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Sharing Solutions

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Abstracts

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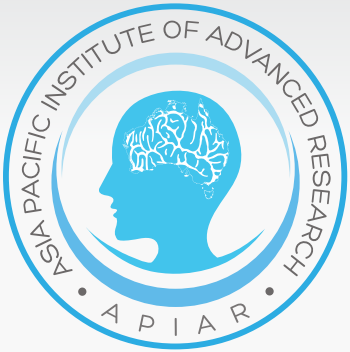

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Conference Chair

PROF. MOHD NAZARI ISMAIL

University of Malaya, Malaysia.

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...

Preface

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.

Business

Abstracts

MODERATING EFFECTS OF TECHNOLOGY READINESS ON ATTITUDES AND RESPONSES TO MOBILE CHECK-IN AT SOUTH AFRICAN AIRPORTS

Gregory John Lee [a], Sumeshin Naidoo [ab]
[a] Wits Business School, University of the Witwatersrand,
[b] Gibb Engineering & Architecture, former MBA student, Wits Business School
Johannesburg, South Africa
Corresponding email: gregory.lee@wits.ac.za

Abstract

Self-service check in has become a norm for passengers in the worldwide airline industry. However, this broader methodology of check-in is dominated by the use of the internet over other self-service check-in channels such as kiosks and mobile. Check in options such as mobile do, however, remain important to airlines for a variety of reasons. This paper; therefore' examines some factors involved in the choice to enact mobile check-in within a sample of over 700 South African airline passengers. Notably, we examine whether technological readiness of passengers moderates the relationships between attitude towards mobile check-in and positive response to the experience, as well as the adoption of mobile check-in and positive response. These moderation relationships are supported for technological optimism specifically, when higher is associated with stronger positive relationships between attitudes and responses and adoption and responses. Implications and recommendations are also discussed.

Keywords: Airports, Check-in, Mobile, Self-Service, Technological Readiness, South Africa.

MEASURING THE NON-FINANCIAL REWARDS IN ESCALATING EMPLOYEES JOB SATISFACTION (A STUDY OF PRIVATE COMPANIES IN PAKISTAN)

Waqar Akbar [a], Sana Riaz [b], Kashif Arif [b], Ahson Hayat [c]
[a] Department of Management Science, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Pakistan
[b] Faculty of Business Administration, Mohammad Ali Jinnah University (MAJU) Pakistan
[c] Tradekey, Pakistan
Corresponding Author waqar.akbar@szabist.edu.pk

Abstract

Rewards play a vital role to increase satisfaction. To satisfy the employees, there is an important role of non-financial rewards. Though financial rewards are considered to be very effective and important form to escalate job satisfaction yet, non-financial rewards are overlooked at times. This study measures the impact of non-financial rewards on job satisfaction at workplace in private companies of Pakistan. Data is gathered through Self-Administrated Questionnaire containing 5 nominal and 12 Likert scale questions from a Sample of 100 employees by convenience sampling technique. The data is analysed through SPSS. Correlation and regression tests are applied to analyze the data. The results reveal that recognition, flexible working arrangement, feedback to employees, freedom, advancement opportunities, promotion, empowerment, competitive work environment and individual reward preference positively impact job satisfaction in the workplace. It would further be suggested that focusing the factors that positively impact job satisfaction would enhance the performance of employee and create a positive work environment which will also help grow the organization's productivity.

Keywords: Non-Financial Rewards, Employees Job Satisfaction, Environment, Work, Private Companies.

