Oracle database products are used by database administrators, system engineers, developers and testers in the software industry for different purposes. Oracle database domain has over 60,000 ORA-Errors and yet, no proper system solution is found to troubleshoot errors in a few steps. According to the evidences found, it takes a considerable amount of time and effort to fix an ORA-Error manually. Therefore, this project, the 'Smart Intelligent Expert to Troubleshoot ORA-ERRORs' is a software product attempts to address above issues. The system runs on Oracle Database 12C product in Linux platform. The Automatic Error Correcting component of the system resolves ORA-Errors upon the user request with the help of domain specific Ontology. The Question and Answering component helps users to clarify further issues regarding the Oracle database domain using Natural Language Understanding and Natural Language Generation. The ultimate goal of this research is to help Oracle database users, especially database administrators to troubleshoot ORA-Errors generated in the Oracle database without much effort.

Keywords: ORA-Errors, Linux platform, Oracle Database 12C, Natural Language Understanding, Natural Language Generation

IGUIDE - INTELLIGENT TOUR GUIDING SYSTEM

T.G.I. Bingun [a], C.M. Palliyaguru [b], V.M.P. Godakandage [c], K.K.A.W. Madhubhashana [d],
 S.A.U.S. Samaratunge [e], T.D. Perera [f]
[abcdef] Sri Lanka Institute of Information Technology, Malabe, Sri Lanka
Corresponding email: wimamadubashana@gmail.com

Abstract

Tourism is an industry based on a wide range of technological advancements where people from different places and cultures are interacting with increasing interest. Unlike predecessors, nowadays people can affordably and efficiently travel across the world comparatively safe. Since tourism is one of the prevalent and emerging industry, its benefits and challenges are keenly observed by governments. Tourism affects the economic, socio-cultural, ecological and informative resources of nations. The tourism industry in Sri Lanka doesn't comprise a proper intelligent travel and tourism customer support system. The main goal of our research project is to provide the web and mobile application, which will guide the tourist by providing proper information and system is available for Q&A purpose. The system is acting as a human counterpart, by assisting tourists to visit their preferred places under the guidance of our system by communicating with the system. For this, users' texts are classified by using a supervised machine learning algorithm named Naïve Bayes, Semantic Web, optimal route generation, by facilitating a better experience to the tourist according to his/her choices using Pathfinding algorithms, Ontology and Reasoning in Modern Applications.

Keywords: Domain Knowledge, Pathfinding, Semantic Web, Reasoning

ICT

ADSEEKER - PERSONALIZED ADVERTISEMENT ENGINE BASED ON SOCIAL MEDIA

W.P.A.C.Perera [a], P.S.Jayasinghe [b], V.G.S.Pramudith [c], D.H.A.De Silva [d], D.Kasthurirathna [e], T.D. Perera [f]
[abcdef] Sri Lanka Institute of Information Technology, Malabe, Sri Lanka
Corresponding email: hansi.desilva1129@gmail.com

Abstract

This paper reports evidence that AdSeeker, a user preference based advertisement engine based on social media, is the most applicable solution to improve the business value of the marketing and advertising. In modern world, people tend to post their advertisements via internet, television and so on. Since the internet is using a vast number of people, it essentially needed a comprehensive method to push right advertisements to the right people. To improve the accuracy of advertisement pushing mechanism it is used ontology system, advertisement classification and data mining and warehousing with machine learning concept. By identifying personal relationship hierarchy, Ontology-based product amount mentioned algorithm are most applicable algorithms which are used to identify user preferences hierarchy. According to the tweets, people posted on Twitter get the actual preferences of each and every user separately. According to their preferences advertisements are pushed to them. This mechanism is most applicable to identify users and efficient way to advertisers to push advertisements to the right people.

