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ADVANCED RESEARCH

Nurturing knowledge without boundaries

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ABSTRACTS

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Preface

It is an honour and a pleasure to be invited as conference chair for the first GCMAR-2018. The theme of this inaugural conference is 'Share the Vision'. The event will provide a unique opportunity for researchers from multidisciplinary industries to meet, and share their findings and visions. It will be a synergistic experience where participants and presenters alike will take home new ideas about their own specialty fields. The single session structure of the conference presentation will undoubtedly capture the undivided attention of the participants for each presenter. At the same time, the rich and varied content together with the inter-disciplinary interactions will open up a broad vista of potential applications and networking for those in attendance. We greatly appreciate the presence of the internationally renowned motivational speaker Ms Nabila Dayani for the keynote address. Ms Dayani, from Indonesia, developed the concept of self-investment and strategy implementation, as expressed in her book *All-in-One: Grow, Succeed, Sustain*. I sincerely hope you will actively participate by sharing your views and relevant workplace experiences to further enrich the learning of all present. Finally, do enjoy the sessions and the colourful city of Bangkok!

Thank you for joining us at the Conference.

BUSINESS

abstracts



DETERMINANTS OF LIFE INSURANCE DEMAND: EVIDENCES FROM INDIA

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Abstract

Post- IRDA Indian life insurance sector has become highly competitive and innovative. Every life insurer is trying to find out those demographic and socio-economic characteristics of the potential customers responsible for influencing their decisions to buy a life insurance policy. This study has discussed numerous variables associated with the customers such as: age, gender, marital status, occupation, education, family size and annual income and their impact on their buying behaviours. It also included residing locality, selling company and annual premium amount (price) along with these variables. The study was conducted in rural Odisha with a sample of more than 400 life insurance policy holders. To find out significant variations and relationships among these different categories, one-way ANOVA test and correlation analysis were applied. Further, factor analysis (EFA and CFA) and linear multiple regression were used to find out significance. This study is going to help the life insurers understand the various factors involved in influencing the prospective customers to choose a policy.

Keywords: Demand, Demographic, Socio-Economic, Determinant, Indian, Life Insurance

INDIGENOUS ARTS AND CRAFTS AND THEIR POTENT LOCAL AND GLOBAL MARKET

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Abstract

One town one product or OTOP is one of the priority programs of the Department of Trade and Industry and Department of Science and Technology. Every state university is expected to take part in the development of research-based products and matured technologies for the benefit of instruction and community service. Thus, this study investigates the significance of the functional arts and crafts from oil palm raw materials for the lives of the community adopting and patronizing the technology. Descriptive evaluative research design was used wherein a validated researcher-made instrument was administered by the consumer type panel of jurors to elicit information about the adoption and commercialization. Descriptive statistics like mean and percentage were employed in the data analysis. The results revealed that small and medium scale production of dry flowers, ring bracelets, vases and baskets shows potential for international market while technology adoption is high among the inmates and nearby families. The study concludes that oil palm wastes and by-products are sources of authentic functional arts and crafts that lead to the potential livelihood generation in the community. Thus, untapped natural resources are hereby encouraged for novelty items.

Keywords: Functional Arts and Crafts, South Central Philippines

WEB DESIGN OPTIMIZATION: FOR ONLINE STORES

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Abstract

The purpose of this study is web design optimization, finding the most optimized user interface (UI) for online stores. From previous researches, we believe that consumers' perceived values of the products they shop, and their actual purchase intentions are significantly affected by web design factors – colour of the background, placement of the product image on its product page, length of the page, and much more (Kim et al., 2003). To extend such study, we conducted a survey research on whether and how different categories of products should be placed on different positions of the web page (right vs. left; top vs. down; scroll vs. button-click page turn) Post-to maximize customers' perceived product values and to increase their purchases. To conduct the survey, we used both online and offline survey channels (but with the same survey questionnaire and design). To look for and control possible cross-cultural variations in people's preferences over this online product placement and web design, we also collected each respondent's cultural demographic backgrounds - nationalities, languages, ages, majors. The survey consists of three different studies, all 2 by 2 models and responses on 7-point Likert scales. We have conducted a series of surveys on undergraduate and graduate students from various cultural and demographic backgrounds and have statistically analysed this set of data using Analysis of Variance (ANOVA) and logistic regressions. The survey was conducted three times, from 2016 to 2017. The results have supported majority of our hypothesis: for one, the perceived price of a product is higher when displayed on the right, and this significantly increases their purchase intentions. Such positive relationship is mediated by the percentage difference between the perceived price and the actual price of that product. We believe this study has made additional contributions to this area of academic researches - product placement and purchase intentions and that the findings from here can provide some meaningful implications to the practitioners in improving their product pages to enhance online consumers' shopping experience and increase sales.