EMPLOYEES' ATTITUDE DURING TIMES OF PROPOSED MERGER (A CASE OF TWO BANKS MERGER IN PAKISTAN)

Waqar Akbar [a], Sana Ejaz [b], Sana Riaz [b], Kashif Arif [b]
[a] Department of Management Science, Shaheed Zulfikar Ali Bhutto Institute of Science and Technology (SZABIST) Pakistan
[b] Faculty of Business Administration, Mohammad Ali Jinnah University (MAJU) Pakistan
Corresponding Author waqar.akbar@szabist.edu.pk

Abstract

There has been a dramatic increment in the pace of change over the last few years. The satisfaction of the employee is the first priority of HRM whereas the company's annual productivity holds the secondary important due to which this department is criticized. Since change management has no definite starts and ends, the organization faces the multifaceted challenges during the times of merger. The study intends to identify the employees' attitude during the times of proposed merger. The constructs to measure employees' attitude include: job satisfaction, uncertainty, commitment as independent variables and whereas change readiness was measured as dependent variable. The study is based on primary data constituted of a questionnaire. 5- point Likert scale is used to measure the perception of all employees who are considered applicable for a merger. To analysis the data SPSS software has been used. Reliability and correlation test are conducted before finding the impact of employees attitude on change readiness. A regression test is performed to find the effect of merger on change readiness. The results reveal that uncertainty is statistically found to be insignificant with change readiness which indicates that employees are not fear of being uncertain about changes happening due to merger. However, Job satisfaction and commitment has a positive significant impact on change readiness. The study is very useful for organization while they are strategically planning for mergers and acquisition. The study is confined to employees' perspectives of banking sectors. Leadership perspective may have further insights for strategic direction for organization.

Keywords: Job Satisfaction, Uncertainty, Commitment and Change Readiness, Employees' Attitude, Merger.

WORK LIFE BALANCE AND INTENTION TO QUIT AMONG FEMALE WORK FORCE

Ms. Shumaila Atiq[a], Dr. Salman Iqbal[b], Ms. Mamoona Rasheed[c]
[a]MS management student, University of Central Punjab, Lahore, Pakistan
[b]Assistant Professor and HoD Management and Organisation Div, University of Central Punjab, Lahore, Pakistan
[c]Research Associate, University of Central Punjab, Lahore, Pakistan
Corresponding email: salman.iqbal@ucp.edu.pk

Abstract

Employees are an asset for any organization. A huge amount is invested by the organizations on recruitment, hiring, training and retention of employee. When an employee quits his/her job due to any reason, it creates financial burden on employer. Currently, work life challenges are the most important reason for employee turnover, particularly in the female work force. The basic purpose of this research is to examine the understanding of work/life balance issues of female workers in higher education sector and corporate sector. Data is collected through questionnaires with female faculty members of higher educational institute and female employees of the banking sector. The results indicated that female workforce intended to leave their job and career if the WLB is disturbed in the absence of organizational and family support because it create stress and pressure on female work force. From the result, it can be concluded that organizational and family support is very important for maintaining a Work life balance (WLB). This study will improve the understanding of what is known about female employees' work life challenges and applied implications hiden in the arena of human resource department, to design the policies to ensure WLB which lead to less employee turnover.

Keywords: Work Life Balance, Organizational Support, Family Support, Intention to Quit.

AN ANALYSIS OF AIRLINE/AIRPORT LOUNGE SERVICE USING DATA GATHERED FROM AIRLINEQUALITY.COM

Bình Nghiêm-Phú
Fukushima National College of Technology, Iwaki, Fukushima, Japan
Corresponding email: binhnghiem@gmail.com

Abstract

This study aims to verify the correlation between customers' evaluation of airport/airline lounge service categories and their intention to recommend the lounge, as well as that between atmospheric/affective and cognitive airport/airline lounge service categories. Using the 2,242 units of data gathered from airlinequality.com, the study confirms the findings of previous research regarding the importance of service quality with customer behavioral intention, and of cognitive service attributes with atmospheric/affective service attribute. Some implications for lounge service management and future studies are drawn from the outcomes of the exploratory and inferential analyses of the data.

Keywords: Lounge Service, Evaluation, Intention, Datamining.

