

CONFERENCE CHAIR



**ASSOC. PROF.
GOH LAY HUAH**

HELP University, Malaysia.

KEYNOTE SPEAKER



NABILA DAYANI

Internationally Renowned
Motivational Speaker, Indonesia.

ABOUT THAILAND

- Thailand is a Buddhist country where Buddha images are held sacred. Any sacrilegious act is punishable by imprisonment even if committed by foreigner.
- Thai people hold their King and Queen and the Royal family in great reverence and won't tolerate foreigners showing disrespect for them.
- Dress properly when entering a Buddhist temple. Mini skirts and shorts are not allowed. Take your shoes off before going inside of hall.
- Thai people smile to express their gladness and happiness, to thank for small services and even to excuse small inconveniences.

Bangkok: Thailand's capital was established in 1782 by the first king of the Chakri Dynasty, Rama I. The city, with a population of about 10 million, sits on the bank of the Chao Phraya River some 20 km. North of the Gulf of Thailand. Bangkok is the home of the Thai Royal family, and the centre of government, commerce, banking and transportation

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.



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



ASIA PACIFIC INSTITUTE OF
ADVANCED RESEARCH

Nurturing knowledge without boundaries

1st Global Conference on Multidisciplinary Academic Research (GCMAR-2018)

5th & 6th of May 2018

Eastin Hotel Makkasan,
Bangkok, Thailand



HANDBOOK PUBLICATION

Publish
with

ASIA PACIFIC HANDBOOK
OF CONTEMPORARY
RESEARCH

Vol. 1 2017
ISBN: 978-0-64811-7-285

has already been published...

ASIA
PACIFIC
INSTITUTE
of
ADVANCED
RESEARCH



Networking Knowledge
Without Boundaries

'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

Saturday, 5th of May, 2018
Venue: Ball Room 2 (8th Floor)

3:45 PM – 4:00 PM	Arrival & Registration
4:00 PM – 4:30 PM	Assoc. Professor Goh Lay Huah Topic: Research & Development Towards Change and Professionalism
4:30 PM – 5:00 PM	Nabila Dayani Topic: Grow, Succeed and Sustain
5:00 PM – 5:10 PM	Photo Session
5:10 PM – 5:45 PM	Networking & Afternoon Tea

DAY 2

Sunday, 6th of May, 2018
Venue: Ball Room 2 (8th Floor)

Session: 1 Track: Education Session Chair : Dr Chasul	
09:00 AM - 09:20 AM	A COMPARATIVE ANALYSIS OF GRATIFYING STUDENTS' NEED FROM THE CURRICULAR OF PHILIPPINE WOMEN'S UNIVERSITY'S COMMUNICATION ARTS AND DE LA SALLE-COLLEGE OF SAINT BENILDE'S MULTIMEDIA ARTS. Melvin N. Espineda
09:20 AM - 09:40 AM	IMPROVING TEACHERS' TEACHING PRACTICES WITH TECHNOLOGY FOR 21ST CENTURY LEARNING. Lee Kean Wah
09:40 AM - 10:00 AM	UNDERSTANDING TEACHERS' UTILISATION AND IMPACT OF A VIRTUAL LEARNING ENVIRONMENT: A CASE-STUDY IN POST-PRIMARY SCHOOLS IN MALAYSIA. Ruzana Tukimin
10:00 AM - 10:20 AM	Morning Tea Break
10:20 AM - 10:40 AM	TEACHING ENGLISH FOR SPECIAL PURPOSES IN KAZAKHSTAN: CONTENT OR SKILLS? Saule Yeshengazina
10:40 AM - 11:00 AM	APPLYING THE KIRKPATRICK MODEL TO DEVELOPING AN EFFECTIVE CHARGE NURSE COURSE IN THE SINGAPORE CONTEXT. Hongwei Wang and Boon Leing Tan
Session: 2 Track: Business Session Chair : Assoc. Professor Goh Lay Huah	
11:00 AM - 11:20 AM	DETERMINANTS OF LIFE INSURANCE DEMAND: EVIDENCES FROM INDIA. Ganesh Dash
11:20 AM - 11:40 AM	INDIGENOUS ARTS AND CRAFTS AND THEIR POTENT LOCAL AND GLOBAL MARKET. Abraham S. Accad, Mildred F. Accad, Michelle Fobar and Karen Mae Fabrid
11:40 AM - 12:00 PM	WEB DESIGN OPTIMIZATION: FOR ONLINE STORES. Seungjoo Lee

Session: 3 Track: Education; Session Chair : Dr Boon Leing Tan	
12:00 PM - 12:20 PM	EDUCATION THROUGH ART. THE VIEW ON AESTHETIC EXPERIENCES AS THE RELATE TO PEACE EDUCATION. Valentyina Iziumska
12:20 PM - 12:40 PM	TEACHER AND TEACHING CHALLENGES IN EFL HIGHER EDUCATION IN KAZAKHSTAN. Saule Abdygapparova & Lyudmila Smirnova
12:40 PM - 01:00 PM	TECHNOLOGY INTERVENTION DURING TEACHER TRAINING IN INDIAN EDUCATION SYSTEM. Dr. Chasul
01:00 PM - 02:00 PM	Lunch Break

Session: 4 Track: Social Sciences Session Chair : Assoc. Professor Goh Lay Huah	
02:00 PM - 02:20 PM	CONTEXTUALIZING INCLUSIVE BUSINESS : AMELIORATION OF ASEAN ECONOMIC COMMUNITY (AEC). Arman V. Cruz
02:20 PM - 02:40 PM	WORK-LIFE BALANCE IN HIGHER EDUCATION: ARE WORK INTENSIFICATION AND EMOTIONAL LABOR POTENTIAL JOB STRESSORS? Magdalene Ang Chooi Hwa, Ramayah Thurasamy, Goi Chai Lee and Noraida Endut
02:40 PM - 03:00 PM	REFORMATIVE ENHANCEMENT FOR HOLISTIC ADVANCEMENT OF BENEFICIARIES (PROJECT REHAB): READINESS, AVAILABILITY AND UPTAKE. Ismael J. Herradura, Maria Teresa C. Carbon and Ofelia T. Pacete
03:00 PM - 03:30 PM	Afternoon Tea Break

Session: 5 Track: Education Session Chair : Dr Chasul	
03:30 PM - 03:50 PM	LEARNER'S L2 (ENGLISH) INFLUENCES ON L3 (CHINESE) LEARNING — THE USE OF BILINGUAL COURSE BOOK (ENGLISH AND CHINESE) IN INTERNATIONAL STUDENTS' CHINESE LEARNING. Chu Tan
03:50 PM - 04:10 PM	CULTURAL CONTEXT OF IMPLEMENTING INTERNATIONAL STANDARDS IN TECHNICAL UNIVERSITIES OF KAZAKHSTAN. Aigul Sarenova and Saule Abdygapparova
04:10 PM - 04:30 PM	PROPOSING SAMR FOR PLANNING K12 SYLLABUS BASED ON STUDENT VIEWS ON LEARNING USING TECHNOLOGY. Boon Leing Tan, Boon Heng Tan and Hongwei Wang
04:30 PM - 05:00 PM	Networking & Presentation Ceremony

End of the Conference



GCMAR 2018