Keywords: Web Design Optimization, Product Placement, Online Marketing, Purchase Intentions.

EDUCATION

abstracts



A COMPARATIVE ANALYSIS OF GRATIFYING STUDENTS' NEEDS FROM THE CURRICULUM OF PHILIPPINE WOMEN'S UNIVERSITY'S COMMUNICATION ARTS AND DE LA SALLE-COLLEGE OF SAINT BENILDE'S MULTIMEDIA ARTS

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Abstract

This descriptive study explored how communication curricula of Philippine Women's University's (PWU) AB Communication Arts and De La Salle-College of Saint Benilde's (DLS-CSB) AB Multimedia Arts catered the need of 103 students from two higher education institutions in the Philippines. Through a survey, data were obtained and analyzed using frequency counts and percentages. Of the 103 (69%) student-respondents, 61 (59.2%) are females and 42 (40.8%) males. More than half (54 or 52.4%) belonged to the 17-19 age bracket. At this age, it implies that they can analyze what course is better and if they are satisfied with the subjects in the curriculum being offered to them. A great majority (60 or 58.3%) studied in De La Salle-College of Saint Benilde and took up AB Multimedia Arts while 41.7% (43) had chosen to pursue college in the Philippine Women's University and took AB Communication Arts. 68 (66%) affirmed that they were satisfied with the subjects included in the program curricula of both institutions. Although most of the responses were affirmative, the student-respondents have their different points of view in terms of the how they were being satisfied with the curriculum offered to them. Student-respondents from both institutions have expressed that they were satisfied because subjects included in the program curriculum were all useful for their future career; professors who taught the subjects teach well; and equipment were complete to equip learnings about the subjects included. The results strongly suggest that in developing communication curriculum, the committee should consider those factors for the betterment of the students. Mooney & Mausbach (n.d.) asserts the curriculum development team should have an in-depth revision and update for the curriculum on a six-to-eight year cycle as determined by the curriculum revision cycle (Mooney & Mausbach, n.d.).

Keywords: Curriculum Development, Experiences, Needs, Subjects, Students Intentions.

IMPROVING TEACHERS' TEACHING PRACTICES WITH TECHNOLOGY FOR 21ST CENTURY LEARNING

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Abstract

Learning to teach 'digital natives' learners in the 21st century can be challenging, mainly due to the proliferation and evolution of multimedia 'e-tools', which have changed the means through which individuals learn and work in a globalized setting. Hence, it has become crucial that teachers design lessons that incorporate ICT for problem-solving, collaboration, and knowledge construction so that their students will be equipped with the requisite 21st century competencies. This project was designed to augment in-service teachers' integration of technological, content, pedagogical knowledges by incorporating the TPACK-DBL-PPPR model, a design-based learning initiative, aimed at developing digital storytelling (DST) materials for the ESL settings. Soon after its implementation, the proposed design model's efficacy in helping teachers develop their TPACK was examined. Data were qualitatively obtained utilizing reflective journals and focus group interviews from a total of 22 respondents. The results indicate that integrative consideration of TPACK-DBL-PPPR can be a useful framework to help teachers to create the desired practices to teach 21st century learners.

Keywords: Design-based Learning (DBL); Digital Storytelling (DST), Technological Pedagogical Content Knowledge (TPACK), In-service Teacher.