THE EFFECT OF USER ACCEPTANCE ON CONTINUANCE INTENTION FOR ONLINE SHOPPING (RESEARCH ON INSTAGRAM USER)

Brian Gregory Adhihendra[a] and Sahid Susilo Nugroho[b]
[ab]Faculty of Economics and Business, Gadjah Mada University
Jl. Nusantara, Bulaksumur, Yogyakarta, 55281, Indonesia
Corresponding email: brianadhihendra@gmail.com

Abstract

Over time, the development of information and technology have an impact on the ever-expanding variety of events and activities associated with the use of the internet, especially on the use of social media. The development of social media opened opportunities for marketers and researchers to research the factors that lead to social media usage behavior. Deep understanding of the factors that affect the use of social media will be very useful for consumers and marketers. This research focuses on testing the effect of the five dimensions of personality traits that is extraversion, conscientiousness, openness to experience, neuroticism, and agreeableness andperceived ease of use on perceived usefulness. Furthermore, the effect between perceived usefulness on continuance intention are examined. Using purposive sampling, the object of thisresearch is with Instagram users. Data collection and analyses started in November 2016, and finished in January 2017. A Total of 230 Instagram users from different regions in Indonesia, are collected as the data. Using Structural Equation Modeling (SEM) with AMOS software, data analyses revealed that some of the dimensions of personality traits and perceived ease of use have significant effect on perceived usefulness, while the latter have significant effect on continuance intention for online shopping. Theoritical and practical implications of the findings, and future research suggestions also discussed at the last part of the research.

Keywords: Personality Traits, Perceived Ease of Use, Perceived Usefulness, Continuance Intention, Instagram.

VOLATILITY OF CHINA SHANGHAI STOCK PRICE-EXCHANGE RATE

Ming Fan[a], Mengmeng Dong[b]
[a]National University of Malaysia, Malaysia
[b]HangzhouWanxiang polytechnic, China
Corresponding email: 674279825@qq.com

Abstract

This paper examines the use of GARCH-type models for modelling volatility and explaining the relationship between stock market risk and exchange rate risk in CHINA. We use daily data from China Shanghai Stock Price and Exchange Rate. Various time series methods are employed, including the simple GARCH model, as well as exponential GARCH and threshold GARCH. We found strong evidence that daily returns can be characterised by the above models. For both markets, we concluded that the best model is GARCH(1,1)and the asymmetric effect is not significant. These findings are strongly recommended to financial managers and modellers dealing with international markets.

Keywords: China Stock Markets, Exchange Rate, GARCH, Volatility.

CROWDSOURCING AND SERVICE-DOMINANT LOGIC: THE INTERACTION EFFECT OF BRAND FAMILIARITY, CUSTOMER EXPERIENCE AND LOYALTY ON VALUE CO-CREATION

Cheah Wen Kit[a], Izzal Asnira Zolkepli (Ph.D)[b]
[a]Inceptale Media, Kuala Lumpur, Malaysia
[b]School of Communication, Universiti Sains Malaysia, Penang, Malaysia
Corresponding Email: izzalasnira@usm.my

Abstract

Crowdsourcing is a process that enables firms to tap into the wisdom of the crowds or customers to create ideas and solve problems through value co-creation. Building on the idea of crowdsourcing, this research was designed using Service-Dominant (SD) Logic that suggests brand familiarity and levels of involvement of co-creators determine the success of value co-creation. Therefore, this research was conducted to investigate the interaction effects between two factors that is customer experience and loyalty. A 3x2 between-subjects factorial design was conducted using an online experiment to test the hypotheses. 96 participants were asked to choose one of the six experimental conditions that required them to co-create a pizza menu for a brand. Two-way analysis of covariance (ANCOVA) was used to analyse the collected data on experience and loyalty shared by the participants. The results showed a significant effect on the interaction of both variables on pragmatic experience. The result suggests that customers' pragmatic experience needs to be met in order to achieve the success desired. The present study contributes to a wealth of knowledge in the emerging field of service marketing, mainly in the application of crowdsourcing and the understanding of SD Logic.

Keywords: Crowdsourcing, Value Co-Creation, Brand Familiarity, Service-Dominant Logic, ANCOVA.

Acknowledgement

This research is funded by Universiti Sains Malaysia and Ministry of Higher Education Malaysia under Fundamental Research Grant Scheme (FRGS) 203.PCOMM.6711488

DOES THE PREVIOUS CONSUMER TRANSACTION EXPERIENCE STRENGTHEN REPURCHASE INTENTION ON WEBMALL?

