

# ICAR-2017

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Focus on the Future*

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### VENUE

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# Abstracts



ORGANISED BY:

**ASIA PACIFIC INSTITUTE OF ADVANCED RESEARCH (APIAR)**

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ICAR – 2017

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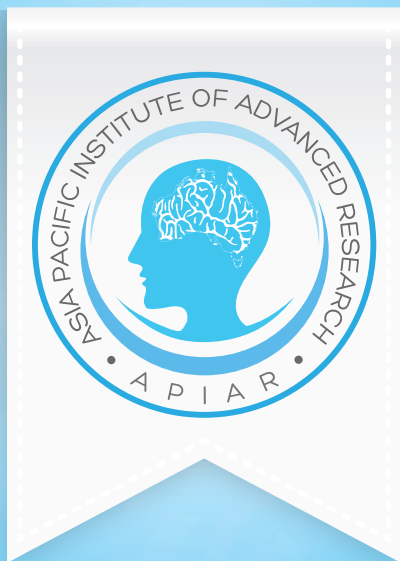
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# APIAR



# Conference Chair



**PROFESSOR  
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*We strongly  
encourage the  
exchange of ideas and  
practical experience  
between pure  
researchers, applied  
researchers and  
practitioners*

## *Preface*

Welcome to the 2nd International Conference on Advanced Research (ICAR- 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.

Professor Emeritus Leslie Holmes  
University of Melbourne



*Business*



***Abstracts***

# **BELONGING, BEING AND BECOMING ACTIVE CITIZENS**

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## **Abstract**

One of the long-term goals of the mandated early childhood curriculum document 'Belonging, Being and Becoming: The Early Years Learning Framework [EYLF]' (Department of Education, Employment and Workplace Relations [DEEWR], 2009) is to incite independent learners who will contribute to the development of their country. A vision of this framework is that "all children have the best start in life to create a better future for themselves and for the nation" (p. 5). This statement of intent aligns with the underlying aim of the Civics and Citizenship learning area of the Humanities and Social Sciences [HASS] learning area situated within the mandated Australian Curriculum for years F-10 (Australian Curriculum, Assessment and Reporting Authority [ACARA], 2017).

Civics and Citizenship encourages students to value their belonging to a diverse society and to positively contribute locally, nationally and globally (ACARA, 2017). This paper will explore the direct association of these two curricula by explicitly analysing the two documents from an integrated perspective. A discussion follows on how the EYLF (DEEWR, 2009) and Civics and Citizenship (ACARA, 2014) can be referenced simultaneously to achieve both the short term and the long term goals of producing informed, active citizens in accordance with Goal Two of the Melbourne Declaration on Educational Goals for Young People [Melbourne Declaration] (Ministerial Council on Education, Employment, Training and Youth Affairs [MCEETYA], 2008).

**Keywords:** Active Citizenship, Curriculum, Early Years, Being, Belonging & Becoming.

## NEW PRODUCT DEVELOPMENT FAILURE IN OSM MALAYSIA

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### Abstract

The study attempts to investigate the cause of the new product development failure at OSM Malaysia (OSMM). The research identified five prominent variables which cause new product development failure. The Five factors are management style, technical expertise / knowledge, job stress level, project management skill and cross functional team support. This research used both primary and secondary data information to analyze the data findings. A self-administrated questionnaire with 32 questions was given to the respondents. The questionnaire used Likert scale range between 1 to 5 to determine the level or agreement of the respondent to the items listed. Management Style is the most influencing factor that causes the new product development failure in OSMM. While the technical expertise/knowledge show a positive relationship, it is not statistically significant, hence this independent variable should not be neglected as well. The research has also ruled out the job stress level, project management skills and cross functional team support towards the new product development failure as it has a negative direction and the strength of relationship is relatively weak. OSMM's new product development failure can be improved if the management team pays attention towards the management style which needs to be fine tuned to meet current globalization market trends and needs. There are limited journals or researches that are published which have direct relevance to the new product failures in OSMM, other than that experienced delay in receiving the respondents reply to the questionnaire as it was done during working hours and most of employees' feedback for the delay was due to their workload.

