

APCCR - 2017

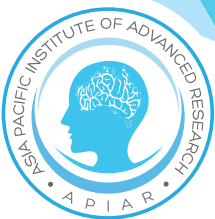
3rd Asia Pacific Conference
on Contemporary Research
(APCCR - 2017)

VOLUME 3

Hotel Sentral,

Kuala Lumpur, Malaysia

Date : 26th and 27th of August, 2017



Asia Pacific Institute of Advanced Research
Nurturing knowledge without boundaries

Conference:

Conference: 3rd Asia Pacific Conference on Contemporary Research (APCCR -
2017)

Chief Editor: Professor Mohd. Nazari Ismail

Location: Hotel Sentral, Kuala Lumpur, Malaysia

Date: 26th and 27th of August, 2017

Sponsor: 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

Document Information:

Document Type: Proceedings Paper

Language: English

ISBN: 978-0-9953980-7-8

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CONFERENCE NAME

“3rd Asia Pacific Conference on Contemporary Research (APCCR - 2017)
Kuala Lumpur, Malaysia”

CONFERENCE CHAIR

Professor Mohd. Nazari Ismail, University of Malaya, Malaysia.

Preface from the
Conference Chair:

Welcome to the 3rd Asia Pacific Conference on Contemporary Research (APCCR-2017). The main theme of this conference is ‘Sharing Solutions’. Even though the term ‘sharing’ is not new, nevertheless it will always remain relevant for many human endeavours in order to attain success.

Some sceptics may point to the success of organizations or individuals which do not seem to embody excellence. Products from China, some of which have dubious reputation for quality have been able to penetrate many markets including. In the US, a politician with dubious reputation has succeeded in his attempt to become the President of a country that boasts of having the largest number of excellent academic institutions.

The answer to that is probably the excellent quality of their efforts. During this time of limited resources and dissatisfied feelings, low quality products or low quality political leaders may be seen by many as the most ‘excellent’ choice. Whether this is the right conclusion or not can be discussed further during this conference.

Many papers are going to be presented by academics from many countries. Without any doubt this conference presents an excellent opportunity to exchange ideas and discuss research findings and also to meet up and expand our network of friends.

Prof. Mohd Nazari Ismail
University of Malaya, Malaysia.

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