Olivia Barcelona Nasution, Sahid Susilo Nugroho
Gadjah Mada University, Yogyakarta, Indonesia
Corresponding email: Oliviabarcelona26@gmail.com

Abstract

E-commerce is one trade form that is growing rapidly because it reduces the intermediary fees, thus, consumers pay the lower cost. Trust is a problem in e-commerce because of the exsistence of uncertainty and asymmetry information. In research field, experience allegedly strengthens the consumer trust that lead to repurchase intention. However, previous studies examined the experience in the context of the purchase frequency and duration of internet and website usage. This study examines whether previous consumer transactions experience can strengthen the relationship of trust toward the repurchase intention. This study also examines the dimensions of trust to know which dimension describes the trust in the online context. This research was conducted in Indonesia, involving 265 respondents who purchased goods in webmall at least 1 time in the last 6 months. Webmall is selected as the research object because it is considered more stable and constant in executing transactions. This study uses Moderated Regression Analysis and proves that the previous consumer transactions experience can strengthen the correlation between trust and repurchase intention. The results of this study confirms some theories that explain the effect of the experience. Implication for theory and practice, and the suggestion of future research are discussed on the last part of this paper.

Keywords: Previous Transaction Experience, Trust Dimension, Trust, Repurchase Intention.

THE PRICING OF AUDIT SERVICES : EVIDENCE FROM CHINA

Abdul Rahman Al Natour [a],Ja Ryong Kim [b],Andrew W Stark [c]
[ab]Nottingham University Business School, Nottingham, UK
[c]Alliance Manchester Business School, Manchester, UK
Corresponding email: Abdul.alnatour@nottingham.ac.uk

Abstract

This paper explores the determinants of audit fees and examines if government ownership, auditor choice, and legal environment affect the pricing of audit services in China. The pricing of audit services literature builds on Simunic's (1980) model that tests audit market competition after controlling factors that affect audit fees (i.e. difference in loss exposure, assessed loss-sharing ratio and production economies) as a function of audit quantity and price. The Chinese audit market provides a setting where the audit market is dispersed between three classes of audit firms (i.e. International Big-4, Domestic Big-10 and other Non-Big-10). Moreover, it gives the opportunity to test how government ownership might affect audit pricing, as well as the effects of the split-share reform (2005-2009). Finally, it allows the studying of how different regions with different macro-economic characteristics, as introduced by Taylor and Simon (1999), (i.e. litigation, disclosure and regulatory environments), may affect audit pricing in China. Using a sample of 1,845 Chinese listed firms during the period from 2003 to 2014, the main results show that: 1) audit firms charge government-owned firms less compares to other NSOE firms, 2) this audit fee discount for SOEs is only observed when an International Big-4 audit firm is assigned, 3) after the completion of the split-share reform this discount becomes marginal and slightly significant, and finally 4) macro-economic factors (i.e. legal environment) increases audit fees. This paper contributes to the literature on ownership structure and audit fees by including evidence from the split-share reform in China which helps practitioners understand how audit services pricing works in China and the role of auditor choice in moderating the government influence over audit pricing.

Keywords: Audit Fees, Auditor Choice, Government Ownership, Market Development.

THE RELATIONSHIP BETWEEN DIFFERENT TYPES OF CREDITOR AND SMOOTH EARNINGS AND SMOOTH CASH FLOW: EVIDENT FROM UK PRIVATE FIRMS

Nor AfifahShabani[a], Elisabeth Dedman[b], JaRyong Kim[c]
[abc]Nottingham University Business School, Nottingham, UK
Corresponding email: lixnash.nottingham.ac.uk

Abstract

This paper investigates the interplay between different types of creditors and the smoothness of earnings and cash flow reported by 6,283 UK private firms from 2011 until 2016. Specifically, this paper investigates whether creditors prefer smooth earnings or smooth cash flow. On one hand, creditors are demanding more income smoothing for contracting efficiency and firms with smoother earnings are related to lower cost of debt (Gassen & Füllbier, 2015). On the other hand, unlike cash lenders (banks) who are concerned about both the principal and the interest, lessors are primarily concerned about the ability of the borrower to make periodic lease payments while trade creditors rarely use financial statements when offering credit to customers (Collis et al., 2013; Gallardo, 1997). The main finding shows that creditors prefer smooth cash flow than smooth earnings and the result is consistent with different types of creditors (banks, lessors and trade creditors).

