

ICAR - 2017

1st International Conference on Advanced Research

Academically Supported by

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ABSTRACTS

VENUE:

The Domain Hotel, Manama,
Kingdom of Bahrain.

*25th and 26th
of January 2017*



ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH
Nurturing knowledge without boundaries



ICAR - 2017



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Conference Chair



PROF. YOSER GADHOUM

Prince Mohammad Bin
Fahd University, KSA.



*This annual
gathering is
intended to enable
a productive
dialogue
between scholars
from different
disciplines
and research
backgrounds.*



Preface

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 multi-cultural 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

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 prejudice 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.

Thank you.

Professor Yoser Gadhoum
Prince Mohammad Bin Fahd University
Conference Chair



Business



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A B S T R A C T S
.....

THE IMMEDIATE IMPACT OF INSTAGRAM POSTS ON CHANGING THE VIEWERS' PERCEPTIONS TOWARDS TRAVEL DESTINATIONS

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Abstract

This study aims to measure the immediate impact of User- Generated-Contents (UGC) in forms of Instagram images on changing the viewer's perceptions towards a travel destination.

By using an experimental design and subsequent t-Test in SPSS, the viewer's perceptions of a destination (Lebanon) pre- and post-exposure to selected Instagram images were investigated.

The findings show that Instagram posts were effective in changing the viewers' perceptions and it can influence viewers' behavioural intentions during the pre-visitation stage. The study discusses implications for the strategic place of UGC in promotional strategies for destinations by means of Instagram, but equally will assert – where appropriate – more general guidelines and areas for future research towards the use of other social media in this context. The research around destination image formation have been focusing on Destination –Marketing -Organization (DMO) marketing activities, therefore, this is one of the few studies that have addressed the impact of Instagram images on changing the viewers' perceptions towards travel destinations.

Keywords: Destination –Marketing -Organization (DMO), Destination Image (DI), User Generated Contents (UGC), Instagram, Lebanon.

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

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Abstract

This study is aimed at the examination of the relationship of workplace spirituality and organizational citizenship behavior with the roles of organizational identification and perceived organizational supports as moderating variables. This study uses affective events theory to explain that workplace spirituality produces positive affective and then encourages organizational citizenship behavior. Meanwhile, the roles of organizational identification and perceived organizational supports on that relationship based on social identity theory and social exchange theory subsequently. This study conducts survey methods and purposive sampling methods in collecting primary data from respondents working in local government institutions, then the primary data is processed with moderated regression model. The result reveals that workplace spirituality positively affected organizational citizenship behavior. But, organizational identification and perceived organizational support are significant, but have not moderated the relationship of workplace spirituality and organizational citizenship behavior. This study suggests that the measurement of organizational identification also has to consist of pride or emotional attachment to organizations. Meanwhile, the measurement of perceived organizational supports has to insert dimensions of procedural justice and supervisor support, not only dimensions of rewards and employee's well-being. In addition, dispositional factors could be more influential to be a moderating variable on that relationship. In conclusion, creating the climate of workplace

spirituality and having employees' trust to their organization are more critical to increase organizational citizenship behavior, especially in local, public organizations.

Keywords: Workplace Spirituality, Organizational Citizenship Behavior, Organizational Identification, Perceived Organizational Support

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

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Abstract

The fact that there is an increased demand for Shariah based financial products, this necessitates modeling the risk-return structures of such products for the benefits of investors, practitioners and policy makers. This study attempts to discover the information superiority and volatility patterns of Shariah based indices over general index traded in Malaysian stock exchange. Vector Error Correction Model with Exponential Generalized Auto Regressive Conditional Heteroscedasticity (EGARCH) is used to achieve the objectives of this study. The findings include long-term equilibrium relationship; contemporaneous as well as bi-directional lead-lag association between Shariah based index and general index, volatility spillover and mixed levels of persistence. Information superiority cannot be attributed to any of these indices. In addition, uniform volatility patterns are absent in the two Shariah based indices.

Keywords: Lead-lag Relationship, Shariah Based Index, VECM and EGARCH, Volatility

TRAVEL MOTIVATION OF GCC TOURISTS TOWARDS BAHRAIN

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Abstract

This paper attempts to understand the travel motivations of the Gulf Cooperation Council (GCC) tourists to Bahrain. A survey was conducted with 351 tourists from GCC who have visited Bahrain during the period of April 2015 to May 2015. The research findings indicate that the majority of GCC tourists are highly motivated and influenced by the functional characteristics of tourism; such as, events, activities and accessibility.

The research will have a Middle Eastern geographical focus as it may allow additional insight to be derived from the research in relation to the travel motivations of this segment.

Keywords: Destination Image, Push Factors, Pull Factors, Bahrain, GCC.

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

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Abstract

Companies, while engaging in socially responsible activities, build corporate social capital and avoid engagement in any activity that may damage this capital. In this paper, we posit that due to the existence of corporate social capital, socially responsible firms are more likely to comply with accounting standards as indicated by receiving an unqualified audit report from external auditors. We find robust evidence to suggest that companies which are deemed to be more socially responsible, as indicated by high scores on the KLD Research and Analytics Corporate Social Responsibility (CSR) index, have a higher probability of receiving an unqualified audit opinion than companies who do not have a high CSR index score. This suggests that stakeholders can view public disclosures and financial reports of a company actively engaged in socially responsible activities as being more reliable resulting in a positive increase in a company's social capital.

Keywords: CSR, PCA, Auditor's Opinion, Logit Model

CORPORATE GOVERNANCE AND PERFORMANCE OF SAUDI BANKS: 2010-2015

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Abstract

Bank corporate governance is a critical component of financial system stability, given the importance of banks in the economy. Due to the weaknesses and failures in operation of many commercial banks in the crisis period starting 2008, corporate governance and risk management have become extremely important issues in developed countries, as well as developing countries where the finance industry is still evolving. This paper examines the effect of corporate governance on performance of Saudi Arabian banks over the period 2010-2015. This empirical study, building on prior research, investigates the relationship between bank performance represented by return on assets (ROA), and corporate governance factors as represented by board size, number of board committees and ratio of independent directors to total. The model suggests that the number of board members, the number of committees and ratio of independent directors are positively correlated with Saudi bank profitability over this time frame. This has implications for Saudi bank governance, sustainability and stability, particularly in an economy that is diversifying more towards financial and other services. The general conclusion is that banks need to continue to build governance skills and an effective and efficient system for both the board of directors and the committees that oversee improved performance.

Keywords: Bank Corporate Governance, Risk Management, Saudi Arabian Banks.