Keywords: Ontology; Data Mining; Data Warehousing; Relationship Hierarchy; Weighted Scoring

ICT

INSIGHT: PERSONAL ASSISTANT MOBILE APPLICATION FOR THE VISUALLY IMPAIRED IN SRI LANKA

N.D.K. Guruge [a], R.A.G.P. Ranasinghe [b], S.H.P.D.L. Abeywardana [c], D.M.S.N. Siriwardhana[d], Dhammika H. De Silva [e]
[abcde] Sri Lanka Institute of Information Technology, Sri Lanka

ICT

Abstract

Smartphones play a major role in people's life nowadays. However, it has become a challenging task for visually challenged people to get involved with smartphones in their day to day activities because of the limited accessibility to the input mechanism. "Insight" is a personal assistant mobile application mainly focusing on visually impaired, which will give them a hand in their routine tasks. This application provides a tangible input mechanism based on braille which will simplify the task of using mobile phones. Two types of keypads are used in the application according to the input needed to provide. There are several main components included in this application. Learning module, speed dialer, messaging, calculator, gaming module, scheduler, public transportation assistance and navigation instructions provider are those components. The main objective of this project is to provide equal opportunity for visually challenged people to get the experience that a sighted person would get, using a mobile phone without any restraint due to their impairment.

Keywords: Visually Impaired, Mobile Application, Braille

AN ANALYSIS OF THE QUALITY OF TEACHING AT HIGHER EDUCATION INSTITUTIONS IN SRI LANKA THROUGH THE USE OF INFORMATION COMMUNICATION TECHNOLOGY

Janani Thevananth
University of Jaffna, Sri Lanka
Email: jananithevananth@yahoo.co.in

Abstract

There is a worldwide demand in the use of information and communication technology for quality of teaching at higher education. The purpose of this paper is to analysis the integration of information communication technology in higher education in Sri Lanka, based on teaching and student learning. It highlights the impacts of ICTs in the higher education in developing countries and explores inherent future developments.

Previously, a quarter century utilization of ICT has, in a general sense, changed the practices and methodology of almost all types of attempt inside education and administration. Inside training, ICT has started to have a nearness yet the effect has not been as broad as in different fields. Instruction is a socially arranged movement and quality training has generally been connected with solid instructors having high degrees of individual contact with learners. The utilization of ICT in higher education pedagogy improves the changes dramatically in developing countries. In any case, with the world moving quickly into computerized media and data, the part of ICT in instruction is turning out to be increasingly critical and this significance will proceed to develop and create in the 21st century. This paper highlights the different effects of ICT on contemporary advanced education and investigates potential future improvements. The paper grapples the part of ICT in changing educating and learning and tries to investigate how this will affect in blended delivered methods in the universities and colleges.

Keywords: Blended Learning, Higher education, Information and Communication Technology

" Social Sciences

A B S T R A C T S

REPORTING GREEN; AN EXPLORATORY STUDY OF THE NEWS COVERAGE OF ENVIRONMENTAL ISSUES IN SRI LANKAN NEWSPAPERS

E.W.M.S. boyagoda
Trincomalee Campus of Eastern University, Sri Lanka
Corresponding email: boyagodas@esn.ac.lk

Abstract

This research seeks to explore the news coverage of environmental issues in Sri Lankan newspapers in three languages; The Sunday Times, Irida Lankadeepa, and Virakesari Warawaliyeedu. In order to carry out the objectives of the research, qualitative and quantitative methodologies were employed. The researcher attempted to find the answers to the problem whether Sri Lankan newspapers cover environmental issues sufficiently. Primary data were collected through content analysis. The agenda setting approach was the theoretical framework for the study. The research concluded that Sri Lankan newspapers do cover environmental issues, though the subject matter did not receive much coverage. Although environmental issues are not covered sufficiently in these three newspapers, it is concluded that The Sunday Times newspaper covered the highest environmental articles by contract to other two newspapers; Irida Lankadeepa and Virakesari Warawaliyeedu in 2014. The ways of prominence given for environmental issues in these three newspapers were different considerably. In terms of the extent of coverage, types of environmental issues, level of prominence (nature of the story, item, placement, space and trends), it is evident that The Sunday Times newspaper has given the significant representation or considerable coverage for environmental related issues than other two newspapers. In Irida Lankadeepa and Virakesari Warawaliyeedu, environmental issues were not only ignored, but also (if covered) they were given very small portions of the newspaper and marginalized in relation to their presentation.

