



CONFERENCE CHAIR PROFESSOR LESLIE HOLMES

Professor Leslie Holmes,
University of Melbourne, Australia.

KEYNOTE SPEAKERS



PROF. IAIN DENSTEN

PROF. IAIN DENSTEN
Australia



DR ELGIN ONG

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

ABOUT MELBOURNE:

Melbourne, Australia is an exciting city that offers visitors many options of things to do. The city is filled with parks, gardens and historic sites. Visitors can also choose a variety of dining options, sporting events, plays and entertaining festivals. The city features small, picturesque lanes filled with cafes, bars and boutiques that will please even the most discerning traveler.

Melbourne is filled with many cultural options. The Southbank precinct hosts the Arts Centre, the Recital Centre, the National Gallery of Victoria, and the Malthouse. The city is also filled with small galleries featuring local artists. The many interesting museums include the Jewish Holocaust Centre, Fire Services Museum of Vitoria, Australian National Aviation Museum, Hellenic Museum, and the National Sports Museum. Also, the Koorie Heritage Trust preserves the culture of Australia's indigenous people. For those people interested in science, the Melbourne Planetarium is one of the finest in the world.

APIAR SCHOLARSHIPS:

APIAR is delighted to announce a competition for best papers.

Entries will be judged on the quality of the paper, including the presentation. Only registered participants in the conference are qualified to apply.

The winner(s) will receive the conference registration fee waived for the very next conference organised by APIAR.

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



ASIA PACIFIC INSTITUTE OF
ADVANCED RESEARCH

Nurturing knowledge without boundaries



2nd Australia and New Zealand Conference on Advanced Research

22nd & 23rd of June 2018

Rydges on Swanston
701 Swanston St, Carlton VIC 3053
Australia



Suite 1A Level 2
802 Pacific Highway
Gordon NSW 2072
Australia



(+61) 0420 963 175



(+61) 02 9844 5445



info@apiar.org.au



apiar.org.au

HANDBOOK PUBLICATION

Publish
with

ASIA
PACIFIC
INSTITUTE
ADVANCED
RESEARCH

ASIA PACIFIC HANDBOOK
OF CONTEMPORARY
RESEARCH

Vol. 1 2017
ISBN: 978-0-648111-7-285

has already been published...



'Asia Pacific Handbook of Contemporary Research' is a thorough collection of academic research on different areas. Please submit your book chapter to be included in the volume, 2. Details can be found on our website.

We invite you all to participate in our future conferences where you can :

- 1 Strengthen your professional ties: this may lead to publications and job opportunities – an invaluable opportunity for post-PhD professionals.
- 2 Receive feedback and constructive critique on your ideas: benefit from the audience engaging with your content rather than focusing on your punctuation and references.
- 3 Refine your communication skills: move from your "isolating" research experience to a more collaborative and exchange of perspectives.
- 4 Participate in our conference and publish your research directly through the conference proceedings and journals. Don't miss this great opportunity to get your work out there!

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.

SPECIAL ATTRACTIONS

All of the accepted papers (i.e., high standard) can be published (i.e., conditions apply) without any extra fees in the following online journals:

- Asia Pacific Journal of Advanced Business and Social Studies (APJABSS) (ISSN: 2205-6033)
- Asia Pacific Journal of Contemporary Education and Communication Technology (APJCECT) (ISSN: 2205-6191)

Conference Programme Summary

Day: 1

Friday, 22nd of June, 2018
Venue: Hotel Rydges on Swanston
Boardroom 1 (Ground Floor)

1:45 PM – 2:00 PM	Arrival & Registration
2:00 PM – 2:30 PM	Professor Leslie Holmes , Conference Chair Topic: President Trump & North Korea
2:30 PM – 3:00 PM	Professor Iain Densten Topic: Effective Global Leadership
3:00 PM – 3:10 PM	Photo Session
3:10 PM – 3:40 PM	Afternoon Tea Break

Session: 1 Track: Business & Social Science; Boardroom 1 Session Chair : Prof. Leslie Holmes

03:40 PM - 04:00 PM	FARM TOURISM AWARENESS AND ITS INTEGRATION IN THE CURRICULUM OF BS INTERNATIONAL HOSPITALITY MANAGEMENT AND BS TOURISM MANAGEMENT PROGRAMS. Irene R. De Villa, Francia Yvette A. Magpantay and Ma. Carolina R. Martinez
04:00 PM - 04:20 PM	USE OF INFORMATION SYSTEM IN THE LEADERSHIP TRIANGLE - NACE FRAMEWORK. Rhoda Abadia and Anna Sekhar
04:20 PM - 04:40 PM	INFLUENCING YOUNG ADULT SOCIAL AND PERSONAL IDENTITY THROUGH VIDEO-GAME NARRATIVES. Jennifer Tichon and Sandra Makaresz
04:40 PM - 05:10 PM	Networking Session

