

CONFERENCE CHAIR



Prof. Mohd Nazari Ismail

University of Malaya, Malaysia.

KEYNOTE SPEAKER



Dr Elgin Ong

Rhinovo Pte Ltd, International Branding Expert & Renowned Public Speaker, Singapore.

Best Paper Awards

APIAR recognises outstanding contributions to research. **There are four Best Papers awards for four streams.** Best Papers are judged both on the merits of the written document and on the quality of their presentation at the conference. The awards serve to acknowledge the authors who receive them as leading researchers in Business, Education, ICT and Social Sciences. The awards also provide an incentive to authors to produce high-quality papers and present them in a lucid and compelling manner.

APIAR Best Paper Award recipients are selected through a two-prong process. The first step is a review of the full-length papers accepted for the conference. Review committee members of the conference rank these papers according to quality, relevance and originality, to determine the finalists for each award category. While selection as a finalist for an APIAR Best Paper Award is a notable achievement in itself, winners are then chosen from the finalists, according to the quality of their presentations. Presentation quality is judged according to the audience feedback collected at the conference.

APIAR SCHOLARSHIPS:

APIAR is delighted to announce a competition for excellent academic papers

Entries will be judged on the quality of the paper, including the presentation. Only full paper presenters in the conference are qualified to apply. The winner will receive the cost of the air fare and accommodation for the next conference. At the same time, the conference registration fee will be waived.

APIAR is also delighted to announce that registration fee will be waived for the four best paper winners to participate in the next conference.

The prize is non-negotiable and no monetary alternative will be available.

Paper Submission:
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ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH

Nurturing knowledge without boundaries

The 3rd ASIA PACIFIC CONFERENCE ON CONTEMPORARY RESEARCH (APCCR -2017)



26th and 27th of August 2017

Hotel Sentral KL Sdn Bhd
No 30, Jalan Thambypillai, Brickfields 50470
Kuala Lumpur, Malaysia

Welcome to APCCR-2017

The 3rd Asia Pacific Conference on Contemporary Research (APCCR -2017) will be held on 26th and 27th of August 2017 in Kuala Lumpur, Malaysia. The main theme of this conference is 'Sharing Solutions'. The conference will cover every topic from the areas of Business, Education, Social Sciences and ICT. Internationally-recognized scholars will participate in the event to present their latest research and best practices.

All submitted papers will be peer reviewed and published in the conference proceeding to promote the prominent (and emerging) voices within your field of research.

Conference Programme Summary

DAY: 1

Saturday, 26th of August, 2017
Venue: Hotel Sentral KL Sdn Bhd
Starmin Coffee House (5th Floor)

6.45 PM – 7.00 PM

Arrival

7.00 PM – 8.00 PM

Keynote Speaker : Sourajit Aiyer
Keynote Speech : Is South-East Asia the Next Big Thing: Comparison With Peer Regions.

Conference Dinner and Networking

DAY: 2

Sunday, 27th of August, 2017
Venue: Hotel Sentral KL Sdn Bhd
Room : Sentral 1(1st Floor)

08.30 AM – 09.00 AM

Arrival Tea

09:00 AM – 9.20 AM

Conference Opening by
Conference Chair Prof. Mohd Nazari Ismail
Keynote Speech: Global Economic Slowdown and Chinese Debt Bubble.

09:20 AM – 09:30 AM

Photo Session

09:30 AM - 09:55 AM

Morning Tea Break

ORAL PRESENTATIONS

Session : 1

Track: Business

Venue: Hotel Sentral KL Sdn Bhd Session

Room: Sentral 1(1st Floor)

Chair : Dr Salman Iqbal

10.00 AM - 10.20 AM

AN ANALYSIS OF AIRLINE/AIRPORT LOUNGE SERVICE USING DATA GATHERED FROM AIRLINEQUALITY.COM
Binh Nghiê-Phú

10.20 AM – 10.40 AM

MEASURING THE NON-FINANCIAL REWARDS IN ESCALATING EMPLOYEES JOB SATISFACTION (A STUDY OF PRIVATE COMPANIES IN PAKISTAN).
Waqar Akbar, Sana Riaz, Kashif Arif, Ahson Hayat

10.40 AM –11.00 AM

MODERATING EFFECTS OF TECHNOLOGY READINESS ON ATTITUDES AND RESPONSES TO MOBILE CHECK-IN AT SOUTH AFRICAN AIRPORTS.
Gregory John Lee, Sumeshin Naidoo

11.00 AM –11.20 AM

CROWDSOURCING AND SERVICE-DOMINANT LOGIC: THE INTERACTION EFFECT OF BRAND FAMILIARITY, CUSTOMER EXPERIENCE AND LOYALTY ON VALUE CO-CREATION.
Cheah Wen Kit, Izzal Asnira Zolkepli