Keywords: Agenda Setting Theory; Environment; Environmental Issues; Environmental Journalism; News Coverage.

TRASNFORMATIVE IMPACTS: TRAFFICKING SURVIORS FOR SEXUAL EXPLOITATION AND THEIR INVOLVEMENT IN AN EMANCIPAORY STUDY IN NEPAL

Rita Dhungel
University of Calgary, Calgary, Canada
Corresponding email:rdhungel@ucalgary.ca

Abstract

Trafficking of girls and women for sexual exploitations and their reintegration have become serious social issues in the world, particularly in Nepal, drawing the attention of local and international communities, including United Nations, government, academia, practitioners and activists. Nevertheless, the paucity of research on reintegration of trafficking survivors in the Nepalese context exhibits the need for further research. For example, in previous studies, the experiences of trafficking survivors in their reintegration have been examined and some strategies have been proposed through a qualitative approach. However, no studies have been conducted from social justice and feminist paradigms and; therefore, the study was designed to bridge the gaps identified in academic investigations. Through the use of Participatory Action Research (PAR), the purpose for this study is to promote transformational/ experiential learning opportunities to trafficking survivors and measure its transformative change. By using a number of PAR tools, eight trafficking survivors as co-researchers have examined under researched experiences of survivors on transformational learning opportunities and its implications to transformative impacts. For the purpose of the study, the survivors were significantly involved in analyzing data, mainly in categorizing and coding, however, a praxis (action-reflection-action) encouraging participants to engage in meaningful dialogues and actions, was executed as emancipatory research and liberatory educational tools throughout the study period. The results demonstrate that personal and social transformations were achieved, grounded in experimental evidence in personal narratives. Implications of the study are discussed in conclusion.

Keywords: Actions; Praxis: Reintegration: Trafficking Survivors & Transformation.

Social Sciences

IMPACT OF INSTITUTIONAL OWNERSHIP AND INDIVIDUAL OWNERSHIP ON DIVIDEND POLICY OF LISTED PLANTATION COMPANIES IN SRI LANKA

Saseela Balagobei.
Senior Lecturer,Department of Financial Management,
Faculty of Management Studies and
Commerce,University of Jaffna,Sri lanka
Corresponding email: saseelas@yahoo.com

Abstract

Ownership structure is one of the main dimensions of corporate governance. The aim of this study is to examine the impact of institutional ownership and individual ownership on dividend policy of listed plantation companies in Sri Lanka. Fifteen listed plantation companies were selected as sample by using random sample method and secondary data was collected from the annual report of listed plantation companies in Sri Lanka during the period of 2010 to 2014. This study considers institutional ownership and individual ownership as independent variables and dividend policy as dependent variable which is measured by dividend payout ratio. For the purpose of analysis multiple regressions and Pearson's correlation analysis were performed. The results revealed that institutional ownership and individual ownership have no impact on dividend policy.

Keywords: Dividend Policy; Individual Ownership; Institutional Ownership.

