

ICAR -2017

1st International Conference on Advanced Research

VOLUME 01

The Domain Hotel
Manama, Bahrain

Date: 25th & 26th of January, 2017



Asia Pacific Institute of Advanced Research
Nurturing knowledge without boundaries

Conference:

Conference: 1st International Conference on Advanced Research (ICAR-2017)

Chief Editor: Professor Yoser Gadhoum

Location: The Domain Hotel, Manama, Kingdom of Bahrain.

Date: 25th and 26th of January, 2017

Sponsor: Prince Mohammed Bin Fahd University (PMU), Saudi Arabia & Asia Pacific Institute of Advanced Research (APIAR)

Publisher:

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

FAX: (+61) 02 9844 5445

Tel: (+61) 0420 963 175

Email: info@apiar.org.au

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

Document Information:

Document Type: Proceedings Paper

Language: English

ISBN: 978-0-995398-016

Copyright © 2016, Asia Pacific Institute of Advanced Research (APIAR).

CONFERENCE NAME

"1st International Conference on Advanced Research
(ICAR -2017), Bahrain"

CONFERENCE CHAIR

Prof. Yoser Gadhoum, Dean of Research Development, Prince Mohammad
Bin Fahd University, KSA.

PREFACE FROM THE CONFERENCE CHAIR

I am delighted and honoured to host the First International Conference on Advanced Research (ICAR-2017). The conference is organized by the Asia Pacific Institute on Advanced Research (APIAR) and Prince Mohammad Bin Fahd University (PMU), Saudi Arabia. I wish to extend a warm welcome to all the scholars and postgraduate students coming from 12 countries to attend this event in the magnificent city of Manama in Bahrain on January 25–26, 2017. Judging from the wide range of the topics submitted, we will have a very informative and instructive conference. We are pleased to welcome 50 scholars who will impart their expertise and knowledge at the sessions that will cover multi-disciplinary areas with a focus on four key disciplines: business, education, information technology and social sciences.

While I trust that you will take a keen interest in the sessions, I hope you will also take time to enjoy the fascinating city of Bahrain with its tropical setting, friendly people and multicultural cuisine. This annual gathering is intended to enable a productive dialogue between scholars from different disciplines and research backgrounds. The conference will also provide an invaluable opportunity for networking and fruitful contacts between scholars from various countries.

I would like to emphasize the importance the conference is placing on Discovering the Differences between the academic disciplines, identifying the best practices in different industries, and the importance of taking into consideration the difference between cultures and ideologies in designing our research questions and research methodologies. As international-mindedness and intercultural awareness are complimentary, these elements should be an integral part PROF. YOSER GADHOUM Conference Chair Prince Mohammad Bin Fahd University, KSA. This annual gathering is intended to enable a productive dialogue between scholars from different disciplines and research backgrounds. " of research and 21st century skills in any soft technology transfer in order to value diversity and differences while shaping our citizens by teaching the findings of research.

Epistemologically, any research design should be motivated by society and business needs. Methodologies can vary across a spectrum of approaches – from purely quantitative to purely qualitative. Myths that some disciplines or methodologies are superior to others are inaccurate. The efficiency of a research question should be measured by its potential to improve the wellbeing of citizens in a given society, and by extension, for all human beings.

I am sure that this conference with its highly important theme will be invaluable in helping to motivate research where boundaries between disciplines and prejudgment that traditional disciplines such as engineering, chemistry, physics or medical sciences are more important than social or human sciences are progressively demolished. Indeed, globalization, market integration, intercultural exchanges and the multi-facets of terrorism that characterize our current decade present many challenges to us as researchers and oblige us to cooperate with the aim of achieving a better life for all on earth. I hope this conference will highlight possible avenues of cooperation between the attendees and also result in some beneficial, cutting-edge resolutions that can positively impact our Global Village for each Citizen of the World.

In closing, I wish to take this opportunity to express my gratitude to the management of PMU and the organizers of APIAR for enabling the first of what will be an annual event to take place. I wish all participants a very fruitful and productive conference.