UNDERSTANDING TEACHERS' UTILISATION AND IMPACT OF A VIRTUAL LEARNING ENVIRONMENT: A MULTIPLE-CASE STUDY IN POST-PRIMARY SCHOOLS IN MALAYSIA

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Abstract

In line with the vast development of information and communication technology (ICT) and the aim to increase access to education, many nations have introduced teaching and learning that are supplemented with a cloud-based virtual learning environment (VLE). This study is designed to examine the extent of VLE utilisation in Malaysian post-primary national schools. Despite profuse amount of VLE-related programmes, the Malaysian government's national audit findings reported low usage of the VLE. While previous studies have investigated reasons for the underutilisation, focus on gaining a complete understanding behind teachers' utilisation of VLE and its impact on teachers' professional practice is still limited. This research is based on a multiple-case study design, utilising interviews, classroom observations and a survey in an attempt to get a complete understanding of the topic regarding teachers' utilisation of VLE. This study explores the relationships between continuing professional development (CPD) sessions and teacher change as well as teachers' beliefs. Findings from this study are aimed at providing rich data that enables in-depth understanding of the topic, and contribute to valuable recommendations that may be used specifically to improve VLE utilisation in Malaysian post-primary national schools. The findings will also provide important reference for the general academic society regarding a case study research focusing on the utilisation and impact of VLE, especially on a nationwide implementation.

Keywords: Impact of Virtual Learning Environment, Multiple-case Study, Teachers' Belief, Teachers' Professional Practice, Utilisation of Virtual Learning Environment.

ICT INTERVENTION DURING TEACHER TRAINING IN INDIAN EDUCATION SYSTEM

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Abstract

The present study is the result of an attempt made for delving deeper into the inclusion of ICT i.e. Information and Communication Technologies into the teacher education in India. The policy documents emphasize the role of technology in education at all levels, but it was found during the PhD study of the researcher that the practical implementation of the technology part is missing at almost all the levels in the public institutions. The teachers are not up-to-date with the ICTs evolving in the market. In order to gain an insight of the incorporation of ICT in teacher education in urban settings, the present study was conducted. The sample population was chosen from the teacher training institutes of (Bachelor of Education) B.Ed from established public universities of New Delhi. The respondents were contacted through emails and after getting confirmation, they were approached for semi-structured interviews. The results of the study strongly recommend inclusion of ICT as a core subject during the B.Ed course of teachers.

Keywords: Bachelor of Education, Core subject, Information and Communication Technology, Public Institutions, Semi-structured Interviews

TEACHING ENGLISH FOR SPECIAL PURPOSES IN KAZAKHSTAN: CONTENT OR SKILLS?

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Abstract

The paper discusses the highly debated issue of what approach Kazakhstan University teachers of English as a foreign language (TEFL) should prioritize in teaching English for Special Purposes (ESP) at present: content-based or skills-orientated. It is the fact of the day that the Kazakhstan Ministry of Education aims to encourage about 70% of the local students to take up technical specializations (Gosudarstvennaya programma obrazovaniya RK 2011). However, many researchers claim (Ford 2017; Winthrop and McGivney 2016; Global Economic Forum 2016) that because of the intensive robotization and automation of the working processes worldwide and real threat of unemployment for a vast number of specialists, the most critical skills for future employees are the so-called “soft skills”, such as communication, negotiation, problem solving, critical/creative thinking, and cross-cultural skills. The survey among the local ESP teachers has revealed that the greater focus in their lessons is placed not on the soft skills, but on the content, often overloaded with complicated technical terms and processes which most teachers find irrelevant for their professional competencies. On the other hand, more than half of the surveyed students admitted that the ESP lessons supported their understanding of their specialist subjects in terms of the terminology and language skills. The author will attempt to provide her vision of the optimal solution to the stated problem based on the survey findings and her teaching experience.

Keywords: ESP, Communicative Competence, Content-driven Approach, Soft Skills.

TEACHER AND TEACHING CHALLENGES IN EFL HIGHER EDUCATION IN KAZAKHSTAN

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Abstract

In recent years, the foreign language education in Kazakhstan has been undergoing drastic changes connected with the state policy on the tri-unity of the Kazakh, Russian and English languages, on the one hand, and the internationalization of the national educational system as a whole, on the other. The process of changes in the higher education of the country is linked with serious challenges. This paper is aimed at identifying the most common of these challenges and offering the possible ways to tackle them. The detailed analysis of the state regulatory documents on education, as well as personal teaching experience and class observations, has made it possible to reduce the major problems in the three areas. The first is the underestimation of the importance of an EFL program in university curricula and teaching, limited resources for efficient teaching and learning, and insufficient university administration support. The second area has to do with the quality of the EFL teacher training and the professionalism of the EFL teachers. The third domain deals with a lack of interaction and cooperation among the EFL faculty involved in the primary, secondary and tertiary levels of EFL education in the country. The paper presents the results of the research conducted in a number of technical universities of Kazakhstan, which help to define the strengths and weaknesses of the EFL faculty and to find the ways to enhance the former and minimize the latter. All that will contribute to achieve a higher level of EFL proficiency nationwide.