**Keywords:** New Product Development, Failure, Management Style, Technical Expertise, Job Stress Level, Project Management Skills and Cross Functional Team Support.

# PERFORMANCE EVALUATION OF SELECTED MICROFINANCE INSTITUTIONS OPERATING IN NEW DELHI, INDIA

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## **Abstract**

The Microfinance Institutions operating in New Delhi, India are still in their infancy stage. The performance of Institutions is dismal and awareness among the marginalized section is minimal. Thus, primary data on selected Microfinance Institutions (MFIs) operating in New Delhi has been collected and analyzed to evaluate the performance of the institutions. For the selected case situations of chosen NBFC-MFIs, cross comparison among the institutions would help us to conclude the best operating MFI and grade all others. Relevant suggestions for other institutions would be provided.

**Keywords:** Microfinance, Microfinance Institutions, Performance Evaluation.

## PUBLIC FINANCING PROGRAMS AND INDUSTRIES OF LOCAL PRODUCTIVE ARRANGEMENTS AT ABC-SP AREA

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### Abstract

Despite their size, Micro and Small companies are also embedded in a highly competitive and dynamic environment. Hence, investments in innovation can play an important role for them to remain on the market. It is relevant to consider that, these companies often face a lot of economic obstacles which include high costs and financial constraints. Regarding this situation, public funding programs can be a crucial alternative so that these companies can be able to invest in innovation. Therefore, this research analyzes Small Businesses with a focus on the Brazilian scenario, in order to better know the companies of their companies and their general characteristics. Moreover, the relationship of the theme with an innovation and those from the influence of business enterprises and public policies for innovation were evaluated for a policy of Science Technology and Innovation in Brazil and also highlight some types of clusters. This study analyzes government financial programs, which focus on innovation, regarding Micro and Small Enterprises in Brazil. In order to get acquainted with the innovation process from the arrangements and verify how they have been accessing and using the analyzed financial programs, this work also contains a survey including four Productive Companies of industries located at ABC region from São Paulo, Brazil. This lecture intends to show the impact and results that lack of appropriate financing resources and knowledge, along with high costs, may have in the innovation process and growth of the examined companies.

**Keywords:** Financing, Innovation, Micro and Small Enterprises, Public Policies.

# **BARRIERS IDENTIFICATION FOR IMPLEMENTING COLD CHAIN MANAGEMENT: VEGETABLE EXPORT (YUNNAN-THAILAND)**

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## **Abstract**

The vegetable export trade between Yunnan and Thailand is a significant impetus to the economic development of the Yunnan province in China. There is huge capital loss caused every year due to the existing post-harvest loss problem. An efficient Cold Chain Management (CCM) is a potential strategic tool for achieving reduction of post-harvest loss of vegetable. However, there are many barriers hindering its successful implementation. The identification of these barriers is required since it is the first critical step to address them. Therefore, this study aims to identify the barriers to implement CCM on exported vegetables from Yunnan to Thailand. Further, it attempts to identify the most influential barriers. To address the vagueness of human beings' assessment, fuzzy set theory is incorporated with the proposed Decision Making Trial and Evaluation Laboratory (DEMATEL) model. Through a thorough literature review and survey questionnaire with managers who come from 13 Yunnan vegetable export companies, 10 barriers have been identified. The result of this study reveals that "lack of government policy and regulatory support", "high cost for installation and operation" and "lack of cold chain industry standard" are the most influential barriers.