CONFERENCE CHAIR

| NAME | AFFILIATION |
|-------------------------|---|
| PROFESSOR YOSER GADHOUM | Dean of Research Development, Prince Mohammad Bin Fahd University, KSA. |

KEYNOTE SPEAKERS

| NAME | AFFILIATION |
|--------------------|---|
| PROF. PIET KOMMERS | UNESCO professor of Learning Technologies, University of Twente and Utrecht University, The Netherlands |
| JOHN WEBB | Dean of Business and Logistics Faculty at Bahrain Polytechnic. |

CONFERENCE COMMITTEE

| NAME | AFFILIATION |
|---------------------------------------|--|
| PROF. PETER CURSON | The University of Sydney, Australia. |
| PROF. KUBAIS S. ABDULFATTAH FAHADY | Ajman University of Science And Technology, UAE. |
| DR ROSS YATES | Edith Cowan University, Australia. |
| PROF. DENNIS RUMLEY | The University of Western Australia, Australia. |
| PROF. MAURICE GALTON | University of Cambridge, UK. |
| ASST. PROF. HONGJIN ZHU | Mcmaster University, Canada. |
| ASSOC. PROF. NOURAH ALYOUSEF | King Saud University, Saudi Arabia. |
| PROFESSOR GHASSAN OMET | University of Jordan, Jordan. |
| PROFESSOR ROBERT WRIGHT | University of Strathclyde, UK. |
| ASSISTANT PROFESSOR AHMED ALI KHALIFA | Qatar University, Qatar. |
| PROFESSOR MARTIN MILLS | The University of Queensland, Australia. |
| PROFESSOR DJAMEL EDDINE LAOUISSET | Alhosn University, Uae. |
| PROFESSOR ROBYN GILLIES | The University of Queensland, Australia. |
| ASSOCIATE PROFESSOR PAWEŁ BILINKSI | City University, UK. |
| ASSOCIATE PROFESSOR BLAINE HATT | Nipissing University, Canada. |
| ASSISTANT PROFESSOR ALI ALKHALIFAH | Qassim University, Saudi Arabia. |
| ASSOCIATE PROFESSOR JEHAD ALDEHAYYAT | Al Yamamah University, Saudi Arabia. |
| ASSOCIATE PROFESSOR PETER KRIESLER | University of New South Wales, Australia. |
| PROFESSOR ELIZABETH FERNANDEZ | University of New South Wales, Australia. |
| EN MOHAMMAD AMIZI BIN AYOB | University Malaysia Kelantan, Malaysia. |
| DR MOHD SHUKRI HANAPI | Universiti Sains Malaysia, Penang, Malaysia. |

REVIEW COMMITTEE

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

BEST PAPERS

Best Paper in Business:

"CORPORATE SOCIAL RESPONSIBILITY AND ACCURACY OF FINANCIAL REPORTING: EVIDENCE FROM THE USA"

Author(s) Name: Muhammad Suhail Rizwan, Barbara L'Huillier, Dawood Ashraf

Best Paper in Education:

"CIVILISATION ANALYSIS: UNLOCKING THE SOCIAL, CULTURAL AND POLITICAL CONTEXTS OF ARAB CIVIL SOCIETY"

Author(s) Name: Clare Walsh

Best Paper in Information Technology:

"USING VIRTUAL BANG-BANG CONTROLLERS TO OPTIMIZE TREATMENT OF BRAIN TUMORS"

Author(s) Name: Mhamed Nour, Aziz Oukaira, Mohammed Bougataya, Ahmed Lakhssassi

Best Paper in Social Science:

"FIVE LETTERS THAT "HURT": THE MULTICULTURAL INDONESIA IN CURRENT FASTER CHANGE ERA"

Author(s) Name: Prof. Achmad Fedyani Saifuddin

ALL PAPERS of the Conference

BUSINESS PAPERS

Paper Name: "THE IMMEDIATE IMPACT OF INSTAGRAM POSTS ON CHANGING THE VIEWERS' PERCEPTIONS TOWARDS TRAVEL DESTINATIONS"

Author(s) Name: Saleh Shuqair A, Philip Cragg

Page Numbers: 01-12

Paper Name: "THE IMPACT OF WORKPLACE SPIRITUALITY ON ORGANIZATIONAL CITIZENSHIP BEHAVIOR: THE ROLES OF ORGANIZATIONAL IDENTIFICATION AND PERCEIVED ORGANIZATIONAL SUPPORTS"

Author(s) Name: Syayyidah Maftuhatul Jannah, Claudius Budi Santoso

Page Numbers: 13-19

Paper Name: "INFORMATION SUPERIORITY AND VOLATILITY DYNAMICS: A STUDY USING VECM-EGARCH SPECIFICATION ON SHARIAH BASED INDEX AND GENERAL INDEX IN MALAYSIA"

Author(s) Name: Mohammad Imdadul Haque, Afsal E.M

Page Numbers: 20-30

Paper Name: "OFFICIAL USE OF KEY PERFORMANCE INDICATORS IN THE EDUCATION SECTOR: CASE OF SAUDI ARABIA"

Author(s) Name: Monera G Alkhalidi, Prof. Yoser Gadhoum

Page Numbers: 31-42

Paper Name: "THE EFFECT OF TERROR EVENTS ON FINANCIAL MARKETS"