Keywords: Creditors, Private Firms, Smooth Cash Flow, Smooth Earnings.

Education

Abstracts

DESIGNING AN INTERACTIVE ANDROID APPLICATION FOR INCREASING CULINARY VOCATIONAL STUDENTS' ENGLISH ABILITY

Aryo Baskoro Utomo[a] and Sita Nurmasitah[b]
abElectrical Engineering Department, Faculty of Engineering,
Universitas Negeri Semarang, Indonesia
Corresponding email: aryobaskoro@mail.unnes.ac.id

Abstract

The rapid growth of technology creates various sophisticated facilities in order to make things easier in life. Along with the development of technology, the globalization era requires good skilled manpower. Vocational institutions in Indonesia are expected to produce high quality graduates, so that they can compete in the global market. One of the efforts to achieve the goal is giving the students an English subject. English is given to the students based on their specific study program. Based on the observation, English subject is usually taught only 100 minutes per week in average. The students need more time to learn and practice the language. Moreover, they usually prefer having practical and fun language learning. Recently, smart phones have become a necessary device that grow more countless and complex every day. Interactive android applications in smart phones can be an alternative for the students to have language self-study. Based on aforementioned reasons, this research aims to design interactive android application for vocational students, especially in the culinary program. The stages of the research are; (1) collecting data by observing the curriculum, material, classroom activities, and students' needs, (2) designing the audio-visual interactive android application, (3) creating or producing the application, (4) product validation by media and material expert, English teacher, and student, (5) revising the product based on the previous stage, (6) ready-made interactive android application.

Keywords: Interactive Android Application, English Language Learning, Culinary Program.

DOES POETRY ENHANCE CRITICAL THINKING SKILLS AMONG UNDERGRADUATES?

Julie Chuah
Universiti Sains Malaysia, Malaysia
Corresponding email: cscju@usm.my

Abstract

Many employers have lamented that the majority of university graduates are not prepared in the key areas of employment such as critical thinking, oral and written communication, self-direction and then applying such knowledge and skills in real world settings. In fact, critical thinking skills are deemed as integral parts of transformational pedagogy which aims at promoting a more informed society. Furthermore, literature teaching has been advocated for enhancing students' critical thinking and reasoning. Therefore, this study sought to explore the effects of incorporating critical thinking strategies into the teaching of literature and specifically poetry, with the aim of enhancing students' critical thinking skills. Using the experimental approach involving a pre-test and post-test, the California Critical Thinking Skills Tests (CCTST) was administered to 48 first-year students enrolled in the Bachelor of Arts programme. Students were assigned randomly into the control group and experimental group.During the semester, the experimental group was given intervention comprising guided in-class discussions with Socratic questioning skills, elicitation of students' reflections, and finally students were asked to write and present a poem based on a theme. Although the analysis of CCTST using paired T-tests indicated no significant differences between the two groups, the mean from the T-tests showed an increase in the scores of the experimental group. The findings present significant implications on the course design in that critical thinking skills should be embedded across all disciplines of study. In addition, pedagogical practice in using literature should be implemented to enhance students' critical thinking skills.

Keywords: Teaching of Literature, Poetry, Critical Thinking Skills, California Critical Thinking Skills Tests (CCTST).