AUTOBIOGRAPHY OF A MALAYSIAN INDIAN WOMAN: FROM SHORE TO SHORE

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

Abstract

This paper is part of a series of studies done to perpetuate interest and attention towards multiethnic Malaysian women's autobiographies, not only for their literary value, but also as potential sources of alternative perspectives on Malaysian history (Haslina 2013). The notion that Malaysian women of all ethnic backgrounds live in a gendered world, in which women are assigned to the home and passive and uninvolved in the country's political changes may be the reason why there seems to be an attitude of inattentiveness or an indifference towards autobiographies by Malaysian women. Women's life narratives are representations of their lived experiences written and published with the purpose of sharing it with others. However, only a small number of Malaysian women have published autobiographies; rather than being evidence of insignificance, according to Lim, the number points to "the unfavourable conditions under which they wrote" (1994). This paper attempts to draw insights from life writing that can greatly enchance our historical understanding of the development of women in Malaysia and also for its literary significance. It seeks to answer a call for the creation of a new practice of reading women's autobiographies, especially those by women from multiethnic communities (Smith and Watson 1992). This paper reads into a Malaysian autobiography entitled *From Shore to Shore* (2002) by Muthammal Palanisamy in an attempt to erase the notion that Malaysian women's life narratives are trivial, but instead allow readers to make clearer connections withthe literary, historical and social cultural viewpoints.

Keywords: Alternative Perspectives; Lived Experiences; Malaysian Indian Woman; Malaysian Women's Autobiographies.

Social Sciences

TOURIST MAPS' SYMBOLOGY IN THE UNITED ARAB EMIRATES (UAE)

*Al Mansouri, Sultan [a], Al Shekaili, Abdulla[b], Al-Zubaidi, Abdullah[c],
Maali, Mohammed [d], Alhosani, Naeema [e]*
[abcde]United Arab Emirates University (UAEU), Al Ain, UAE.
Corresponding email: naeemam@uaeu.ac.ae

Abstract

United Arab Emirates (UAE) has become a popular tourist destination with millions of people visiting different parts of UAE each year. There are many ways to identify these tourists' attraction points, either by using tourism maps, tourism guidebook, tourism brochures and more on internet portals and websites' "icons". In this research project, the researchers display and describe a series of cartographic symbols design for UAE's tourist maps that are produced by different organizations among the seven emirates. The methodology that was used on the research tested the usage of visual (graphic) variables among the UAE's tourist maps such as: size, shape, and color. The results of the test showed that there is lack of uniformity (lots of differences) in graphic variables of tourism symbols used on tourist maps around the UAE different seven emirates. Therefore, these differences may confuse the map users in searching symbols, understanding symbols and interpreting symbols. A survey questionnaire distributed to visiting tourists and they have expressed the confusion in map symbols among the different emirates. In conclusion, this paper addressed the need for a standard for map symbology in the UAE.

Keywords: Graphic Variables; Symbols; Tourist Map; UAE; Visual Search.

MAPPING LEVEL OF AWARENESS/KNOWLEDGE AND PRACTICES OF ENVIRONMENTAL MANAGEMENT IN UAE: A CASE STUDY OF AMONG COLLAGE STUDENTS' IN UAE UNIVERSITY

Naeema Al Hosani[a], Abul Salam Abdul Mannana[b]
[ab]United Arab Emirates University (UAEU), Al Ain, UAE
Corresponding email: naeemam@uaeu.ac.ae

Abstract

The growing concern about environmental issues and its impact is one of the most noticeable phenomena of the last two decades. In order to promote sustainable development, the government of UAE places emphasis on its youth's involvement to keep the environment in order for their bright future. The study was conducted at UAE University to reveal knowledge, awareness and practices towards environment among college students. By providing the Environmental knowledge to students, it is expected that with a positive attitude towards environment they will ensure the environmental quality for sustainable development. This study investigated the level of environmental awareness among the students, as well as to study the general environmental practices in different colleges in UAE University.

The target group consisted of college students because environmental education is part of their curriculum. The survey employed a quantitative approach using questionnaires involving 155 respondents from 8 different collages. Research findings indicated that students from Collage of Humanities and social sciences had the highest level of knowledge, awareness and attitudes towards environment compared to students from other disciplines.

Therefore, this study recommends that Environmental Education in UAE University be more "practical" to form more consistent behavior in protecting the environment.

Keywords: Awareness; Environment, Knowledge; Practices.