Author(s) Name: Dr. Yoser Gadhoum, Abeer Aldawsari, Halah Almusbeh

Page Numbers: 43-52

Paper Name: "THE NEXT 11: EMERGING INVESTMENT MARKET"

Author(s) Name: Bader Riyadh ALOnaizi, Prof. Yoursr Gadhoum

Page Numbers: 53-62

Paper Name: "CORPORATE GOVERNANCE AND PERFORMANCE OF SAUDI BANKS: 2010-2015"

Author(s) Name: Edward Bace

Page Numbers: 63-63

Paper Name: "WORKPLACE AND WORKTIME FLEXIBILITY AND CREATIVE R&D WORK OUTCOME"
Author(s) Name: Aaro Hazak, Kadri Männasoo, Marko Virkebau
Page Numbers: 64-64

Paper Name: "CORPORATE SOCIAL RESPONSIBILITY AND ACCURACY OF FINANCIAL REPORTING: EVIDENCE FROM THE USA"
Author(s) Name: Muhammad Suhail Rizwan, Barbara L'Huillier, Dawood Ashraf
Page Numbers: 65-65

Paper Name: "THE IMPACT OF VIOLENT ATTACKS ON THE KINGDOM OF SAUDI ARABIA (KSA); A CASE STUDY ABOUT THE IMPACT OF VIOLENCE ON TADAWUL STOCK MARKETS"
Author(s) Name: Ibrahim A. AL-Ghamdi, Prof. Yoser Gadhoun
Page Numbers: 66-66

Paper Name: "THE IMPACT OF TERRORIST ATTACKS ON SELECTED STOCK MARKETS"
Author(s) Name: Prof. Yousr Gadhoun, Abdulrahman Abdullah Al Rabiah, Yahya Ali Hamdi, Mortada Alkhars
Page Numbers: 67-67

Paper Name: "THE IMPACT OF ECONOMIC AUSTERITY ON THE COST CUTTING STRATEGIES IN THE HIGHER EDUCATION SECTOR"
Author(s) Name: Sarah Yousef AlOmairi, Prof. Yoser Gadhoun
Page Numbers: 68-69

Paper Name: "THE RISING SAUDI ENTREPRENEUR GENERATION: THE UNIQUE ROLE OF MARRIAGE DOWRIES IN GENDER SPECIFIC SMALL BUSINESS TRAJECTORIES"
Author(s) Name: Prof. Robert D. Manning, Esam A. Halawani
Page Numbers: 70-70

EDUCATION PAPERS

Paper Name: "IN THE FOOTSTEPS OF DE LA SALLE: ON BECOMING A LASALLIAN"
Author(s) Name: Juanito O. Cabanias, PhD
Page Numbers: 71-82

Paper Name: "THE NEW GENERAL SELF-EFFICACY SCALE: A MATTER OF LANGUAGE"
Author(s) Name: Siddiqua Aamir, Ebtesam Ahmad Tallouzi, Maura A. E. Pilotti, Khadija El Alaoui
Page Numbers: 83-94

Paper Name: "CIVILISATION ANALYSIS: UNLOCKING THE SOCIAL, CULTURAL AND POLITICAL CONTEXTS OF ARAB CIVIL SOCIETY"
Author(s) Name: Clare Walsh
Page Numbers: 95-103

Paper Name: "ORIENTATION TRAINING FOR EMPLOYEES TO REDUCE THE TURNOVER RATE IN AJAD INTERNATIONAL SCHOOL"
Author(s) Name: Hessah Al-Dossary
Page Numbers: 104-128

Paper Name: "BARRIERS OF EFFECTIVE EDUCATION AND EMPLOYMENT FACING SAUDI WOMEN"
Author(s) Name: Dalal Ammash Mubark AlDossary
Page Numbers: 129-142

Paper Name: "COMPARING THE EFFECTIVENESS OF FLIPPED CLASSROOM TO CONVENTIONAL UNDERGRADUATE"
Author(s) Name: Athary Almuhanha, Jeff Haywood, Christine Sinclair
Page Numbers: 143-143

Paper Name: "DEVELOPING A TRAINING PROGRAM TO ENHANCE STUDENTS' MOTIVATION FOR LEARNING THE ENGLISH LANGUAGE"
Author(s) Name: May Alkhaldi
Page Numbers: 144-144

Paper Name: "HOW TO EFFECTIVELY TEACH ART AT THE ELEMENTARY LEVEL IN BOTH ENGLISH AND ARABIC LANGUAGES"