WORKPLACE AND WORKTIME FLEXIBILITY AND CREATIVE R&D WORK OUTCOME

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Abstract

Favourable working conditions for R&D employees help to improve the use of their creative potential, supporting knowledge intensification in the economy at large. We present fully observed recursive structural equation estimates, based on data from our original repeated survey of Estonian creative R&D employees on a sample of 153 individuals from eleven entities. Selection into flexible working time is strongly driven by gender. Males opt for jobs with flexible schedules more likely than females. Flexibility in the place of working is an important driver of work outcome, as employees who have a higher share of work carried out at the official workplace are significantly less satisfied with their creative work results. Office context appears to decrease creative work outcome. Granting creative employees flexibility in workspace (which is often associated with time flexibility) may thus, have a considerable positive effect on the assessment of their work results. The share of non-creative work tasks reduces R&D employees' contentment with their work outcomes, and lowers – at least in their perception – the productiveness of work in terms of providing new knowledge or creating value. The mean and median of daily working hours are as high as 10 in the creative R&D employees in our sample. The high number of working hours is needed to achieve satisfaction with the work results, as well as to earn external recognition. We find employees of evening, as well as morning type to have a considerably higher satisfaction with their work results, compared to employees with no distinct morning-evening profile. Our findings stress the benefits of flexible workspace and worktime arrangements in creative R&D jobs.

Keywords: Workspace, Working Time, Flexibility, R&D Jobs, Employee Performance, Estonia

IMPROVING THE QUALITY OF “BEHAVIORAL-BASED SAFETY PROCESS” AT A PRIVATE PETROCHEMICAL COMPANY

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Abstract

The purpose of this paper is to discuss the process and present the outcomes of the quality improvement project that was conducted for one of the safety programs that were implemented in a private petrochemical company at Jubail Industrial City – Saudi Arabia. The main purpose of the improvement project was to enhance the level of quality of the safety observations conducted by observers (the employees). The improvement project involved a research, and to conduct this research, a mixed-methods approach was employed where a survey, interview, and focus group were used to find out improvement opportunities and to put forward an improvement plan. After implementing the plan, the safety process was improved (e.g. quality increased from 27% to 65%) by enhancing the effectiveness of the observers’ training program, and by implementing a coaching program, and also by ensuring an instant feedback mechanism to the observers.

Keywords: Quality Improvement, Behavioral Safety, Petrochemical.

THE EFFECT OF TERROR EVENTS ON FINANCIAL MARKETS

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Abstract

This world is exposed to evil and damage. Terror attacks, for instance, are being a way for terrorist to relatively express their anger or revenge, whether for political or religious motives. However, in this report, we are analyzing the stock market's reaction in order to show the impact of terror attacks on market integration and determine the level of sensitivity of the international stock market towards these attacks on the day of the attacks. We have chosen five different terror attacks\events in the year 2016 from different areas around the world and they are as follows:

- Turkey Airport Bombing.
- Yemen Civil War.
- Al Masjed Al Nabawy Holy Mosque Bombing.
- Manhattan Street Bombing.
- Egyptian Airplane Kidnaping.

The subject markets for analysis in this report are New York Stocks Exchange Market, Tokyo Stock Exchange, Germany Stock Market, Saudi Stock Market, United Arab Emirates Stock Exchange and Qatar Stock Exchange. After deep analysis, we found the followings:

- USA stock market shows positive autocorrelation in the times Saudi Arabia was hit by the Yemen Civil War and Al Masjed Al Nabawy Holy Mosque Bombing.
- All markets show positive autocorrelation due to the event of Al Masjed Al Nabawy Bombing.

- Saudi Arabia Stock Market shows positive autocorrelation on only Saudi terror events or\and USA terror events.
- Saudi Arabia and USA stock markets are the most integrated markets.
- Tokyo and Germany stock markets show positive autocorrelation due to events in the Middle East.
- UAE and Qatar stock markets are the least sensitive toward terror attacks.
- USA, Saudi Arabia and Tokyo are the most sensitive markets towards terror attacks.
- International stock markets can be affected by terror attacks immediately and for the short-term only.

Keywords: Terror Attacks, Stock Exchange, Market Integration.

IDENTIFYING THE ROLE OF HRD SPECIALIST TO FACILITATE CHANGE MANAGEMENT IN PRIVATE SCHOOLS

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Abstract

This study aims to identify the role of HRD specialist to facilitate the change process in private schools in Al-Khobar in Saudi Arabia. This role was under discussion for a long time, which resulted in spreading two different philosophies that illustrate the perception of HRD role in this field. The first philosophy focuses on the role of HRD specialist as a tool for the senior management in doing his/her work in HR field. On the other hand, the second philosophy focuses on the role of HRD specialist as a main component, which he / she leads the process of change facilitate. I have decided that leadership of HRD in the change process requires practice specific assignments that were recommended in this study to encourage the involvement in change and achieve their goal. This study recommends designing a manual for HRD specialist as a main component in the change process to facilitate this process, via using document analysis, observation, and interviews as research tools which introduce to the organizations on employees' role in HR managements, and provides an overview of the previous studies and compare with reality through qualitative approach. There are no specific findings in this paper. The purpose is to highlight this issue in organizations that suffer from change management. It can be applied in each organization to facilitate the role of employees and achieve the vision of their organizations. This paper brings a deepened understanding of the role of HR division in organization. The researcher contributed to identify the specific role of this division and modify a job description of these employees.

Keywords: HRD Specialist, Change Management, Organizational Change, Strategic HR Management, Competencies, Negotiation, Consultation, Job Description.

WORKFORCE EDUCATION AND TRAINING IN SAUDI ARABIA

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Abstract

The research problem in this study concerns the efficacy of employee education and training in a large Saudi government firm. To solve this research problem, a qualitative study method was employed in which data was gathered using an interviewing technique. Qualitative data was obtained via semi-structured interviews by means of a purposive sample of training managers, human resource directors, senior managers and employees who were selected randomly from all departments of the organization. The interview questions covered the perceptions and experiences of senior managers, human resource directors, training managers and employees with regards to training outcomes for personnel and their company. The data recorded from the interview was transcribed, decoded into English, and then a content analysis carried out by assigning concepts and information to the research questions. The outcomes of the analysis had mixed feelings though there was general concurrence on the value of training for organizational objectives. Employers, nonetheless, seemed not to be committed to career development for staff.

Practical implications – The conclusion from this research study is that vocational training and workforce education in Saudi Arabia is effective as it contributes to the achievement of better quality and quantity of outcomes. Perhaps, the employment and education authorities should hold discussions with industry leaders to formulate training courses in career frameworks.

Saudi Arabia is focusing on large scale vocational training and education of its workforce in order to bring them to international standards. This paper looked into the research problem that concerns the efficacy of vocational training and workforce education in a large Saudi company. This

exploration provided school leavers and graduates with an understanding of the workplace environment and professional competency to help them become engaged and supportive of work.

This study employs a descriptive, qualitative approach, whereby the effectiveness of vocational training and workforce education will be measured by looking at key performance indicators, such as employee satisfaction and levels of commitment among other factors.