ICT

Abstracts

THE 3rd GENERATIONS OF BIKESHARING DEVELOPMENT IN INDONESIA

Weningtyas Widyarini[a], Wibowo Sony Sulaksono[b], Hidayat Yan Syafri[c]
[abc]Institut Teknologi Bandung, Indonesia
Corresponding email: reenee.filan@gmail.com

Abstract

Introduction of Bike-sharing as an eco-friendly public transportation program started to grow in developing countries. This public transportation means is in the form of an integrated networking bike fleet, and turns into a feeder for other public transportation systems. Bandung city as one of the pioneers in Indonesia try to develop and operate the first 3rd generation of bike-sharing. This alternative transportation solution is expected to reduce the uses of public transportation and hence pollution levels. Other sub sequential benefits may trigger improvements in people's mobility, health, productivity, and happiness, subsequently increasing a city's livability index. This research is the second prototype of the continuous development of bike-sharing stations by applying third generation technology in Indonesia. In the present research, we endeavored to develop bike-sharing stations by applying the latest technology, NFC smart card.

Keywords: Bike-sharing, 3rdGeneration System, NFC, RFID, Smart Card.

Social Sciences

Abstracts

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

Ratna Permata Sari
Universitas Islam Indonesia, Yogyakarta, Indonesia
Corresponding email: ratna.permatasari@uii.ac.id

Abstract

Smog problems from forest fires happened in Indonesia almost every year during the dry season. In the case of forest fires in 2015, it is deemed as one of the biggest forest fires in Indonesia which brought huge impacts for health of human, enviroment and social aspects. In the health aspect, the smog caused the limited visibility, and serious health problems such as respiratory diseases. It needs huge social awareness and participation from the government and society to help the victims of smog. With this situation, volunteers from Turun Tanganused online news portal www.bebasasap.org aimed to spread the latest information from smog area. From that background, the researcher is interested in studying communication patterns in the BebasAsap community in spreading information and raising donations to fulfill the needs of smog victims. The Communication pattern in this virtual community delivered three approaches: (1) Analysis of interation among core members of Bebas Asap community with external parties very intense. (2). The hierarchy of communication in this community used two ways, horizontal and diagonal communication. (3). This social community, especially in core members of bebas asap community used all channel communication network structure because all of the core members has same position and power in decision making based on their own job description.

Keywords: Communication Pattern, Smog, Virtual Community.

LANGUAGE MAINTENANCE FACTORS: REFLECTIONS ON THE ARABIC LANGAUGE

Dr. Mostefa Abdelhadi
Faculty of Business, Education, Law and Arts
University of Southern Queensland, Australia
Corresponding email: mostefaabdelhadi@yahoo.com.au

Abstract

The maintenance of community languages has always been a challenging field for investigation. Most of these languages live under the cultural power of the host country language. Therefore, it has never been an easy task for immigrants and their children to maintain their community languages, especially under the linguistic and cultural pressures of the English language. The majority of community languages lose ground to English and adopt it in several domains in everyday life and this is a sign of a language shift. This latter is most likely predictable in English-speaking countries such as Australia, New Zealand, England and the USA, where English is a dominant and the most prestigious language. In Australia, statistics from 2016 census demonstrate that only a few languages withstood the cultural strength and high status of English language (ABS, 2016). As a result of that, the maintenance of community languages remains a major concern for linguists, educators, language activists and for immigrant families, who need to support and maintain these languages for the next generation.

Keywords: Language Maintenance, Community Language, Language Shift.

TRYING TO BUY A NEW PRODUCT: WHAT DOES ADVERTISING DO NOWADAYS?

Cynthia Ayu Manggarani, Basu Swastha Dharmmesta
Universitas Gadjah Mada, Yogyakarta, Indonesia
Corresponding email : cynthia.mrsc@gmail.com