Author(s) Name: Heba Albash

Page Numbers: 145-145

Paper Name: "IDENTIFYING THE ROLE OF HRD SPECIALIST TO FACILITATE CHANGE MANAGEMENT IN PRIVATE SCHOOLS"

Author(s) Name: Haifa S. Al-Rawdan

Page Numbers: 146-146

Paper Name: "WORKFORCE EDUCATION AND TRAINING IN SAUDI ARABIA"

Author(s) Name: Sumaya Mohammed A AlBeeshi

Page Numbers: 147-147

Paper Name: "EXTENT OF IMPLEMENTING THE TOTAL QUALITY MANAGEMENT PRINCIPLES BY THE FIRST SECONDARY SCHOOL IN ANAK FROM TEACHERS' PERSPECTIVES: A CASE STUDY IN THE FIRST SECONDARY SCHOOL IN ANAK"

Author(s) Name: Mona Hamad R Alkhaldi

Page Numbers: 148-148

Paper Name: "DEVELOPING A QUALITY IMPROVEMENT MANUAL FOR IMPROVING RETINITIS PIGMENTOSA THROUGH ALTERNATIVE MEDICINE: THE CASE OF SAUDI ARABIA"

Author(s) Name: Yousif Eisa Y Al-Saeed

Page Numbers: 149-149

Paper Name: "IMPLEMENTING TQM AT KFSD-D TO ENHANCE & SUSTAIN PERFORMANCE & ACHIEVE THE NATIONAL TRANSFORMATION PROGRAM 2020 TARGETS"

Author(s) Name: Huda Mohammed M Alsulaim

Page Numbers: 150-150

INFORMATION TECHNOLOGY PAPERS

Paper Name: "EMPIRICAL STUDY ON AUTOMATED GUI TESTING TECHNIQUES FOR ANDROID"

Author(s) Name: Madiha Yousaf, Muhammad Haris

Page Numbers: 151-161

Paper Name: "RESEARCH DEVELOPMENT, CHALLENGES AND OPPORTUNITIES AT THE DEPARTMENT OF CIVIL ENGINEERING AT PRINCE MOHAMMAD BIN FAHD UNIVERSITY"

Author(s) Name: Tahar Ayadat, Omar Ouda, Alaa Salman, Danish Ahmed, Andi Asiz

Page Numbers: 162-172

Paper Name: "USING VIRTUAL BANG-BANG CONTROLLERS TO OPTIMIZE TREATMENT OF BRAIN TUMORS"

Author(s) Name: Mhamed Nour, Aziz Oukaira, Mohammed Bougataya, Ahmed Lakhssassi

Page Numbers: 173-182

Paper Name: "APPLICATION OF CLOUD COMPUTING FOR PROVIDING KNOWLEDGE MANAGEMENT SERVICES FOR HIGHER EDUCATION SECTOR"

Author(s) Name: Muhammad Rafiq, Abul Bashar, Arifusalam Shaikh

Page Numbers: 183-190

Paper Name: "IOT BASED REAL-TIME VOICE ANALYSIS AND SMART MONITORING SYSTEM FOR DISABLED PEOPLE"

Author(s) Name: Ghazanfar Latif, Adil H. Khan, M. Mohsin Butt, Omair Butt

Page Numbers: 191-199

Paper Name: "FIVE LETTERS THAT "HURT": THE MULTICULTURAL INDONESIA IN CURRENT FASTER CHANGE ERA"

Author(s) Name: Prof. Achmad Fedyani Saifuddin

Page Numbers: 200-207

Paper Name: "ON USE VALUE AND MONEY HOARDING"

Author(s) Name: Dr. Loulou Malaeb

Page Numbers: 208-217

Paper Name: "HOMOPHILY AMONG RESEARCHERS: AN EMPIRICAL STUDY"

Author(s) Name: Sameer Kumar

Page Numbers: 218-225

Paper Name: "THE IMPORTANCE OF KNOWLEDGE TRANSFER AND EDUCATION BETWEEN URBAN CLIMATE SCIENCE AND URBAN DESIGN: A COMPARISON OF MANCHESTER (UK) AND STUTTGART (GERMANY)"

Author(s) Name: Fionn Mackillop

Page Numbers: 226-226

Paper Name: "ENGAGING WOMEN EXCOMBATANTS AS VOLUNTEERS FOR SOCIAL ENTERPRISE DEVELOPMENT IN THE PHILIPPINES: THE BINHI SA BWAS-DAMLAG EXPERIENCE"

Author(s) Name: Ruben M. Gamala

Page Numbers: 227-227

WWW.APIAR.ORG.AU



Asia Pacific Institute of Advanced Research
Nurturing knowledge without boundaries