Keywords: Language Education Reforms, EFL Teaching, Kazakhstan.

CULTURAL CONTEXT OF IMPLEMENTING INTERNATIONAL STANDARDS IN TECHNICAL UNIVERSITIES OF KAZAKHSTAN

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Abstract

To enhance the quality of education, Kazakhstan is implementing international standards into its educational system, and technical universities are not an exception. Though the demand for such changes in the era of globalization is obvious, and many reforms in the system of education have already been introduced, the transitional period is accompanied by a variety of challenges. This paper deals with the ones of cultural and intercultural origin involving such aspects of culture as norms, rules, attitudes, values, national mentality, stereotypes, thinking and behavior patterns. The major areas of university education analyzed in the cultural context include student body, faculty and program administration. The research data helps to conceptualize cross-cultural variables and define the best ways technical universities could adapt and adjust to the process of internationalization and foster student learning.

Keywords: Internationalization of Higher Technical Education; Cultural Context; Intercultural Variables; Kazakhstan

APPLYING THE KIRKPATRICK MODEL TO DEVELOPING AN EFFECTIVE CHARGE NURSE COURSE IN THE SINGAPORE CONTEXT

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Abstract

Traditionally, nurse leaders are often promoted in unplanned fashion to perform the leadership role without necessary preparations often causing unnecessary stresses for their team. With the recognition of such leadership vacuum and the necessity of succession planning, the Charge Nurse (CN) role is created as part of the strategic priority to provide early exposure and role transition opportunities for Senior Staff Nurse (SSNs) with leadership potential.

The Singapore Hospital recognised the importance of the CN's contributions on the efficiency and effectiveness of the operation of the units. An initiative is therefore put underway to commence the development of a Charge Nurse Course (CNC). The author established the benchmark standards in the global context and build on the contextual differences for the development of the course. On the other hand, the range of pedagogical approaches in the literature have also been considered extensively, especially if any of these theories have recent developments.

As such, this paper aims to provide a firm foundation in which the CNC development can be contextualized towards the local hospital by recognising the similarities and differences in the CN roles across the world in order to establish the best approaches and pedagogies for the development of an effective CNC – a course to prepare SSN for the newly developed CN role and facilitate leadership transition. Finally, the Kirkpatrick Model is employed in the development phases to maximise the course effectiveness and triangulate the proposed pedagogical approach in order to determine the best approach.

Keywords: Charge Nurse, Kirkpatrick Model, Lifelong Learning, Motivation, Transfer of Learning.

PROPOSING SAMR FOR PLANNING K12 SYLLABUS BASED ON STUDENT VIEWS ON LEARNING USING TECHNOLOGY

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Abstract

Learning is always a lifelong process, and this is unavoidable in today's world. From books to the invention of computer technology, the way that we learn and share information with others has also evolved. There are many assumptions made regarding the way technology is impacting the learning capability for students. Still, information technologies have always held great promise for transforming our teaching, thinking and learning [1].

Though the internet allows students easier access to learning materials through their mobile computing devices, it will be useful to know how technology really helps learners enhance their learning experience, notwithstanding that the lack of technological knowledge often hinder learning via technology. Thus, this paper further seeks to determine the acceptance levels and identify key issues faced by students when learning through technological platforms. Data is collected via questionnaires administered to almost 700 students.

Key findings included a drastic drop in using technology to learn when faced with National-Level examinations and the differences in the level of understanding between learning online versus conventional methods. From the results attained, recommendations are made on how SAMR can be used for technology learning to improve the effectiveness and experience of learning for students. A customised 6-stage cycle SAMR model is developed and proposed as a planning methodology for educators to use when designing a Technology Learning tool for students.