Keywords: Vocational Training, Workforce, Workforce Education, Training, Education, Development

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

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Abstract

This paper aims to develop a quality improvement manual for improving Retinitis Pigmentosa (RP) patients' vision field through alternative medicine at a cupping clinic in Saudi Arabia, based on the National Center for Complementary and Alternative Medicine (NCCAM). Establishing, controlling and managing the process of cupping clinics in Saudi Arabia are the main responsibilities of NCCAM as it is an organization of the Saudi Ministry of Health. This study is based upon the Traditional Chinese Medicine standards. A literature review, interviews, surveys and observations as methods of research was used on 14 RP patients. It seems that this kind of treatment was effective in improving some cases under certain conditions. This paper provides quality improvement process through applying three types of approved treatment methods simultaneously to ensure its effectiveness by starting special diet nutrition, cupping therapy and electroacupuncture.

Keywords: Alternative Medicine, Retinitis Pigmentosa, Acupuncture, Cupping Therapy, Diet Nutrition

IMPLEMENTING TQM AT KFSH-D TO ENHANCE & SUSTAIN PERFORMANCE & ACHIEVE THE NATIONAL TRANSFORMATION PROGRAM 2020 TARGETS

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Abstract

The aim of this paper is to analyze the KFSH-D case in order to assess efficiency of TQM and its contribution to the achievement of quality health care goals set out by the hospital strategic plan and national health care objectives announced by the Ministry of Health of Saudi Arabia. The study is important, since it the study which can be used to identify some of the key weaknesses and strengths of the total quality management and develop appropriate strategies to ensure its success. Besides, the study can also identify the gaps that exist between the National Transformation Program 2020 of the Ministry of Health and the KFSH-D Strategic Plan for 2017-2020. The research design for the current study is exploratory. It explores various issues concerning the implementation of the strategic plan of the Saudi Arabia's Ministry of Health and the Saudi Arabia's Vision 2030. It is also descriptive and evaluative in nature, as it assesses the issues surrounding the KFSH-D total quality management system. The current research study uses three primary data collection methods that include interviews, surveys and document analysis. The hospital has been classified as a TQM organization. A TQM organization is defined as one that has attained an advanced level of TQM adoption by implementing all the elements of the TQM system. The results of the analysis show that TQM is implemented at all levels of the KFSH-D organizational structure and almost all the TQM elements are positively evaluated by the employees. Since Saudi Arabia is interested in improving its economy, this study is considered critical, as it also supports the development of initiatives necessary to achieve the goals of Saudi Arabia's Vision 2030.

The suggested modifications of TQM implemented by KFSH-D will help to improve the quality of health care in the hospital and, therefore, boost its competitiveness in the global health market.

Keywords: Total Quality Managements, Improvement, Training, Teamwork, Leadership.

IMPROVING THE QUALITY PROCESS OF USING AVAILABLE KNOWLEDGE MANAGEMENT TOOLS (E-LEARNING) AT PETROCHEMICAL COMPANY

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Abstract

The purpose of this study is to analyze a petrochemical's company to identify any gaps which have not been addressed, then develop suitable interventions, in order to improve the quality of the process. This study utilized a mixed methods approach where a valid and reliable questioner adopted to collect quantitative data and personal interviews and documents analysis were used to collect qualitative data. A questionnaire with eighteen items was administrated to seventy participants where fifty three of them responded. The questionnaire was followed with different interviews and document analysis. Moreover, SWOT, Gap and Cause Analysis were applied on company, then all required KPI's have been calculated. The study found that there is a lack of using the available knowledge management tool which is E-learning courses either safety courses or self-development courses. Finally, in PDCA quality improvement model applied to improve the process. The limitations of this research are that there are a lot of classified and confidential documents needed to be explored. Moreover, survey participants need more time to complete it and take in consideration their work requirements. This paper provides original data on the practices of improving using available E-Learning courses in petrochemical company.

Keywords: Quality Improvement, Knowledge Management, KPI's

THE IMPACT OF TERRORIST ATTACKS ON SELECTED STOCK MARKETS

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Abstract

Terrorism has a major impact on the world's economy and financial markets.

This research will study and analyze the impact of ten terrorist attacks around the world and how they have influenced seven markets in different regions. It will also examine the integration between these markets and the scale of consequences. Below is the list of selected terrorist attacks:

Al-Dalwah Attack in Al-Ahsa – Saudi Arabia – Monday, November 3, 2014

Bardo National Museum Bomb in Tunisia – Wednesday, March 18, 2015

Bombing a mosque in Qatif – Saudi Arabia – Friday, May 22, 2015

Bombing a mosque in Kuwait – Friday, June 26, 2015

Bombing a mosque in Abha – Saudi Arabia – Thursday, August 6, 2015

Airplane Bombing in Egypt – Saturday, October 31, 2015

Series of terrorist attacks in Paris – France – Friday, November 13, 2015

Airport Attack in Istanbul – Turkey – Sunday, June 26, 2016

Shooting Attack in Orlando – USA – Sunday, June 12, 2016

Attack in Nice – France – Thursday, July 14, 2016

This research reveals that 37% of the markets changed during the event periods which matched the assumptions of the study. This means that the reactions were abnormal responses and resulted from the effect of terrorism on these selected markets. However, markets were behaving normally in 63% of the overall changes involved, despite the occurrence of the events. The result of the examination of nine selected markets shows that some markets have stronger reactions than others. Some financial markets demonstrated resilience and a capacity to return to normalcy quickly. The considered markets were in different locations including Europe, North America, Far East and GCC.

Keywords: Saudi Arabia, Financial Market, Terrorism.

THE IMPACT OF ECONOMIC AUSTERITY ON THE COST CUTTING STRATEGIES IN THE HIGHER EDUCATION SECTOR

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Abstract

A subject of much debate, austerity; its essence, history, and reality. In this day and age, the reality of austerity has been sprung upon us and left economies, nations and their rulers in a state of suspense. Although, it is not a novelty; it rendered some economies clueless as to how to conquer it. Austerity might as well be a test of a solid economy and a wise nation. Dating all the way back to WWII to this very moment, strong economies from east to west of the globe have faced this ordeal. The never ending mayhem between countries has raged an uproar causing serious cutbacks in the current world economy.

In economic terms, 'austerity' is usually used to describe the measures taken by a government during a period of adverse economic conditions, to reduce its budget deficit using a combination of spending cuts or tax rises' (Financial Times undated). Mark Blyth has described austerity as 'a form of voluntary deflation'. It is crucial to look at it from the higher education angle, because the transformation of higher education being implemented under the rubric of austerity indicates that austerity is not in the first instance about cutting spending. The evidence of past austerity projects demonstrates that cuts are a means rather than the primary objective, which is social engineering. However, as Stefan Collini argued at the time of the reforms, higher fees are a symptom rather than the disease. Far more fundamental is the transformation of higher education into a "lightly regulated market" and, above all, the hierarchies that this will generate.