**Keywords:** Barriers, Cold Chain Management, Fuzzy DEMATEL, Vegetable Export, Yunnan-Thailand.

## THE USE OF SOCIAL MEDIA IN MEDIUM ENTERPRISES LEADERSHIP COMMUNICATION

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### **Abstract**

The Business Leadership Communication is undergoing rapid changes. The use of New Social Media has provided new opportunities for enterprises. The number of research-based reports in this field in Kosovo has been very limited. In these researches, the forms of e-communication have been explored and the use of social media has been mentioned, but there is no specific evidence on the level of its usage and possible impacts in the Leadership Communication. Therefore, the purpose of this study is: (1) to explore the most effective written communication mediums; (2) to show how social media can change the leadership communication inside the medium-sized enterprises and (3) to reveal whether e-communication strategy has been established. The research methodology includes a survey; the instrument used is a questionnaire which has been delivered in persona to the leaders of 25 ME's of Kosovo and 230 employees. The quantitative data are analyzed using the statistical software STATA. This study measures the impact of the use of new social media in official communication of the leadership in SME-s. The findings are sent to ME's, in Kosovo or EU partners and will be appealing for leaders of the small and medium enterprises (ME's) as well as the researchers in Business Communication.

**Keywords:** Leadership Communication, ME's & Social media.

# AN APPROACH TO SELECT PARTNERS IN OVER-THE-TOP INITIATIVES

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## **Abstract**

Over-The-Top (OTT) players aggressively provide applications and contents including potential substitutes for communication services provided by Communication Service Providers (CSPs). To encounter this challenge, CSPs have to provide various OTT services under limited capabilities and may consider collaborating with OTT players. This research intends to establish an approach to select OTT partners using combination of SWOT analysis and reverse logic of interfirm rivalry model. The approach deploys in-depth interviews involving top-level executives from a leading CSP in South East Asia, questionnaires distributed to strategic-level business managers and two FGD sessions as part of Group Model-Building and action research implementation. The research finds that a checklist table modified from the conventional SWOT analysis combined with awareness, motivation and capability (AMC) aspects from the interfirm rivalry model is very helpful to assist business managers in assessing potential partners for CSPs in trying to collaborate with OTT players.

**Keywords:** Communication Service Provider (CSP), Interfirm Rivalry, Over-The-Top (OTT) Player, SWOT



*Education*



**Abstracts**

# JORDANIAN LEARNING MANAGEMENT SYSTEM MODEL (JLMS)

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## Abstract

Learning management system (LMS) is an important tool and well suited as a learning tool and activity in universities of high education. However, each institute has a different LMS tool that allows users (Management, Instructors and Students) to use it for daily activity. This paper discusses the main factors influencing the acceptance of using LMS at Jordanian universities in order to improve and highlight the factors in high education in Jordanian Universities.

In academic institutions, this paper aims to study the Jordanian Learning Management System JLMS model in order to help the managements to select the best LMS tool for their institute. The researcher presents the main hypotheses effecting JLMS model and highlights the benefits and weakness area for each one of them. Additionally, this paper grants LMS in Jordan context as a new model (JLMS). It also discusses the main factors influencing the acceptance of using LMS at Jordanian universities, which are: IT infrastructure and culture, and the hypotheses between both main factors with perceived usefulness and perceived ease of use to generalisethis model in higher educational sectors in Jordanian universities.

**Keywords:** Jordanian Learning Management System - JLMS, Jordan University, University of Jordan, IT Infrastructure, Culture.

## EDUCATORS AND SOCIAL MEDIA: LEARNING MOTIVATORS IN CREATIVE MEDIA COURSES

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### **Abstract**

This paper investigates the relationship between educators' affinity, and students' motivation, to learn with the support of social media. This research aims to enhance the educator's role in encouraging students' motivation in a creative media classroom as students strive to fulfill academic achievement—creating their media project. Creative media project requires students to undergo a long process of developing ideas, solving problems and receiving feedback. Therefore, active interaction with educators is critical for the learning process. In a traditional creative media course, communication between educators and students happens in the studio, where students learn in a studio-based learning environment. However, with the rise of social media, this communication in studio-based learning can be enhanced and supplemented in cyberspace. In higher education, social media has become more common, changing educator-student interactions, breaking social barriers to build interpersonal relationships, and thus having a huge impact on students' motivation to learn. Through social media, both educators and students can build a relationship and foster a positive learning experience through informal and active dialogue sessions. Educators' availability and approachability on social media influence a student's learning experience and motivation. Hence, this study used action research project to enhance and improve a communication channel between teachers and students, who have engaged utilizing a designated Facebook group for two semesters. Action research allows educators and students to collaborate on the projects with an eye toward improving the learning experience. This paper discusses the findings from the action research project and identifies how educators can use social media to increase students' intrinsic motivation.

