

# ANZCAR-2017

## 1st Australia and New Zealand Conference on Advanced Research

### VOLUME 01

Bayview on The Park, 52 Queens Road  
Melbourne, Victoria, Australia.

Date: 17<sup>th</sup> & 18<sup>th</sup> of June, 2017



Asia Pacific Institute of Advanced Research  
Nurturing knowledge without boundaries

## Conference:

**Conference:** 1st Australia and New Zealand Conference on Advanced Research  
(ANZCAR 2017), Melbourne

**Chief Editor:** Professor Leslie Holmes

**Location:** Bayview on the Park, 52 Queens Road, Melbourne, Victoria, Australia.

**Date:** 17<sup>th</sup> and 18<sup>th</sup> of June, 2017

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**CONFERENCE NAME**

"1st Australia and New Zealand Conference on Advanced Research (ANZCAR 2017), Melbourne"

**CONFERENCE CHAIR**

Professor Leslie Holmes, University of Melbourne, Australia.

**PREFACE FROM THE  
CONFERENCE CHAIR**

Welcome to the 1st Australia and New Zealand Conference on Advanced Research (ANZCAR- 2017), organised by the Asia Pacific Institute of Advanced Research (APIAR). APIAR's motto – 'Nurturing knowledge without boundaries' - encapsulates well the principal aims of our organisation.

First, it highlights the multi-disciplinary approach we adopt. While there is a focus on four key areas – business, education, information technology and social sciences – these are broadly interpreted, so that major contemporary issues that should not be neatly pigeon-holed into one discipline or another can be examined from as many angles as seems appropriate.

Second, we encourage as much interaction and networking between academia and the business community as possible. It has become increasingly obvious over recent years that business and academia have a great deal to offer each other, and both benefit enormously from much closer collaboration than was typical in the past. We strongly encourage the exchange of ideas and practical experience between pure researchers, applied researchers and practitioners.

Finally, while being an Australia-based organisation, our outreach is global: our Executive Committee includes leading scholars from three continents, while the participants at previous conferences have hailed from all parts of the world.

Though young – it was established in 2011 - APIAR is already making a significant impact in terms of advancing and publishing cutting edge research, both through conferences such as this and through its two journals (Asia Pacific Journal of Advanced Business and Social Studies and Asia Pacific Journal of Contemporary Education and Communication Technology). Your contribution at this conference will add to this, and we look forward to getting to know you and sharing with you the latest findings of experts in our four principal fields or research.

## CONFERENCE CHAIR

NAME	AFFILIATION
PROFESSOR LESLIE HOLMES	University of Melbourne, Australia.

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## BEST PAPERS

### Best Paper in Business:

"EXPLORING AN EFFECTIVE ADVERTISEMENT MEDIUM FOR THE JAPANESE COSMETICS MARKET"

**Author(s) Name:** Michiko Miyamoto, Satona Shirai

### Best Paper in Education:

"A STUDY OF BACKWASH EFFECTS IN ENGLISH PROFICIENCY TESTING ON UNIVERSITY LOW-ACHIEVING STUDENTS"

**Author(s) Name:** Mei-Sheng Chao

### Best Paper in Information Technology:

"NETWORK MEMORY: TWO DECADES OF RESEARCH TREND EVOLUTION AND DEVELOPMENT"

**Author(s) Name:** Chandarasageran Natarajan

### Best Paper in Social Science:

"UNDERSTANDING ORGANISATIONAL DISPUTES: MOVING BEYOND PERSONAL ACCOUNTS"

**Author(s) Name:** Dr Princess Habiba

## ALL PAPERS of the Conference

### BUSINESS PAPERS

**Paper Name:** "MODEL OF ACCELERATED PROFICIENCY IN THE WORKPLACE: SIX CORE CONCEPTS TO SHORTEN TIME-TO-PROFICIENCY OF EMPLOYEES"

**Author(s) Name:** Raman K. Attri, Wing S. Wu

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**Author(s) Name:** Quang Linh Huynh, Nguyen Van Nguyen

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**Paper Name:** "HUMAN RESOURCE INFORMATION SYSTEMS IN KOREAN SMALL-MEDIUM COMPANIES"

**Author(s) Name:** Michiko Miyamoto

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**Paper Name:** "EXPLORING AN EFFECTIVE ADVERTISEMENT MEDIUM FOR THE JAPANESE COSMETICS MARKET"

**Author(s) Name:** Michiko Miyamoto, Satona Shirai

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**Author(s) Name:** Wei Liu

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**Author(s) Name:** Iris M. H. Yeung, Chris W. Lam

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**Author(s) Name:** Santoso Wibowo, Srimannarayana Grandhi, Dr. Ritesh Chugh  
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**Author(s) Name:** Mostefa Abdelhadi  
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**Author(s) Name:** Mei-Sheng Chao  
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**Author(s) Name:** Chidimma Okeke, David Yong  
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**Author(s) Name:** Sree Mattananda Sraman  
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**Author(s) Name:** Priya Sehjal  
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**Author(s) Name:** Vicky Tsang, Hsueh Yeh, Kwei-Yi Fung, Eve Chen, Claudia Chan, Gee-May Tam  
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**Paper Name:** "NETWORK MEMORY: TWO DECADES OF RESEARCH TREND EVOLUTION AND DEVELOPMENT"  
**Author(s) Name:** Chandarasageran Natarajan  
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**Author(s) Name:** Dr Princess Habiba

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**Author(s) Name:** Dr.G Edirisinghe

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**Author(s) Name:** Prof. M. Afzal Wani

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