In this humble research, instead of reinventing the wheel, we traveled

through time to take a look back into how renowned nations worldwide have dealt with the harsh conditions of austerity and determine what were the keys that lead them out of the abyss of its dungeons; surviving onward from stability to prosperity. We are linking our findings to go hand in hand with the vision of the kingdom of Saudi Arabia for 2030; making the higher education sector and its operations our focal point. We believe that the higher education sector acts as the roots from which our economy will bloom. Even in a time of fiscal austerity, education is more than just an expense, Arne Duncan. For the deeper the foundations, the stronger the fortress.

Rather than limiting resources and raising taxes, there are far more efficient countermeasures that will generate a spark igniting our economy. We uncovered some unconventional strategies that are far more efficient in reviving the economy of a nation without alarming it. We hope that our work has shed some light on effective cost cutting strategies that will play a role in the implementations of the vision of our kingdom.

Although much remains to be done, our work generates valuable findings in the field of economy. Despite our best efforts to sum all the cost cutting strategies developed to brush off the effects of austerity, there are countless measures to be taken depending on the unpredictable variables of the economy; that even financial experts have struggled in vain to establish tactics to overcome their negative setbacks to the booming of their economy. We came across numerous valuable strategies that we could not include in our research due to political obstacles and their implementation is restricted within a very controlled setting that rendered them inapplicable in our case scenario. Due to the scarcity of resources and the ever-shifting reality; we believe that we have not done the higher education sector justice by the limited countermeasures that we found, for it is a noble field; worthy of empirical scrutiny.

So the message of this paper is to continue seeking ways to expand revenue to higher education, but to remember as well the limitations, complexities, and unintended consequences of cost cutting, and to maintain higher education as a priority, requiring a continued commitment of public attention and government support.

Keywords:

THE RISING SAUDI ENTREPRENEUR GENERATION: THE UNIQUE ROLE OF MARRIAGE DOWRIES IN GENDER SPECIFIC SMALL BUSINESS TRAJECTORIES

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Abstract

This paper presents findings from a 2016 national survey of college-educated, young adults in Saudi Arabia. It is based on a comprehensive questionnaire completed by over 2200 respondents from throughout the Kingdom: Males (N=750) and Females (N=1450). This benchmark study is the first to empirically examine the role of marriage dowries in shaping the future entrepreneurial activities of young Saudi adults. Based on the operationalization of a unique multi-dimensional measure, "Propensity for Entrepreneurship," the paper explores the empirical effects of other social as well as cultural variables including expected age of marriage, employment expectations, sources of financing, family background, and business industrial sector. The study also examines Job Scarcity/Labor Market Discrimination explanations of entrepreneurial propensities.

The empirical results are instructive. A much higher than expected proportion of young, college educated Saudis (52% Males, 39% Females) report their expectation to establish small businesses over the next five years. This rising rate of entrepreneurship among young cohorts of highly educated Saudis is partially due to the positive impacts of the Saudi Marriage Dowry system as well as changing social norms that support delayed household formation by young Saudi adults. More intriguingly, the attitudinal structures as well as types of small businesses differ sharply between men and women. Males are motivated by wealth creation with an emphasis on manufacturing and construction ventures while Females are oriented toward self-empowerment and providing high quality consumer goods/services. Only about one-fourth of the respondents prefer wage/

salaries over pursuing entrepreneurial ventures; Females provide the most support for the Employment Scarcity/Discrimination model. The empirical models include Principal Factor Analysis and Multiple Regression Analysis.

In regard to diversification of the Saudi economy, the data suggest that Females will play a much more prominent role than previously anticipated due to their rising levels of entrepreneurship and preference to provide consumer services. Lastly, a three-stage "Aspirational-Attitudinal Optimization" model estimates the proportion and specific characteristics of individual entrepreneurial aspirants that are the "best fit" for future small business success. These empirical models that are estimated separately for Males and Females.

Keywords: Entrepreneur: Marriage Dowries: Saudi Arabia.



Education



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A B S T R A C T S
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IN THE FOOTSTEPS OF DE LA SALLE: ON BECOMING A LASALLIAN

EVALUATION OF THE CONDUCT OF THE INTRO TO LA SALLE AND CONTEXTUALIZATION AND LIVING OUT THE LASALLIAN GUIDING PRINCIPLES SESSIONS FOR ALL INCOMING FIRST YEAR AND SECOND YEAR STUDENTS OF DELA SALLE HEALTH SCIENCES INSTITUTE, SY 2016-2017

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Abstract

In De La Salle Health Sciences Institute, the beginning of SY 2016-2017 became a significant year with regards to the implementation of and living out the Lasallian Guiding Principles. The Institute programmed a 5-day Lasallian Formation activity focusing on the life of St. John Baptist De La Salle and Lasallian Guiding Principles facilitated by different resource persons.

This program endeavored to integrate the Life of St. John Baptist De La Salle in the De La Salle Health Sciences Institute curriculum and contextualize and live out the Lasallian Guiding Principles. Specifically, it aimed to: (1.) Orient the incoming freshman and sophomore students about the life of Life of St. John Baptist De La Salle and the existence of the LGP; (2.) Involve all incoming freshman and sophomore students in the discussion of the Lasallian Guiding Principles through the different programs, team building activities and individual/group presentations and sessions; (3.) Contextualize and live out all lessons learned from the discussion on the life of Life of St. John Baptist De La Salle and conduct Lasallian Guiding Principles; and (4.) Assess/evaluate the implementation of the Intro to La Salle and Lasallian Guiding Principles sessions.

The rating scores show that the conduct of Day 1-'The Person Session' and Day 2-'The Inspiration' far exceeded the expectations of the first and second year students of DLSHSI. The study also shows that the programs

for Day 3-'The Association', how the execution and delivery was done, how the facilitators delivered the program, were evaluated excellently. This could be attributed to the materials used during the program, the activities performed by the students and the line-up of facilitators. The excellent rating of the 7 items is proof that the discussion of the Lasallian Guiding principles slated during Day 4-The Mission was indeed very important for the respondents and that they were all mindful of the contents and details of the said presentations. This day 4 also completed the theoretical foundations of the students vis-à-vis the presentation of their final outputs which is an advocacy video. The excellent mean score clearly shows how successful the conduct of the session had become and how the students enjoyed and loved watching their own outputs, Advocacy Video. Finally, the excellent rating for the conduct of the Intro to La Salle and the contextualization and living out of the Lasallian Guiding Principles sessions clearly shows that the Institute is responsive to the needs of the students and that the integration of such to the curriculum effects positive change into the lives of the students.