**Keywords:** Motivation, Social Media, Educators, Studio-based Learning, Facebook.

# THE ROLE AND NATURE OF SCRM IN THE AUSTRALIAN PRIVATE SECTOR: AN EXPLORATORY STUDY

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## Abstract

Social Customer Relationship Management (SCRM) is an emerging concept that includes strategies, processes and technologies to link social media with the existing approach to traditional CRM. It is a corporate strategy for engagement with customers rather than simply a technology upgrade and not a replacement of traditional CRM. Even though the body of knowledge on the subject is vast, it is scattered due to the lack of research on this topic, especially in Australia. This paper reports a survey-based study conducted to investigate the current level of SCRM adoption by Australian companies, including the objectives for SCRM adoption, types of social media used with SCRM, SCRM implementation-related activities and barriers related to SCRM implementation at the early stage, using a sample of 1,060 Australian companies (comprising 597 SCRM adopters and 473 SCRM non-adopters). The findings highlight that SCRM adoption has been relatively superficial and usually not supported by a formal integrated strategy and policy framework. Even so, it appears that Australian companies are increasingly taking advantage of social media to manage customer relationships. This study serves as a starting point for research into SCRM implementation in the private sector to build up confidence among shareholders and investors for adopting such initiatives.

**Keywords:** Social Customer Relationship Management (SCRM), Social Media, CRM, Australian Private Sector.

## EXAMINING THE EFFECTIVENESS OF COMMUNITY-BASED LEARNING IN PROMOTING STUDENT “CIVIC-MINDEDNESS” AT UNIVERSITIES: A CASE STUDY IN EGYPT<sup>1</sup>

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### Abstract

This study focuses on Community-Based Learning (CBL, also known as service learning), which is recognized as a transformative pedagogy that promotes student engagement and develops civic responsibilities. In turn, it improves educational outcomes and job opportunities. Focusing on a private university in Egypt as a case study, this research assesses the extent to which a) CBL promotes student development as civic-minded graduates (CMG) and b) provides educational alternatives that enable students to gain the necessary knowledge, skills and dispositions for engaged community advancement. This was achieved after adapting and employing quantitative tools, developed by the Center for Service & Learning at Indiana University-Purdue University Indianapolis (IUPUI) upon their permission. A total of 114 students completed the CMG surveys in two rounds of data collection. The findings of this study reveal the level of students' civic-mindedness at the selected university and show how various student experiences on campus contribute to the student CMG overall average score.

**Keywords:** Community-based Learning, Civic Education, University Students, Egypt

<sup>1</sup> This study has been funded by The American University in Cairo, the Provost's competitive research grant titled "Boundary Crossing and Community Integrated Research Initiative (BCCI)", 2016 - 2017

# A CROSS-CULTURAL STUDY OF ATTITUDES TO DIGITAL TOOLS AMONG STUDENTS AND TEACHERS IN THE ENGLISH LANGUAGE CLASSROOM

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## Abstract

In 2006, the European Commission stated eight common key competences for life-long learning (European Commission, 2010). Five of these key competences are Communication in a foreign language; Digital competence; Learning to learn; Sense of initiative and entrepreneurship, and Cultural awareness and creativity, all important for the digitalization in education. But what role do information technology and digital media play in the language classroom of today?