Abstract

This research is conducted based on marketer's concern about whether new products offered by a company would be acceptable by its existing customers or not. These concerns arise since generally, consumers tend to doubt the quality of a new product which is unobvious. Despite the overabundant and saturating advertising in todays' market, this research tries to prove that advertising is still considered effective in strengthening consumers' intention to try a new product offered by a particular company. The most popular skin clinic in Indonesia named Natasha Skin Care was chosen to be the object of this research. The topic in this research is then discussed based on Theory of Trying developed by Bagozzi and Warshaw (1990), a theory that is still quite under-researched compared to the previous theory explaining about human actions such as Theory of Planned Behavior. By using the theory, consumer's motivation to achieve a specific goal will be tested simultaneously with attitude towards advertising in order to see their effects on attitude towards trying and their intention to buy the new products. Samples are 614 customers of Natasha Skin Care who have been using Natasha products, other than the new hair products, for at least 6 months. Results show that customers would have the intention to buy the new product if only they have a strong motivation to achieve a particular goal, in this case, try to get a good hair. In fact, advertising also becomes the important determinant to strengthen consumers' attitude toward trying a new product offered by the company, and also strengthening their intention to try. Recommendations from the study are that the content of advertising should be emphasized on elevating consumers' willingness to achieve a particular goal, and encouraging the consumers to think that the goal would be crucial for them in the future.

Keywords: Theory of Trying, Advertising, Intention, New Product.

THE IMPLICATIONS OF DEMOGRAPHIC TRANSITION FOR PRODUCTIVE ABSORPTION OF THE LABOUR FORCE: THE CASE OF BANGLADESH

Md. Zahidur Rahman[a] and Rashed Al Mahmud Titumir[b]
[a]Department of Development Studies, Bangladesh University of Professionals (BUP), Dhaka, Bangladesh.
[b]Department of Development Studies, University of Dhaka, Bangladesh.
Corresponding Email: tasneemdu@gmail.com

Abstract

This paper reviews the dynamics of changes in the population age structure during demographic transition and its relevance with respect to participation in the labour force and their productive absorption in the economy taking Bangladesh as a case. Drawing from a rich, yet fragmented array of literature, the paper attempts to propose a comprehensive framework that integrates the relations amongst changes in population age structure during demographic transition and economic development in the contexts of developing countries. Using the framework, this paper finds that Bangladesh is passing through the intermediate stage of its demographic transition which offers a productive or 'dividend' phase and could accelerate economic growth principally through changes in the composition of labour force and its absorption into productive employment. The article argues that despite the proportion of the working age population, which is currently increasing more than the growth of total population and thereby expanding the size of labour force, Bangladesh could not fully capitalize on the advantageous condition of having a population with large concentration at productive ages. The paper also stresses that the country is facing a number of challenges in terms of harnessing economic growth to be more job-intensive in high productivity sectors, enhancing quality of labour and skill development, and expanding the productive capacity of the economy to absorb the growing labour force, which must be addressed to achieve sustained economic development.

Keywords: Demographic Dividend, Demographic Transition, Economic Development, Labour Absorption, Population Age Structure.

THE PERCEIVED EFFECTIVE MOTIVATION METHOD IN CHINA'S CREATIVE INDUSTRIES: THE MANAGERIAL PERSPECTIVE

Yuet-Kai Chan[a], Henry Ma[b]
[ab]School of Design, The Hong Kong Polytechnic University, Hong Kong, China
Corresponding email: amelieyk.chan@connect.polyu.hk

Abstract

Chinese companies have been Original Equipment Manufacturer (OEM) for foreign companies since the economic reform. Due to rapid economic growth, Chinese organizations are losing their advantage of low labour cost. As a result, the Chinese government started to stress strong effort on stimulating China's creative industries in order to maintain sustainable development from the year 2006. The preferential policies were proposed almost in every year plan for encouraging creative companies to transform themselves from OEM to Original Design Manufacturer (ODM) or Original Brand Manufacturer (OBM).

In China, more than three hundred thousand Arts and design graduates step into creative industries every year. Students were supposedly taught to think, design and produce creatively. However, most of them perceived that the creative organizations do not put much effort on encouraging employees' creativity. So, what has happened in these creative organizations? Are the organizations using effective methods to motivate employees' creative performance?

Motivation is found as one of the key components of creativity from different theories. Many scholars consider that it has a very close relationship with creative performance. Much research proves that motivation governs a person's willingness to be creative. At the same time, motivation is also a very important topic in organizational behaviour. Studies show that the higher motivation employees have, the better they perform. However, motivating creative workers may have different requirement comparing to general employees. Some studies indicated that intrinsic motivation is more effective in motivating creativity than extrinsic motivation, which means extrinsic rewards, which a company usually utilise, may not be effective for improving creative performance.