Keywords: De La Salle Health Sciences Institute, Freshman and Sophomore Students, Lasallian Guiding Principles

THE NEW GENERAL SELF-EFFICACY SCALE: A MATTER OF LANGUAGE

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Abstract

General Self-Efficacy (GSE) scales are used to measure the extent to which individuals possess a general sense of mastery that is not tied to a specific situation or behavior. The present study assesses whether the language in which a GSE scale is presented yields different responses in Arabic-English bilingual female students and whether differences can be traced to emotional reactions triggered by cultural norms dictating modesty in attitudes and behavioral expression. Female students residing in the Eastern Province of the Kingdom of Saudi Arabia completed the New General Self-Efficacy (NGSE) scale and reported the valence and intensity of their reactions to each of the statements of the scale. The English version of NGSE produced higher scores than the Arabic version. Because arousal was either minimally related to NGSE scores (English version) or not related at all (Arabic version), the higher reported arousal of the English version may be due to the lower automaticity with which a second language is processed. For the English version, the higher the NGSE scores, the more positive was the emotional response to the statements of the scale, whereas for the Arabic version, the higher the NGSE scores, the less positive was the emotional response. If disapproval of the individualistic, self-focused approach of the NGSE scale is inferred from the valence of participants' reactions, the results of the present investigation are consistent with the notion that Arabic can trigger cultural codes of modesty.

Keywords: Self-efficacy, Female College Students, Translation

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

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Abstract

Historically, civil societies in the Arab education sector have been identified with the provision of education services for marginalised members of society, however, in the last decade, new groups have formed leading to a strengthening in the relationship between civil societies and education (Watkins, 2009). Civilisation analysis (Arnason, 2003) offers a theoretical lens in which to consider the relationship between civil society and education, looking beyond the dependency, modernisation and rentier perspectives which have been traditionally used in the analysis of Arab civil society (Crystal, 2001, 1989; Krause, 2008). This conceptual paper considers how and why civilisation analysis can be used as theoretical framework for analysis of civil society in general and Arab civil society in particular, with a specific focus on higher education. The significance of a broader theoretical approach in the analysis of Arab civil society is the ability to pursue a deeper approach to the examination of the power and impact of civil society within an educational setting.

Keywords: Arab Civil Society, Civilisation Analysis, Higher Education

COMPARING THE EFFECTIVENESS OF A FLIPPED CLASSROOM TO CONVENTIONAL UNDERGRADUATE

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Abstract

This study aimed to investigate the effectiveness of using the flipped classroom approach in higher education by evaluating three variables: academic achievement, generic skills and attitude toward learning. It did so by comparing two groups of students, those who learned using the flipped classroom approach and those who learned through traditional lectures followed by an activity session. In the flipped classroom, face-to-face time was reduced from 3 to 2 hours and activity time was doubled from 1 to 2 hours. The participants were 493 female students in the College of Education, University of Dammam, Saudi Arabia. They were divided into 10 cohorts; half of those cohorts were taught in a flipped classroom and the other half by conventional methods. Instructors, content, materials, assignments and exam questions were the same in both groups. At the end of the course, the students showed no significant difference in test or assignment marks. Students' generic skills, measured by self-assessed pre- and post-questionnaires, also showed no significant difference between the two groups. With regards to students' attitude toward the flipped classroom method, 60% of the students in the flipped classroom reported that they preferred this method over the conventional lecture method, whereas 14% of the students reported having a negative attitude toward the flipped classroom and the remaining students reported a neutral attitude. However, their perspective on how joyful and useful they found the recorded videos was significantly lower than their expectations before engaging in the course. With respect to students' attitude toward face-to-face lectures, about 45% of students in the flipped classroom group reported a positive attitude

(comprising joyfulness, ease and usefulness), differing significantly from the perspective of those in the conventional group, 75% of whom reported a positive attitude.

Key words: Flipped Classroom, Inverted Classroom, Higher Education, Saudi Arabia.

ORIENTATION TRAINING FOR EMPLOYEES TO REDUCE THE TURNOVER RATE IN AJAD INTERNATIONAL SCHOOL

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Abstract

This research explores the most prominent factor that leads to high employee turnover and leads to dissatisfaction with the working environment. I conducted the self-assessment in order to check whether the school meets the standard that it should be on or not. I conducted this by giving the employees a protocol that has some questions about the school. This questionnaire is adopted from Massachusetts Cultural Council. It is an ethnographical research which uses mixed methods design and associate qualitative, along with quantitative data analysis. I used three techniques namely observation, interview and document analysis. The aim of this study is to design a program to reduce the rate of employee turnover at Ajad School through orientation training. This will help to reduce job tardiness as it will facilitate increased job satisfaction, better understanding of employee's roles and thus, improve their job performance. Overall, results revealed a deficiency in proper training of new employees. Lack of orientation training meant that employees were unaware of their job descriptions, their duties and what was expected of them. As a result, the employees found it difficult to accomplish basic tasks, were dissatisfied with their work and the company and this greatly affected their performance. Lack of orientation training was, as such, the cause for the high employee turnover in the school.

Keywords: Employees Turnover, Orientation, Dissatisfaction

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

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Abstract

The key to an organization's success is good management information that allows the organization to monitor and evaluate the progress it has made. Organizations are in a race to achieve their goals and to increase productivity in many ways. The ministry of education of Saudi Arabia (the MOE) is one such organization. This paper analyzes key performance indicators (KPIs) as tools which the MOE can use to measure work. The goals for a particular KPI may change as the organization's goals change, or as it gets closer to achieving a goal. The purpose of this thesis is to provide usage of one source which reduces costs and saves time. To reach this result, the thesis will start with three questions. The thesis is split into theoretical and practical parts. Drawing on literature, the theoretical part discusses main tools of electronic KPIs, including the Noor website, which the MOE already uses. The practical part includes the results and analysis of questionnaires. The collected information from supervisors and school managers, who work in the MOE, contributed to the results.

The findings indicate that KPIs are important tools for measuring work, but that the MOE needs to improve in a few areas, specifically those relating to training and the amount of paper being used. The findings also show that Internet connection speed is too slow.

Keywords: Key Performance Indicator, KPI, Education

DEVELOPING A TRAINING PROGRAM TO ENHANCE STUDENTS' MOTIVATION FOR LEARNING THE ENGLISH LANGUAGE

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Abstract

Students' acquisition of a second language in educational settings is influenced by various factors, including the use of teaching strategies and techniques and students' motivation. The purpose of this paper is to explore the reasons behind students' deficiencies in learning English, despite receiving acceptable end-of-semester grades in English courses. This inconsistency between students' actual proficiency in English and their grades at the end of the semester led me to explore the reasons behind this problem through the analysis of a low socioeconomic public school in Saudi Arabia. I used the ADDIE instructional system design model to explore the root of this problem. I utilized multiple methods in this study, including document analyses, observations, interviews and focus group, in order to overcome the limitations of each individual tool. Through the needs assessment process, I found this problem is generated by three main factors: students' lack of motivation to acquire English, a lack of parental support and the school's principal management style. Based on the literature, training programs for teachers are an appropriate solution to increase students' motivation to learning English. Teachers should be trained on how to motivate students toward English acquisition; however, as a result of the time limitation and students' lack of learning resources, teachers should also be trained on how to use online tools to increase students' motivation. After delivering the training program, I will evaluate the effectiveness of the program through a developed plan that follows the Kirkpatrick model of evaluation.