Day: 2

Saturday, 23rd of June, 2018
Board Room 2 (Ground Floor)

09:00 AM – 09:30 AM	Arrival Tea
Session: 1 Track: Business; Session Chair : Irene R. De Villa	
09:30 AM - 09:50 AM	EXPLORING TRUST IN DIRECT SELLING AND INTERNET MARKETING: A STUDY OF CHINESE CONSUMERS. Patrick Poon
09:50 AM - 10:10 AM	SUSTAINABLE SUPPLY CHAIN MANAGEMENT: SUPPLIER RELATIONSHIPS AND KNOWLEDGE SHARING IN SME'S. Anna Tsaparas
10:10 AM - 10:30 AM	GIMMICK STORY-TELLING ONLINE MARKETING IN INDONESIA. Angy Sonia, Sonny Rustiadi and Wawan Dhewanto
10:30 AM - 11:00 AM	Morning Tea Break

Session: 2 Track: Education; Session Chair : Wahab Ali

11:00 AM - 11:20 AM	CHROMEBOOKS OR IPADS? FACTORS THAT INFLUENCE K-12 TEACHERS' USE OF MOBILE TECHNOLOGY IN THE CLASSROOM. Daljit Kaur
11:20 AM - 11:40 AM	EDUCATORS BEHIND BARS: PHENOMENOLOGY OF THE LIVED EXPERIENCES OF TEACHERS IN SAN RAMON PENAL FARM. Shamir Reyes Kassim
11:40 AM - 12:00 PM	A CONTRASTIVE STUDY OF THE DIRECT METHOD AND AUDIO-LINGUAL METHOD IN TEACHING ENGLISH SPEAKING SKILLS. Abdullah M. A. Alhomaidan

Session: 3 Track: Business; Session Chair : Prof. Leslie Holmes

12:00 PM - 12:20 PM	UNDERSTANDING THE UNIVERSITY STUDENTS' BEHAVIOR TOWARDS MOBILE VIRAL MARKETING: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR. Menatalla H.Sayed, Marwa T. Abdel Azim, Tareq H. Abdeen
12:20 PM - 12:40 PM	THE KEY TO ORGANISATIONAL CHANGE: A REVIEW OF ORGANISATIONAL LEARNING. Chiu-Pih Tan
12:40 PM - 01:00 PM	DOES NOSTALGIA AFFECT THE CHOICE OF KOREAN WOMEN IN THE TWENTIES AND THIRDS TO BUY A MAGAZINE? APPLYING THE MODEL OF EXTENDED GOAL DIRECTED BEHAVIOUR. Hyeon-Cheol Kim and Sung Ah Shin
01:00 PM – 02:00 PM	Lunch Break

Session: 4 Track: Business; Session Chair : Prof. Leslie Holmes

02:00 PM - 02:20 PM	GREEN PRACTICES AUDIT OF UBLC TOWARDS TRANSITIONING TO ENVIRONMENTAL SUSTAINABILITY. Irene R. De Villa, Roel A. Asi, Annabelle B. Magsino, Agerico B. Matira
02:20 PM – 02:40 PM	HYBRID/BLENDED APPROACH AS AN EVOLVING PARADIGM FOR THE DISTANCED AND DISADVANTAGED TERTIARY STUDENTS. Wahab Ali
02:40 PM – 03:00 PM	LEARNING TO TRANSITION ACROSS ELEVATED WORK PLATFORMS: VIRTUAL CONTROL TRAINING VIA MOBILE TECHNOLOGY. Jennifer Tichon , Tim Mavin, Phil Diver, Sandra Makaresz, Yoriko Kikkawa
3:00 PM – 3:30 PM	Afternoon Tea Break
03:30 PM - 03:50 PM	EARLY CHILDHOOD EDUCATION COURSES FOR THE CHILD DEVELOPMENT WORKERS: A FAR-REACHING BEGINNING. Aileen V. Elarco
03:50 PM - 04:10 PM	EFFECTIVENESS OF COMPUTER ASSISTED INSTRUCTION (CAI) ON TRADITIONAL TEACHING. Sumaera Mehmood
04:10 PM - 04:30 PM	Presentation Ceremony & Networking

End of the Conference