Keywords: K12, Planning Framework, Quantitative Study, SAMR, Technology in Learning

EDUCATION THROUGH ART: THE VIEW ON AESTHETIC EXPERIENCES AS THEY RELATE TO PEACE EDUCATION

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Abstract

Peace-educational methods are still not considered a research area based on broad evaluation, strong scientific support and scientific research. The term experience is used as the experience term coined by John Dewey. It is to be explored in the context of scientific disciplines of cultural education, theater pedagogy and peace education.

In a non/university setting, my interdisciplinary study researches how aesthetic experiences, as an artistic-intellectual project financed by a German funding agency, influence the educational potential of peace education.

Logbook, group discussions and focused interviews are used as empirical material for qualitative analysis. The study is ongoing. Using the documentary method for the evaluation of logbooks, it can be shown that aesthetic experiences can be used as an approach towards peace education. The experiences do not solve any conflicts, but empirical research furnishes evidence of a significant link between conflict and reaction of the participants to it. The scenes in the intercultural theater generate interactive perceptions. As they orient themselves on their own valuations, they trigger doubts about one's own habitual perception or one's personal life philosophy.

The experience is not reproduced in a scientific way as the case with Dewey. Instead it focuses on the action and its process from the observer's perspective of the scene creator, and thereby transforms reality constructions. Through it the awareness and the sensibility of the conflict and its evolution manifest themselves.

Keywords: Experience, Peace Education, Performance Art, Internationality, Conflict, Cultural Education

LEARNERS' L2 (ENGLISH) INFLUENCES ON L3 (CHINESE) LEARNING – THE USE OF BILINGUAL COURSE BOOKS (ENGLISH AND CHINESE) IN INTERNATIONAL STUDENTS' CHINESE LEARNING

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Abstract

This paper focuses on multilingual learning experiences and language transfer between L2 English and L3 Chinese. The purpose of the following study is to present how bilingual course books (English and Chinese) influence on Chinese learning for international students. It was carried with 35 international university students in the same class who are learning Chinese in Honghe University, Yunnan province, China. These students come from Vietnam, Lao and Sri Lanka and their L1 include Vietnamese language, Lao language, Sinhalese and Tamil. The study focuses on their attitudes and experiences on learning Chinese with bilingual textbooks. A small scale study in this class was launched with questionnaires to indicate the effect of L2 English on L3 Chinese learning for these students, in terms of the influence of bilingual textbook use.

Keywords: CFL, ELF, L2 &L3, Bilingual Course Book

SOCIAL SCIENCES

abstracts



CONTEXTUALIZING INCLUSIVE BUSINESS: AMELIORATION OF ASEAN ECONOMIC COMMUNITY (AEC)

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Abstract

The establishment of the ASEAN Economic Community (AEC) in 2015 is a major milestone in the regional economic integration agenda in ASEAN, offering opportunities in the form of a huge market of US\$2.6 trillion and over 622 million people. In 2014, AEC was collectively the third largest economy in Asia and the seventh largest in the world.

The AEC Blueprint 2025 sets out the strategic measures under each of the five characteristics of AEC 2025. To operationalize the Blueprint's implementation, these strategic measures will be further elaborated in and implemented through the work plans of various sectoral bodies in ASEAN. The sectoral work plans will be reviewed and updated periodically to ensure their relevance and effectiveness. Partnership arrangements with the private sector, industry associations and the wider community at the regional and national levels will also be actively sought and fostered to ensure an inclusive and participatory approach to the integration process. Institutions will be strengthened and enhanced approaches to monitoring and public outreach will likewise be developed to support the effective implementation of the Blueprint.

However, the freedom to move both people and goods will greatly affect the security of a nation. This is a key issue affecting different countries within its borders. Thus, multilateral cooperation has become an essential to achieve welfare goal. Therefore, this paper will examine development issues of ASEAN Economic Community, consequently proposing measures for future beyond boundaries appertaining to one pillar of ASEAN which is the AEC. Hence, the paper will discuss ASEAN trade and investment landscape that will impact regional integration. The role of multilateral cooperation through international agreement with consensus is very vital to increase the role of institution. This will further apply qualitative empirical research and multidisciplinary approach.

Keywords: ASEAN; Economic Community; Inclusive Business; Regional Integration

WORK-LIFE BALANCE IN HIGHER EDUCATION: ARE WORK INTENSIFICATION AND EMOTIONAL LABOR POTENTIAL JOB STRESSORS?