Keywords: Student Motivation, Second Language, Training Manual

HOW TO EFFECTIVELY TEACH ART AT THE ELEMENTARY LEVEL IN BOTH ENGLISH AND ARABIC LANGUAGES

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Abstract

For one to excel in the field of art, it is imperative to not only master the aspect of fully understanding the basics of undertaking art works but, also to develop the proper skills and mastering the languages in which to express yourself. It is for this purpose as to why the paper puts more emphasis on the need to master the English and Arabic languages in elementary school so as to be successful in carrying out their duties in the field.

The study will be instrumental in shaping the success of the works of art in the society and will be based on using many bilingual languages in learning other subject. The case study questioned of what necessary means through which the procedure of teaching art among the students at the elementary levels using the English and Arabic languages can be made more effective than how it is currently.

This paper examines, in theoretical part, the advantages and disadvantages of learning Art science in English way in Arabic school and to what extent is effective, and the emergence of technology and how it helps to make work easier among the artists in the Arab society.

Also, the role of teacher and student is important to succeed the purpose of study. The data for this study will be collected through questionnaires adapted from the survey of how effectively art is taught at the elementary level in both English and Arabic language.

The study concluded that students will observed more if the two languages are being used in the teaching of art.

Keyword: Art, Elementary, Language, Survey, Bilingualism.

AN EXPERIMENT OF TEACHING ENGLISH TO SAUDI STUDENTS AS A SECOND LANGUAGE

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Abstract

This paper is going to introduce a personal experience in teaching English and its arts for Saudi students as a second language. The experiment was conducted among elementary level students as they were lacking enthusiasm for class time. The students responded positively. The students' academic achievement and behavior have improved. This experiment was successful as it shed light on how important it is for teachers to stay updated and incorporate fun technologies or tools during class time. I faced several limitations while conducting this research, mostly with providing a good Internet connection for the students and some students didn't have any interfaces in their position. The implications of this paper are vast. It can be implemented in any classroom that is aiming to be a suitable environment for digital natives. K-12 teachers will benefit from this paper as it might inspire others.

Keywords: Technology, Activity, Interactive Learning, Classroom, Gamification.

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

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Abstract

This study aims to identify the implementing degree of Total Quality Management (TQM) principals by The First Secondary School from the teachers' perspectives. The study sample consists of 70 teachers. A questionnaire divided into 6 themes related to effective leadership, making decisions based on facts, strategic planning, participation and teamwork, focus on the satisfaction of the beneficiary, and the continuous improvement and excellence. Systematic process is conducted through measuring KPIs in each principle. To assure validity interviews, focus group and document analysis are conducted. The study analyzes the school internally and externally. Mixed methods research is applied in the analysis phase with the help of several tools. The tools used included self-assessment and S.W.O.T analysis. TQM is applied to fulfil the needs of the school. The primary findings lightens gaps in beneficiary's (teacher's) satisfaction, continuous improvement, participation, group work and factual leadership. The findings also identify the school's best practices in effective leadership and strategic planning. Utilizing the study developed for a strategic plan in order to identify quality problems and use techniques of quality management as a solution to overcome such problems, will contribute to an increase in productivity of the school. Originality of this study is based on its context. No previous studies in this area in the school have been conducted previously.

Keywords: TQM principles, Beneficiary's` Satisfaction, Strategic Planning, Participation and Teamwork, Factual Leadership, Continuous Improvement and Excellence, Effective Leadership

RESEARCH STUDY ON DEVELOPING, EVALUATING, AND IMPLEMENTING A SCIENCE TEACHERS' TRAINING PROGRAM IN X SCHOOL IN SAUDI ARABIA

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Abstract

This research study is aimed at analyzing and evaluating the causes of poor performance of Grade 11 students in science subjects in the Saudi Arabian education system and assessing the importance of a training program for science teachers as a quality development tool. The program was evaluated and implemented within the research study to ensure the reliability and success of the program within the Saudi Arabian education system. The results obtained from the research study indicated a strong connection between the frequency of the science teachers' training (through the training programs) and high performance in science subjects, as a result, a recommendation was made by the study for a training program for teachers whose students present poor performance. The ADDIE (analysis, design, development, implementation, evaluation), Kirkpatrick's and PSDA (Plan-Do-Study-Act) models were used for the analysis, evaluation and implementation of this program.

Keywords: KPI (Knowledge Performance Indicators), PSDA (Plan-Do-Study-Act) GPA (Grade Point Average), ADDIE Model, Evaluation, Quality Improvement, Science Teachers, Students.

BARRIERS OF EFFECTIVE EDUCATION AND EMPLOYMENT FACING SAUDI WOMEN

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Abstract

The purpose of the research is to discuss the major barriers that affect the education and career for females in Saudi Arabia. The study also discusses the role of the privates sector in education.

The research is based on secondary information that is collected from various sources such as articles, book and articles form journals. In addition, an exploratory research method, using a questionnaire is the basic research design for this study and it represents the primary data. 150 questionnaires were distributed. The number of questionnaires collected after completing the answers was 102. The data were coded and tabulated for analysis by using MS EXCEL.

Saudi Arabian families and Saudi society has accepted the changes to look for better and higher education for females. This won't be completed without matching jobs available that is associated with the type of education. The Saudization program is not effective.

Keywords: Saudi Arabia, Female Education, Private Sector

THE IMPACT OF VIOLENT ATTACKS ON THE KINGDOM OF SAUDI ARABIA (KSA); A CASE STUDY ABOUT THE IMPACT OF VIOLENCE ON TADAWUL STOCK MARKETS

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Abstract

Terrorism has a major impact on the world's economy and financial markets. Some could influence the economy worldwide, such as September 11, 2001, while some affect their surrounded boundaries. This research paper will study and analyze the impact of 3 terrorist attacks which occurred on Kingdom of Saudi Arabia (KSA) and the impacts that affected the KSA markets. Moreover, this research will consider Kuwait stock markets as well, to take it as a validation factor which can show the examination and the correlations between the two markets and would show the scale of significance. Below is the list of selected terrorist attacks were occurred on KSA and their dates:

1. Al-Dalwah Attack in Al-Ahsa – Saudi Arabia – Monday, November 3, 2014
2. Bombing a mosque in Qatif – Saudi Arabia – Friday, May 22, 2015
3. Bombing in Kuwait - Friday - June 26, 2015
4. Bombing a mosque in Abha – Saudi Arabia – Thursday, August 6, 2015

The analysis showed that there are some contradictions between the two markets. Saudi market experienced the lowest impact from the events, because of the stability of the market, since the greatest portion of the

market is owned by the government. On the other hand, the Kuwaiti market was more greatly affected by the selected events, at nearly 100%. This is due to its small size and the traders' behavior.

