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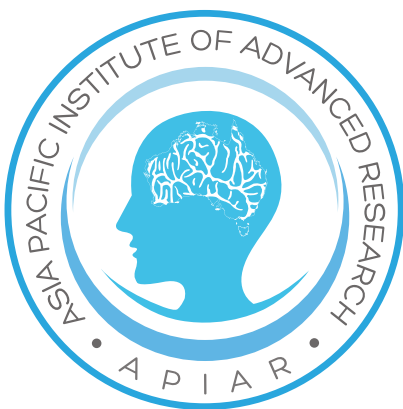
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# ABSTRACTS





# OCMAR 2021

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# **BUSINESS**

## **ABSTRACTS**

## THE ROLES OF HUMAN RESOURCES IN CORPORATE SUSTAINABILITY: FINDING A BALANCE DURING COVID-19 PANDEMIC IN NEW ZEALAND

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### Abstract

Sustainable Human Resource Management (S-HRM) refers to the application of sustainability concepts and practices in human resource management functions. It involves multi-dimensions and concepts, multi-stakeholder strategies and engagement, as well as resources required, for promoting sustainability practices within an organisation. S-HRM plays critical roles to support the 17 United Nations Sustainable Development Goals (SDGs) that New Zealand adopted in 2015 for implementation between 2020 and 2030.

This research attempts to investigate how S-HRM practices may be influenced by the COVID-19 pandemic and their implications for managing change and employee wellbeing in New Zealand organisations. To achieve the research objectives, relevant literature published between 2015 and 2021 in major databases were reviewed. Content analysis was employed to examine theoretical and empirical studies of S-HRM. Based on the findings, emerging themes are discussed in this study: 1) the nature and roles of S-HRM, 2) their implications for managing change and employee wellbeing under the COVID-19 Alert System in New Zealand, and 3) the challenges faced by the key stakeholders in implementing S-HRM during this “new normal”. Suggestions for future practices and research are discussed, taking into consideration the needs to balance the roles of S-HRM in managing change and employee wellbeing while achieving the sustainable development goal(s) adopted by an organisation.

**Keywords:** COVID-19 Pandemic, Employee Wellbeing, New Zealand, Organisational Change, Sustainable Human Resource Management.

## GENDER EQUALITY: MANAGING HUMAN RESOURCES IN THE MALAYSIAN WORKPLACE

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### Abstract

Despite decades of efforts in promoting workforce diversity and inclusiveness of minorities in a workplace globally, gender equality is still the centre of discussion in some countries. According to the March 2021 Global Gender Gap Report (GGGR) published by the World Economic Forum, it may take the next 135.6 years to reach gender parity based on the rate of progress of 156 countries that took part in the study on a scale from 0 (disparity) to 1 (parity) across four thematic dimensions. For example, a study conducted by Women's Aid Organisation (WAO) and research agent Vase.ai in 2020 reported that 56% of the 1010 Malaysian women they surveyed experienced at least one form of gender discrimination in their workplace.

This study examined the gender equality issues in the Malaysian workplace and their consequences for practising human resource management (HRM) in the workplace. Conceptual and empirical studies published in major databases between 1997 and 2021 were reviewed. Using content and thematic analysis, emergent themes were discussed. For example, 1) the nature and importance of gender equality at a workplace, both globally and in Malaysia, 2) the key challenges relevant to managing gender equality in the Malaysian workplace in light of COVID-19, and 3) HR waves and HR roles and their implications for integrating gender equality in HRM practices. Based on the findings, conclusions and recommendations were made for future research and HRM practices.

**Keywords:** COVID-19, Gender Equality, Human Resource Management, Human Resource Roles, Malaysian Workplace.

## **BUSINESS STRATEGY FOR A MULTINATIONAL COMPANY TO EXPAND ITS INDUSTRY 4.0 SOLUTION IN VARIOUS INDUSTRIES IN INDONESIA**

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### **Abstract**

One multinational company which focuses on sensor measurement technology, data acquisition software, data analytics and process control and is currently focused on a specific industry: pulp & paper in Indonesia should be able to expand its market especially to general industry. Given the market potential, this research is aimed at analyzing and designing a business strategy for a multinational company to develop a market outside pulp and paper in Indonesia. Using depth interview data from a multinational company, users, industry expert interview and questionnaires, all data are analyzed using Porter Five Forces, and VRIO for analysis and TOWS and Diamond Strategy as business solution.