Literature reviews show that motivating employees' creative performance is quite a popular topic in organizational behaviour study in western countries. But, little research has been found in China's creative industries. This study seeks to fill this knowledge gap by revealing the current motivation methods in China's creative industries. This research will answer two questions: (1) What are the current motivation methods that China's creative industries are using? (2) What are the effective methods of motivating creative workers perceived by the management?

The Qualitative research approach is employed as the research methodology. Samples were invited from nine companies of the representative first-tier city, Beijing and Shenzhen, China. All of them are managerial level people, including top management and team managers in seven types of creative-oriented company. Semi-structured interviews have been conducted to gain a deeper understanding of the current motivation methods in China's creative industries. The finding indicated that traditional motivation methods are currently being used in creative companies. Majority of these creative organizations offer tangible rewards to employees. Managers perceived effective motivation methods are also focused on extrinsic rewards, such as "salary" and "recognition". It is in contradiction to previous western research findings. It indicated that the management in China's creative industries might not be aware of the specialty of managing creative workers. Cultural background, economic

factors and managers' knowledge background may be the reason of this phenomenon.

This study reveals the management problem in motivating creative Chinese workers. It strives to enrich knowledge in the field. It also intends to help company managers and policy makers in China's creative industries to recognize the current problems. Further research will be conducted to gain a better insight in how to motivate Chinese creative worker with appropriate methods.

Keywords: Creativity, Motivation, Organizational Behaviour, China's Creative Industries.

A PROBE INTO ISLAMIC SOURCES VERSUS TERRORISM ATTACKS ON CULTURAL HERITAGES

Hosseini, M
Faculty of Islamic Studies and Political Science,
Imam Sadiq University (ISU), Tehran, Iran
Corresponding email: mj.hosseini14@gmail.com

Abstract

Modern terrorism is defined as using violence to establish a fundamental state. They utilize religion and its credos and principles as a means for achieving set goals. This paper attempts to raise the question on how the present days terrorism destroys historical-cultural heritage of Syria as a global cultural heritage and seeks to find the roles and goals of terrorists in ruining and demolishing these international heritages during "2014-2016". Intent to destroy and despoil the cultural heritage has been conducted by ISIS since 2014 in Syria. For example, ISIS destroyed buildings including the minaret of the Great Mosque of Aleppo and the Al-Madina. Irena Bokova, the director-general of UNESCO requested publicly for the safeguarding of Syria's cultural heritage and announced it as "grave concern about possible damage to precious sites" On 30 March 2012, The Islamic State destroyed the Lion of Al-lāt, the temples of Bel and Baalshamin, the Arch of Triumph and other sites in Palmyra. The group also destroyed the Monastery of St. Elian, the Armenian Genocide Memorial Church, and several ancient sculptures in the city of Ar-Raqqah.

Since terrorists have introduced themselves as Muslim, why have they destroyed and continue to destroy the ancient relics in Syria as an Islamic country?

Mosque is the main symbol of Islamic cultural heritage and, obviously, has been known as worldwide architecture heritage. For as much as terrorists claim that they are original Muslims and obey Islamic ideology as real theist, they deliberate to ruin these valuable heritages. It is a clear inconsistency of belief and behavior. What are the benefits of destroying mosques which are recognized as humanity capital?

The current study is going to expose these unusual gestures and manners of terrorists.

How is the vision of Islam included in the cultural heritage?

What is Islam's approach and perspective into this disaster (destroying of Syria cultural heritage)? And Does Islam confirm these terrorist treatments?

To answer the proposed research questions, Syrian history (particular ancient relics) and Islamic ideology (based on the Islamic Holy Book, the Quran) are studied meticulously.

Keywords: Terrorism, ISIS, Syria, Syrian Culture, Islam.

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Suite 1A Level 2, 802 Pacific Highway
Gordon NSW 2072, Australia
FAX: (+61) 02 9844 5445
Tel: (+61) 0470361148

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