In a pilot study, we focused on the use of digital tools in the teaching and learning of English in Sweden and Germany. Even if Sweden and Germany are closely related, the situation concerning digitalization and the status of English differ (cf. Burchard et al. 2016). The reasons for comparing Sweden and Germany are the following: (i) English is the first compulsory foreign language in both countries. Even so, the input of English outside school is more limited in Germany. (ii) In both countries there is a new national strategy with proposals for actions to better exploit the potential of Information and Communication Technology (ICT) in education (Skolverket 2016, Burchard et al. 2016). These proposals aim at supporting all students and teachers to develop the digital skills they need to improve results and to prepare students for an increasingly digitalized society. (iii) In other words, there is increasing importance given to the use of digital tools in Swedish and German schools. Due to recent efforts to provide equal access to technology, every student in Sweden receives a laptop from their school. The Germans are more restrictive concerning the use of digital tools in school: The German Minister of Culture states that 'replacing a book by a laptop or a tablet is no pedagogy. We still need scientific knowledge', 'Technique must follow the pedagogy and not vice versa' (our translation) (Czimmer-Gauss, 2017).

The hypothesis of this study is that there will be differences in the treatment of and attitudes to digital tools between the students and teachers and between the two countries. Our research questions are: (i) how does the use

of digital tools in language teaching differ between the two countries, (ii) how do the attitudes to digital tools between students and teachers differ between the two countries?

Interviews were initially conducted with 9 Swedish and 7 German teachers of English and questionnaires answered by 15 Swedish and 40 German students in grade 6. During autumn 2017, new interviews are being conducted with German and Swedish teachers of English, and questionnaires answered by 16-year-olds. The questionnaires were produced in a digital tool called Survey & Report, and have been approved by the German authorities, as the rules for the use of digital tools in German schools are very strict. Our goal is to get answers from about 300 students and 50 teachers in each country to receive reliable results.

Results from the pilot study as well as results from ongoing research will be presented. In the pilot, students were also asked to evaluate an English language learning tool, in the form of a game. The teachers were asked to rank four parameters on a Likert scale (Affect, Perceived usefulness, Perceived control, and Behavioral intention when using digital tools for English language teaching (Buabeng-Andoh, 2012, Teo 2008)).

Our results so far show that the situation concerning digitalization in education differs. Whereas the Swedish teachers use a variety of tools, there is a lack of access to computers as well as digital learning tools in Germany. Even though Sweden has the technical devices, they are not optimally used due to lack of in-service training (cf. Gagnestam et al. 2010, Fredholm, 2016). We believe that a collaborative approach and co-creation between teachers, students and entrepreneurs will help to design more efficient, user-friendly digital learning tools, which, in turn, will contribute to better learning results.

**Keywords:** Digital tools, English, Co-creation, Language acquisition, Sweden, Germany

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## INCLUSION IN EARLY CHILDHOOD SETTINGS: MODELLING A SUCCESSFUL SYSTEM

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### **Abstract**

Inclusion in early childhood settings is required by the United Nations for children with disabilities as well as children who are gifted, culturally and linguistically diverse, or disadvantaged. This paper will explore factors surrounding successful inclusion in early childhood education. Research will focus on three interrelated phases from preparing the setting to implementation and evaluation. The expectation is that evaluation will be used as a tool for improvement. Policies, leadership and organizational supports, resources, needs assessment of children and their families, pre-service and in-service training set the environment for inclusion. High quality curricula, evidence based practices, an inclusive physical setting to all children, and a partnership with families contribute to a successful implementation. Formative and summative evaluation will target the barriers and facilitators of inclusion so challenges can be overcome.

It will also be proposed that for inclusion to be successful, an ecological model should be adopted. Cultures, policies, and practices could be exclusive for a variety of reasons. A shared understanding of the societal obligations toward all children forms the basis for action. Practices will be successful when families, teachers, administrators, and the society at large feel that it is their responsibility to contribute to inclusion in early childhood settings.