Keywords: Terrorism, Kingdom of Saudi Arabia, Financial Markets, Kuwait

SCHOOL'S ACHIEVEMENTS GAP AND TEACHER'S PERFORMANCE

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Abstract

This paper aims to examine if the researcher's organization, which is a private school, has achieved its goal to provide high-quality instructions that help the students to acquire academic, personal and social skills. This paper uses three types of the research's tools to analysis the organization's performance. The first tool is documents' analysis from the organization. The second tool is observation. This is where the researcher observes the teacher's performance and the students' performance in one of the classes. The third tool, in this paper, consists of individual interviews for some teacher in the Alanjal schools. The researcher collects the needed information in the academic year 2015/2016. The document analysis from the organization proves that the organization does not achieve its objectives (goals). To identify the reasons behind the performance gap, the researcher uses the second tool, which is observation. The researcher finds that teachers have good knowledge around the subjects, but they suffer from the lack of skills and capabilities. Some teachers of the school are weak in some skills such as management skills, communication skills and leadership skills. The third tool, which is interviews for the teachers, proves that teachers are aware of their weaknesses and have the willingness to develop themselves and make change. The solution is offering training programs by the school. From all these three tools, the researcher ends with a pattern which states that the school cannot achieve its goals without qualified teachers who are willing to deal with their weakness; and the school is responsible to provide training programs that serve with developing the teachers. This paper can help in evaluating school work as it shows an important school's gap.

Keywords: School's Gab, Achievement, Teachers, and Teaching Standards



ICT



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ABSTRACTS
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EMPIRICAL STUDY ON AUTOMATED GUI TESTING TECHNIQUES FOR ANDROID

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Abstract

Smart phones with high-resolution touch screens have become a vital part of everyone's life. Android technology in smart phones provides advantage of being open source and user friendly. Android works with hundred of devices where users can test and modify their phone as they need. The important aspect of mobile phone is not only that how it meets the user requirement, but the most important is the correctness and accuracy of its response and interaction with graphical user interface. The traditional GUI testing of today's smart phones is not enough to test the Android application. Android application is actually event-driven; so it is necessary to assess how techniques can be adopted to carry out cost-effective testing processes in the Android platform. There are special automated techniques for GUI testing of android applications proposed by software engineers. This paper presents an overview of recent work done in the area of automated GUI based testing of Android applications.

Keywords: Android, GUI Testing, Automated Testing Techniques

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

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Abstract

The main objectives of this paper are to present advanced research development and activities at the Department of Civil Engineering at Prince Mohammad Bin Fahd University (PMU) and to discuss expected research outcomes and its contributions to Saudi's society. Currently the department is supported by five teaching staffs comprises of four full time professors with PhDs and one laboratory instructor at master degree's level. The research areas within the department are very diverse incorporating main civil engineering faculty expertise in the fields of environmental, geotechnical, construction and structural engineering with minor research activities in the area of engineering education. The research infrastructures such as advanced computer simulation and state-the-art engineering laboratories are being established in the department and graduate program which will offer initially master degree under civil engineering is being developed. Research strategies, challenges and opportunities at the department -- with the university being focused on teaching activities while building foundation for research infrastructures-- will be discussed. Discussion followed by recommendations will be given to improve research performance at the department.

Keywords: Research Development, Challenges, Opportunities; Civil Engineering; PMU.

DRY STONE MASONRY DUCTILITY DURING AN EARTHQUAKE

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Abstract

Stone structures with dry joints, that is, without mortar, have shown surprising behavior when earthquakes occur. An example of this behavior is the perennality of the so-called Inca wall in Peru, which despite having suffered several earthquakes over time has remained stable without collapsing.

This article presents the research carried out on stone masonry walls with dry joint, without mortar, subject to a seismic action. From the results, it is concluded that these walls with a certain thickness have ductility that allows them to withstand high displacement and rotation values, thus accommodating the movement of the earth subject to an earthquake.

The individual stone blocks move relative to each other through rotations and displacements, which are processed in the free joints of any mortar. The joints work as energy sinks. The free movements in the joints dissipate the energy transmitted by the earthquake, avoiding the stone blocks.

Keywords: Dry Masonry, Numerical Models, Resistant Parameters, Earthquake Behaviour

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

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Abstract

Due to the limit of thermal controllers that a patient can tolerate and the information provided by these thermal probes at discrete points only, we need a mathematical model to simulate the heat transfer and help physician to plan the dosimetry process. In order to maximize therapeutic effects while minimizing side effects, thermal switches needed to be installed at the border between healthy and tumorous tissues. These thermal switches will send a signal to stop the heat process as soon as the temperature is exceeding a trigger.

In this paper, we propose the implementation of thermal thermostats in order to control the heating process [1-4] and to simulate heating process for the Laser Interstitial Thermal Therapy in Treatment (LITT) of brain tumors.

Keywords: Laser Interstitial Thermal Therapy in Treatment, Thermal Damage, Brain Cancer, Bio Heat Transfer Simulation, Events Interface, Thermal Sensors.

APPLICATION OF CLOUD COMPUTING FOR PROVIDING KNOWLEDGE MANAGEMENT SERVICES FOR HIGHER EDUCATION SECTOR

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Abstract

Higher education institutions in the private sector are under budgetary constraints when it comes to developing their IT infrastructure to provide varied services to the students, the faculty and the staff. This is in contrast to their public sector counterparts who are abundantly funded by the government. In order to optimize their spending and cut down on the capital expenditure and operation expenditure for setting up an IT infrastructure, the private universities resort to the Cloud Computing model of leasing infrastructure from cloud providers. This then enables them to run their in-house developed applications or outsource the application development and provisioning to cloud service providers. In this backdrop, the paper presents a case study of providing Knowledge Management Service (KMS) to the IT end users of the university which runs on the leased cloud infrastructure. The motivation for the choice of this service was that KMS effectively enhances the efficiency and facilitates the ongoing knowledge transfer for the progress of the university. To this end, a methodology is proposed to provide a platform to build a decision support system for private universities to help them in procuring Cloud Computing facility and to develop the KMS for the IT users. It also presents initial survey results of the potential of adaptability of Cloud Computing services by enlisting and measuring their merits and drawbacks.

Keywords: Cloud Computing Model, IT Infrastructure, Knowledge Management Systems

IoT BASED REAL-TIME VOICE ANALYSIS AND SMART MONITORING SYSTEM FOR DISABLED PEOPLE

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Abstract

This research emphasizes on Internet of Things (IoT) based affordable platforms to take proper and timely measures for disabled people. It is usually observed that people with different disabilities face difficulties in all walks of life, and adequate caretaking measures are not adopted in most cases. Real time and consistent caretaking for such handicapped people is a tedious task. This paper introduces an IoT based real time analysis and alerting system for the disabled people. The proposed standalone system consistently monitors voice activity of person and in case of any abnormality in analysis outcomes, the system automatically notifies concerned hospital or caregiver to prompt for the patient's situation. The voice features are extracted from analysed voice by employing Discrete Cosine Transform (DCT), and classified through Support Vector Machine (SVM). The prototype has been developed by using Raspberry Pi single board along with voice recording module, Wi-Fi module and LCD Screen. Cloud web services have been used to store the real time activity and performing voice analysis. Montreal Affective Voices (MAV) dataset has been utilized for training and testing of voice recognition. The designed system can be regarded as a rescue system for people suffering from various life threatening health conditions including bipolar disorder, hysteria, cardiac arrest, etc. An accuracy of 81.74% has been achieved for MAV dataset, whereas an accuracy of 67.90% is achieved for real time voice input as depicted in the analysed results.