11.20 AM – 11.40 AM

THE EFFECT OF USER ACCEPTANCE ON CONTINUANCE INTENTION FOR ONLINE SHOPPING (RESEARCH ON INSTAGRAM USER).
Brian Gregory Adhihendra , Sahid Susilo Nugroho

11.40 AM – 12.00 PM

EMPLOYEES' ATTITUDE DURING TIMES OF PROPOSED MERGER (A CASE OF TWO BANKS MERGER IN PAKISTAN)
Waqar Akbar, Sana Ejaz, Sana Riaz, Kashif Arif

Session : 2

Track: Education

Venue: otel Sentral KL Sdn Bhd

Room: Sentral 1(1st Floor)

Session Chair : Dr Goh Lay Huah

12.00 PM – 12.20 PM

DESIGNING AN INTERACTIVE ANDROID APPLICATION FOR INCREASING CULINARY VOCATIONAL STUDENTS' ENGLISH ABILITY. Aryo Baskoro Utomo, Sita Nurmasitah

12.20 PM – 12.40 PM

DOES POETRY ENHANCE CRITICAL THINKING SKILLS AMONG UNDERGRADUATES?
Julie Chuah

12.40 PM – 01.00 PM

THE 3rd GENERATIONS OF BIKESHARING DEVELOPMENT IN INDONESIA.
Weningtyas Widyarini, Wibowo Sony Sulaksono, Hidayat Yan Syafri

01.00 PM – 01.40 PM

Lunch Break

Session : 3

Track: Business

Venue: Hotel Sentral KL Sdn Bhd

Room: Sentral 1(1st Floor)

Session Chair : Waqar Akbar

01.40 PM – 02.00 PM

DOES THE PREVIOUS CONSUMER TRANSACTION EXPERIENCE STRENGTHEN REPURCHASE INTENTION ON WEBMALL?
Olivia Barcelona Nasution, Sahid Susilo Nugroho

02.00 PM – 02.20 PM

VOLATILITY OF CHINA SHANGHAI STOCK PRICE-EXCHANGE RATE.
Ming Fan, Mengmeng Dong

02.20 PM – 02.40 PM

THE PRICING OF AUDIT SERVICES : EVIDENCE FROM CHINA.
Abdul Rahman Al Natour ,Ja Ryong Kim ,Andrew W Stark

02.40 PM – 03.00 PM

THE RELATIONSHIP BETWEEN DIFFERENT TYPES OF CREDITOR AND SMOOTH EARNINGS AND SMOOTH CASH FLOW: EVIDENT FROM UK PRIVATE FIRMS.
Nor Afifah Shabani, Elisabeth Dedman, JaRyong Kim

03.00 PM – 03.20 PM

WORK LIFE BALANCE AND INTENTION TO QUIT AMONG FEMALE WORK FORCE.
Shumaila Atiq, Dr. Salman Iqbal, Mamoona Rasheed

03.20 PM – 03.40 PM

Afternoon Tea Break

Session : 4

Track: Social Sciences

Venue: Hotel Sentral KL Sdn Bhd

Room : Sentral 1(1st Floor)

Session Chair : Mostefa Abdelhadi

03.40 PM – 04.00 PM

HELPING OTHERS THROUGH VIRTUAL COMMUNITY (Communication Pattern of Smog Problems by www.bebasasap.org).
Ratna Permata Sari

04.00 PM – 04.20 PM

TRYING TO BUY A NEW PRODUCT: WHAT DOES ADVERTISING DO NOWADAYS?
Cynthia Ayu Manggarani, Basu Swastha Dharmmesta

04.20 PM – 04.40 PM

TTHE IMPLICATIONS OF DEMOGRAPHIC TRANSITION FOR PRODUCTIVE ABSORPTION OF THE LABOUR FORCE: THE CASE OF BANGLADESH.
Md. Zahidur Rahman, Rashed Al Mahmud Titumir

Session : 4

Track: Education;

Venue: Hotel Sentral KL Sdn Bhd

Room : Sentral 1(1st Floor)

Session Chair : Dr Goh Lay Huah

04.40 PM – 05.00 PM

LANGUAGE MAINTENANCE FACTORS: REFLECTIONS ON THE ARABIC LANGAUGE.
Dr. Mostefa Abdelhadi

05.00 PM – 05.20 PM

THE PERCEIVED EFFECTIVE MOTIVATION METHOD IN CHINA'S CREATIVE INDUSTRIES: THE MANAGERIAL PERSPECTIVE.
Yuet-Kai Chan, Henry Ma

05.20 PM – 05.40 PM

A PROBE INTO ISLAMIC SOURCES VERSUS TERRORISM ATTACKS ON CULTURAL HERITAGES
Mojtaba Hosseini

05.40 PM – 05.50 PM

Networking & Presentation Ceremony
Venue: Hotel Sentral KL Sdn Bhd

End of the Conference