**Keywords:** Early Childhood Education, Children with Disabilities, Inclusion, Ecological Model.

# DIDACTIC IMPLICATION ON LOOKING AT ELEMENTARY MATHEMATICS FROM AN ADVANCED STANDPOINT – CHAOTIC PROPERTY OF A NEURON MODEL AS AN EXAMPLE

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## Abstract

Many mathematical models are originally raised from physio-biology. Mathematicians use the term model to describe the dynamical system that exhibits biological properties among variables and parameters that are interdependent within the system, which will be analogously represented by an equation. Unfortunately, those equations representing dynamical systems are usually abstractly expressed in advanced mathematical notions that most outsiders do not easily understand. In an example of a single neuron model, we attempt to explain, innovatively, the mental behaviour and cognitive structure of humane thinking activities, such as pattern recognition, memory, or mental calculation, that are exhibited by the form of dynamical characteristics in terms of stability, bifurcation, or chaos, in a way that students (non-mathematics major) without relevant knowledge may be able to grasp the idea of advanced structure of dynamical systems. In this investigation, we attempt to demonstrate that advanced knowledge could be learnt through a special approach delivered by teachers who can look at the elementary mathematics from an advanced standpoint (EMFAS). We discuss why school teacher should place efforts behind learning advanced mathematics during their preparation years of Teacher College. Possession of advanced subject knowledge is essential for teachers to interpret the taught materials, and mediate core knowledge for students' learning. When suitable approach is applied, knowledge on mathematically chaotic systems, for example, could be made understandable to non-mathematics major students. Perhaps, our example gives some hint to answer the question: To what extent of mathematics knowledge one should possess before becoming a professional mathematics school teacher?

**Keywords:** Mathematics Teachers' Knowledge, Elementary Mathematics from an Advanced Standpoint, Dynamical Systems, Chaos.

## INTER-CULTURALISM AND MOTHERHOOD: EVALUATING THE EFFICACY OF A RESEARCH-IN-ACTION PROJECT

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### **Abstract**

While Hong Kong is a multicultural society, cross-cultural knowledge and cultural sensibility is low due to the lack of intercultural education in school and of positive intercultural experience in everyday life. In particular, women of minority communities suffer double marginalization, with many having little choice other than taking up fulltime homemaking and/or part time work in low-paying occupations. On the other hand, women of Chinese origin have limited knowledge about Hong Kong's minority communities who have settled in the city since the 19th century. The ICONIC Mums Program is a knowledge transfer project that brings women of different ethnic backgrounds together, to break down cultural barriers between minority and mainstream communities. Through intercultural workshops and project design experiences, participants form small mix-ethnic groups to offer support and peer-learning opportunities. This close-knit relationship seeks to break down social stereotypes and cultural misunderstandings and on a personal level develops friendship across cultures. Participants also plan and implement intercultural projects together, which will disseminate their newly developed worldviews and intercultural skills to their family and the community where they live, to inspire a new round of social innovation among different ethnic groups in Hong Kong. Ethnographic data is collected regarding the participants' perception of themselves and of social participation in different stages of the program. Using an intercultural competence development model that examines multiple domains, this paper explores the cognitive, affective and behavioral changes of participants, and evaluates the efficacy of the program in longer term intercultural education in everyday life.

**Keywords:** Inter-culturalism, Motherhood, Hong Kong, ICONIC Mums Program.



# Abstracts

## EVOLUTION OF THE ANDROID OPERATING SYSTEM: A REVIEW

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### Abstract

In past, mobile phones were used only to make calls, but with the introduction of the smartphone, mobile phones have evolved to a low powered hand-held processing system. This evolution was caused by the operating system for the mobile phones making them smart that have processing and storage of their own. Now, the mobile provides numerous functionalities from calling to texting, multimedia sharing, emails, socializing applications, word processor, excel sheets to various multiplayer games and much more. The operating system for these hand-held devices are iOS by Apple Inc., Windows by Windows Inc. and Android by Google. Among the competitors in smartphone operating system industry, Android holds the largest market share in terms of units shipped worldwide and number of users. Android, as an open source operating system, is based on linux kernel on which applications run on an application framework that controls the activities supported by the libraries and Dalvik virtual machine which compiles and converts all java class files into a single file. There can be a number of virtual machines running simultaneously on a single device handling different applications or instances of an application. Android operating system provides memory management, process management to the applications and services running. Each release of android improved user experience and brought enhanced features. This paper presents a study of evolution that each release brought to the android operating system.