Keywords: Internet of Things (IoT), Voice Analysis, Monitoring System for Disables, DCT Features, Support Vector Machine (SVM)



Social Sciences



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ABSTRACTS
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COMPETITION LAW IN THE GCC COUNTRIES: THE TALE OF A BLURRY ENFORCEMENT

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Abstract

This paper dwells into the competition laws adopted by the six Arab Gulf States members of the Gulf Cooperation Council (GCC) and aims at highlighting that the enforcement of the rules in force represents one of the weaknesses in systems where the competition policy awareness is much needed but still at a rudimentary stage. Notwithstanding the wide arsenal of legal tools to curb possible anticompetitive practices made available under the national regimes, in all the countries role and powers of the Competition Authorities are somewhat underrated. Moreover, the scholarly debate mostly disregards the vital role played by the competitive dynamics for entrenching the market mechanisms and consolidates the process of trade liberalization. Due to the generalized lack of implementation, the article emphasizes the need for effective enforcement standards accompanied with a joint harmonized action against illegal competition to be undertaken at regional level in order to facilitate the flow of commerce, and strengthen the economy in the GCC marketplace. Indeed, since the economic diversification seems to be considered by the local decision makers a key factor towards future sustainability and realization of stable incomes based on pioneering private investments, increased levels of innovation and enhanced percentage of non-oil exports, the establishment of a legal environment 'competition friendly' is no longer one of the several items on the political agenda of the States concerned, but has undoubtedly become a priority.

Keywords: Arab Gulf States, Competition Authorities, Competition Law, Enforcement, Gulf Cooperation Council

FIVE LETTERS THAT “HURT”: THE MULTICULTURAL INDONESIA IN CURRENT FASTER CHANGE ERA 1

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Abstract

Ideally, multiculturalism is good cultural integration model for Indonesia, the largest archipelago country in the world with population of about 250 million, but realistically, today's world in which it exists has been hegemonized by power relation in political, economical and practical terms. The five letters—POWER—has disturbed and hurt its cultural integration creating social conflicts among some ethnics and/or religious groups in the country, especially in the fifteen years of decentralization and regional autonomy policy implementation. Action approaches, within which power is the central dominant, open up new challenges since it embodies power relations and contestation. Neoliberal capitalistic economy is recognized and preferred in the world by any measure while capital networking becomes more relevant and important in our present era as those who do not belong to any network will be in a disadvantaged position. This paper would elaborate that Indonesia has been coping with the socio-cultural impacts of the faster changes locally, nationally and globally. Its cultures respond differently to the changes and this increases new plurality of social life, but at the same time, unfortunately, its national or state laws have developed not as fast, and it is quite often they are left behind. Multiculturalism has hardly contested with global materialistic-capitalistic domination which is brought about by power hegemony.

Keywords: Indonesia, Multiculturalism, Culture Change, Paradox.

ON USE VALUE AND MONEY HOARDING

The natural desire for commodious living

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Abstract

In this little research, we will try to prove that because Marx failed to give a significant regard to the human desire not only to live, but also to live well (our new notion of commodious desire) his use value came as lacking this aspect of human nature. We will show how this same lack that has eventually lead Marx to see money hoarding and eventually the capital as of unnatural origins. So, we find it our task, as believers in human's natural desire not only to survive, but also to survive well, to delve a little into the Marxist aspect of use value and try to extract the main misfortunes that the great socialist philosopher could have avoided had he built his theory on a human being who is in constant search for the most commodious in life.

Keywords: Marx, The Commodious Desire, Commodious Vand Need Value.

THE IMPORTANCE OF KNOWLEDGE TRANSFER AND EDUCATION BETWEEN URBAN CLIMATE SCIENCE AND URBAN DESIGN: A COMPARISON OF MANCHESTER (UK) AND STUTT GART (GERMANY)

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Abstract

The histories of urban climate science and urban design, respectively are in many ways histories of failed encounters, with dramatic consequences in terms of environmental sustainability, resilience and wellbeing in contemporary urban settings. Indeed, while urban climate science has much to contribute to urban design, in terms of producing affordable, cost-effective sustainable environments, with such simple 'tweaks' as proper building orientation to the sun and wind and correct insulation practices for instance, very little of this knowledge seems to be applied in cities today. Instead, we are witnesses to the continuing 'business as usual' scenario that sees inadequate, unsustainable building practices, such as steel and glass skyscrapers reliant on air conditioning. This is also a fundamental cause of repetitive, uninspiring urban environments that do not promote vernacular architecture and aesthetic satisfaction, a leading factor in wellbeing.

My presentation questions the lack of communication, knowledge exchange and education between urban climate science and urban design, from a general standpoint and with an enlightening focus on the cities of Manchester and Stuttgart, to highlight the fundamental role of knowledge flows and education in promoting sustainable urban environments and a greener future for all.

Keywords: Contemporary Urban Design, Sustainable Environments, Urban Climate Science, Manchester, Stuttgart.

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

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Abstract

Women play an important role in promoting peace and development, especially in a dissident-infested municipality of Leon in the province of Iloilo, Philippines. Women who are excombatants had difficulty reintegrating in the Philippine mainstream society. They carry with them the stigma of being doubted of their sincerity in living even right within their own community. Between 2006 to 2010, UNDP implemented the Conflict Prevention and Peace Building Programme in the Philippines through the Office of the Presidential Adviser and Peace Process (OPAPP). OPAPP is the lead agency of the government at finding viable ways to promote lasting peace, especially in the countryside. Under the project, Community-managed Peace and Development Initiatives, the excombatants were organized. After the community organizing phase in the first year, the excombatants expressed their desire that their economic needs be also attended to. Women excombatants took the route of social enterprise called *Binhi sa Bwas-damlag* (Seeds for the Future) livelihood assistance project. UNDP granted fund that was used as seed capital for the livelihood projects proposed by each family.

In order to assure the success of the livelihood project, the households were trained first prior to the release of the funds ranging from P2,000-P5,000. Through this social enterprise initiative, the community of excombatants are able to pursue their advocacy on sustainable agriculture and slowly gained the trust and confidence of the community. From producing pesticide-free products in the mountains, they were slowly introduced to the big market in the city through the assistance of *Grupo Paghidaet*

(Peace Group), a local initiative put up by advocates for peace to serve as back up support to the community of excombatants in Leon, Iloilo, Philippines. Today, these women are able to carry on with this role of helping fellow small farm producers through marketing support which they continue on their own.

Keywords: Philippines, Excombatants, Peace, Binhisa Bwas- Damlag Livelihood Assistance Program

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