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Abstract

Although work-life balance (WLB) has been widely researched in organizational settings, the topic remains largely ignored in the context of higher education. There are also limited studies which use a gendered perspective to investigate the concept of WLB within a framework comprising potential job stressors such as work intensification and emotional labor. This paper addresses the identified research gaps by documenting the findings of a survey of 190 academic staff in Malaysian universities. PLS-SEM analysis of the non-gendered-stratified model revealed that both work intensification and emotional labor were significant predictors of self-reported WLB. Interestingly, the gender-stratified analysis showed that work intensification and emotional labor were differentially associated with WLB for women and men. The analysis also indicated that the proposed model is slightly better at explaining women's experiences than those of men. The findings have important implications for research and policy.

Keywords: *Academe, Emotional Labor, Work intensification, Work-life Balance*

REFORMATIVE ENHANCEMENT FOR HOLISTIC ADVANCEMENT OF BENEFICIARIES (PROJECT REHAB): READINESS, AVAILABILITY AND UPTAKE

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Abstract

This research was undertaken in response to a Memorandum of Agreement (MOA) among stakeholders involved in Project REHAB (Reformative Enhancement for Holistic Advancement of Beneficiaries). The project was initiated by the Parole and Probation Administration Region VI (DOJ-PPA) as proponent and the Department of Labor and Employment (DOLE) as provider of funds. The involvement of the Graduate School of PHINMA University of Iloilo centered on providing technical assistance in coming up with a research component of the project, particularly in relation to project evaluation.

The project beneficiaries were probationers, parolees, and conditional pardonees undergoing community-based rehabilitation under the supervision of field offices of DOJ-PPA Region VI, based in Iloilo City, Philippines.

Keywords: REHAB, DOLE & Philippines.

REGIONAL INTEGRATION IN CENTRAL ASIA– A PATH TO GEOPOLITICAL AUTONOMY

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Abstract

The multipolar characteristic of the current system of international relations guarantees an upheaval of the classic spheres of influence which unavoidably will cause power voids at the intersections of interests between major and regional powers. Through an analysis of the various paths towards regional cooperation in Central Asia, this paper determines the possibility of the region to escape the narrow orbit of said powers and enjoy a certain degree of geopolitical autonomy. In order to succeed at fostering regional cooperation, the countries of Central Asia need to act on many levels – economic, politic, social and cultural ones, as to surpass the nationalistic fervor that rose recently as a counter-reaction to the optimistic and triumphalist globalization theory which dominated the first decades after the end of the Cold War. While it is obvious that we are not yet at the end of history, a return to local factionalism will only slow down any form of regional development. The conclusion is that while a narrow path towards Central Asia becoming a significant actor in the geopolitical game exists, the challenges stemming from internal politics, ethnic divisions and external powers meddling in the area will be too difficult to overcome in the near future.

Keywords: Central Asia, Geopolitics, Regional Integration.

AN ARCHAEOLOGICAL STUDY OF THE REMAINS OF TERRACOTTA FOUND IN THE NORTHERN GATE OF SIGIRIYA FORTRESS

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Abstract

Sigiriya was the mountain fortress of King Kashyapa (477-495 AD). Owing to its unique royal gardens, frescoes and graffiti, Sigiriya has been declared as one of the world heritage sites of Sri Lanka. The area enclosed by the inner moat has been the main focus of many previous studies. They indicate that Sigiriya has been a trading center and a tourist destination in the past. The present investigation, however, was carried out on the area between the outer and inner moats of Sigiriya in order to understand the utilitarian purpose of the said area in the past. For this purpose, an archaeological surface survey was carried out on the northern entrance area of the fortress. Findings of this research include fragments of terracotta human faces, elephant figures, terracotta ivory parts, pottery and beads. It has been suggested that the terracotta figuring found at Sigiriya are remains of those sold to the persons who visited Sigiriya between the 7th and 13th centuries AD. Typologically, our findings appear to belong to the same category of artifacts cited above. Therefore, it is possible that there were trade centers in the inside area of the city as well as outer territory of Sigiriya to sell souvenirs and other items to visitors to the fortress during the latter part of the Rajarata civilization.

Key words: Sigiriya, Visitors Ancient Trading Center, Terracotta Remains, Rajarata Civilization.

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