**Keywords:** Android, Operating System, Google, Smartphone, Linux, Kernel, Dalvik Machine.

## WEB 1.0, Web 2.0 – IS IT TIME FOR THE PEOPLE’S WEB?

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### **Abstract**

This paper is about the evolution of the web and its potential to allow social expression and understanding, or to limit these things. It is about how –as the web currently stands – just by visiting pages, we may be inadvertently endorsing points of view that we otherwise might not support. In effect, by just visiting or linking to a page, users are contributing to its prominence and popularity. A main concern here is that this may not only occur unintentionally, but even more so as a user tries to counter the promotion of particular ideas.

This, in itself, is a concern, but in fact it exists in the context of a far bigger and deeper problem, the importance of which is explained in the context of two other familiar areas: politics and the marketplace. This bigger social problem is prevalent in many of our current democratic voting systems. However, if the problem cannot be easily tackled more broadly, it can at least be tackled within the limited domain of the web where there is potential to address it.

In light of the specific unintended side-effects of participating on the web, and democratic voting limitations more generally, a proposal is made for how web technology may be adapted to try and reduce the inadvertent effects of participating as a user on the web and to provide a higher democratic standard on the web than what is encountered in many of our other democratic systems. The proposal is that a franchising service could provide the tools needed to democratise the web and improve search ranking results. Two possible implementations of the service are presented along with a discussion of how the service could be monetised.

**Keywords:** Web, Democracy, Search Engines, Social Expression.

## AN ANALYSIS OF MANAGING THE QUALITY AND ACCESSIBILITY OF HIGHER EDUCATION THROUGH THE USE OF ICT IN DEVELOPING COUNTRIES – BLENDED LEARNING MODEL

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### **Abstract**

Technology has a new trend in this globalization century. It changes education at all levels, especially in higher education (HE) and the enhancing of ICT augmentation in the quality of learning and teaching. Using ICT in education developed after 2005n in developing countries. Nowadays, higher education institutions are practicing their course delivering methods using learning management system and traditional face to face methods. The blended learning (BL) approach delivers an efficient and effective environment in higher education. However, implementing the BL have the challenges to the HE in all levels of pedagogical and lack of knowledge regarding the use of technology.

This research focused how to combine technology and education, how it would stimulate learning and teaching and how to make it a more effective product. The researcher proposed that higher education, adopting a Demarcated Learning Management System (LMS) Defined Implementation Model – Evaluation, Implementation, Determination, and Analysis Process (EIDA) – is necessary to establish a well-defined methodology for finding BL Model to support higher education teaching and learning.

This study found that EIDA process would make higher education, in the use of blended learning, and maintain their pedagogical quality and accessibility. It leads to blended Learning which is considered the best learning model without losing the benefits of the traditional face-to-face learning and considered the drawback of the excluding use of information communication technology.

**Keywords:** Blended Learning, Information and Communication Technology, Pedagogy.

# ADDRESSING PERCEIVED SECURITY CONCERNS OF CLOUD SERVICE WITH THE ENHANCEMENT OF DATA VISIBILITY

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## Abstract

Cloud computing has been a pervasive technology and platform in IT for several years. Cloud service providers have developed and offered different service platforms to accommodate different needs of enterprise subscribers. However, there still exists the situation of enterprise customers' hesitation and reluctance to deploy their core applications using cloud service platforms. Our recent user-survey results show that security is the perceived major concern of existing and prospective enterprise customers of cloud services.

This research investigated the expectation gap between enterprise customers and cloud service providers with regard to the perceived security of cloud services. Enterprise customer expected reassurance from cloud service providers (CSP) of cloud service security in a more explicit or visible way.

The term data visibility has been widely used in the IT industry, especially from ICT product and solution vendors. However, there is not any practice guideline or standard in the industry to define this term; nor any quantifying method.

This paper defines the characteristics and core elements of data visibility, and proposed to apply customer centric data visibility concept to address different security related concerns from both perspectives, and show how the enhancement of data visibility can earn the trust from enterprise customer in adopting public cloud service.

**Keywords:** Data Visibility, Customer Centric, Perception of Cloud Service Security, Visibility Framework, Visibility Element.



# *Social Sciences*



## ***Abstracts***

# #GrowingTheGame: EXAMINING THE NWHL'S USE OF SOCIAL MEDIA IN ITS INAUGURAL SEASON

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## Abstract

Four men's sports largely dominate the U.S. sports industry. The National Football League (NFL), the National Basketball Association (NBA), the Major League Baseball (MLB) and the National Hockey League (NHL) combined brought in about \$31 billion in revenue in 2016, placing them all in the top 5 leagues with the most revenue worldwide (Kutz, 2017). But other leagues now have a chance of finding their own audiences through online media. Indeed, social networks allow leagues and teams to communicate directly with their target audience without the need for traditional media. As such, social media are playing an increasingly important role as sports marketers use them for various purposes, including promotions (Hambrick and Mahoney, 2011), public relations (Waters et al., 2011) and endorsements (Brisson et al., 2013). The possibility of building an online community has become a key strategy for sports brands and organizations to develop greater loyalty. Using a grounded theory approach, the proposed study employs a digital participant observation, following the netnography (Kozinets, 2002; Muniz and Schau, 2007) process, of how the National Women's Hockey League's four teams used Twitter during their first and second seasons. Modeled on the ethnographic method, a netnography requires the researcher to study an online community over an extended period of time, identifying the field and taking notes to then analyze the data. This study seeks to answer how new (minor) sports organizations use social media to build brand communities, and what types of messages build fan engagement. This study furthers social media research by exploring how communities are established online — an essential part of advertising, public relations, and marketing. It will help social media practitioners, particularly those in niche markets, including those involved in sports competing with "the Big Four," as they build and maintain social relationships online.

**Keywords:** Sports, Social Media, Branding, Women's Sports, Netnography.

# GEOLOGIC AND PETROPHYSICAL CHARACTERIZATION OF RESERVOIR ROCKS OF THE ETOKO/OKOYONG UNIT, MAMFE BASIN CAMEROON

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## Abstract

The Early Cretaceous sandstone unit of the Mamfe Basin is suspected to host hydrocarbons. Rocks of this unit are exposed in several localities in the eastern part of the Mamfe Basin. They were studied in the field, samples collected and subjected to laboratory analyses to determine their environment of deposition, porosity and permeability from which the reservoir quality of the rocks were determined. Preliminary studies of the lithofacies of the studied sections and the grain size analysis of the samples collected reveal the depositional environment of these sandstones. Porosity of the studied sandstones was determined by gravimetry and the range from poor to high with an average value of 19.4%. The permeability (12.47md-53.86md) was low to moderate with an average estimate of 28.8md for 0.05bar and (9.66md-39.46md) with an average estimate of 21.51md for 0.25bar, determined by oedometry. Two dimensional (2D) interpolation contour maps plotted for these two petrophysical parameters indicate good quality sandstones in the North East (NE) part of the study area with low quality sandstones in the North West (NW). Sedimentological studies indicate intraformational clast supported conglomeratic facies (Gci), conglomeratic sandstone facies (Gs), Current ripples sandstone (Sr) facies and massive fine to coarse grained sandstone (Sm) facies. Associating these facies types shows that these sediments form the bottom and middle part of a channel flow deposit (fluvial depositional environment). Grain size analysis carried out to confirm the environment of deposition of the sandstones shows sorting values of (0.45-2.95 $\phi$ ) indicating moderately to poorly sorted sandstones; skewness values of (-2.94-0.45 $\phi$ ) indicating negatively skewed and kurtosis values in the range (0.54-5.6 $\phi$ ), suggestive of platykurtic-leptokurtic. Using field evidences and scattered plots of sorting vs. skewness mean vs. sorting, mean vs. skewness, skewness vs. kurtosis, median vs. sorting, a fluvial depositional setting was interpreted for the sandstones.

**Keywords:** Sandstones, Reservoir Quality, Fluvial Depositional Environment.



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