It can be argued that there is great potential for this multinational company to expand its business beyond pulp and paper and products or solutions such as data acquisition, data analytics and predictive control models which can be used in other industries. Realistic target industries are industries in Indonesia that share some or some similarities with the pulp and paper industry integrated plan such as cement and power generation. One of the first steps to developing a business is to use local partners who have knowledge and knowledge of the target market. Internal development and increased resources are also needed to support this strategy.

**Keywords:** Industry 4.0, Business, Strategy, Expansion, Analytical Tools, Process Control.



## COMPANY PERFORMANCE EVALUATION AT INDONESIA STOCK EXCHANGE IN THE FOCUS OF WORKFORCE MANAGEMENT USING THE MALCOLM BALDRIGE CRITERIA FOR PERFORMANCE EXCELLENCE

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### Abstract

Indonesia Stock Exchange (IDX) is the only stock exchange in Indonesia and part of financial services companies in Indonesia. As one of important factors in IDX's success, human resources have to be managed properly and company performance in human resources management needs to be evaluated in order to improve its performance and competitive advantage. However, IDX has not yet evaluated its processes and results performance regarding human resources management comprehensively in an integrated approach. In order to evaluate IDX's performance through a comprehensive and integrated approach, measurement and evaluation is conducted using the Malcolm Baldrige Criteria for Performance Excellence (the MBCfPE) through an analysis of conditions in the company based on the criteria and scoring guidelines in the MBCfPE. Data and information that are related to conditions in the company are obtained through interviews, documents review, and survey to employees. After analyzing and scoring based on the MBCfPE, the two criteria items in workforce criteria category achieve a score of 85%, while workforce results criteria achieve a score of 70%. Based on these results, there are several recommendations as opportunities for improvement that should be done by IDX to improve its performance, increase its score based on the MBCfPE, and increase its competitive advantage.

**Keywords:** Company Performance, Human Resources Management, Malcolm Baldrige, Performance Evaluation, Workforce.



# **EDUCATION**

## **ABSTRACTS**

## EFFECTS OF THE CAREER LENGTHS OF ADULT AMATEUR VOLUNTEER LEADERS ON CHILDREN'S ACTIVITIES IN A NATURAL ENVIRONMENT

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### Abstract

Children evolve by engaging in activities in a natural environment and therefore, change should also occur in adults. However, few research reports are available. In this study, we investigated the effects of the career length of adult amateur volunteer leaders (hereafter, "volunteer leaders") on children's activities in a natural environment. We administered a questionnaire to volunteer leaders who supported children's nature activities, and analyzed data descriptively statistically and qualitatively (the KJ method). According to one's career length, attachment to children increased and emphasis on children's development became more, and less on their own learning and development. However, the "long career" respondents were unaware of their increased sense of superiority to children. A recognised change was that the respondents were aware of encountering their new self. On the other hand, the "short career" respondents reported feeling annoyed when children did not listen to them—to develop an attachment to children and a desire for overseeing their development, more time and opportunities to interact with them are necessary. Furthermore, the long career respondents regarded children as companions with whom they experience mutual growth, rather than as targets of teaching; they possibly realized that prioritizing children's development led to their own—however, they tended to feel a subconscious sense of superiority to children with lesser knowledge and experience. If adult volunteer leaders grasped their skill, knowledge experiences as sharing with children would lead to desirable changes and development rather than a sense of superiority. Consequently, they could do mutual development with children.

**Keywords:** Career Length, Volunteer Leader, Activities in Natural Environment.

## IMPORTANCE OF ASSISTIVE MOBILE APPLICATIONS FOR DYSLEXIC STUDENTS IN SAUDI ARABIA

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### Abstract

Worldwide, education systems have been affected by Covid-19, with many countries suspending physical engagement within their educational institutions to minimize the pandemic's massive impact. Therefore, mobile learning (M-learning) has become more important in supporting learning flexibility and availability which leads to a clear trend in the learning process for this significant and valuable society sector. Much research has been conducted in measuring the benefits of using Mobile Applications (as a learning platform) for students in general, but also specifically for students with learning disabilities such as dyslexia. The explosive development of mobile applications has given M-learning new and powerful opportunities. Although a significant amount of research has discussed M-learning with dyslexic students in multiple languages, it is considered to be in its initial stages in many other languages; especially in Arabic countries. Thus, it is worthy of investigating the gaps related to such matters. This paper focuses on developing a mobile application that aims to enhance Arabic dyslexic students' reading skills. The focus is to evaluate this technology's usability by assessing its effects on each dyslexic student's experience and advantages. The proposed mobile application is applied to dyslexic students in Saudi Arabia who are eight to ten years old. The preliminary results showed promising prospects in such contexts for mobile learning, especially for dyslexic students. Students showed very positive attitudes towards the proposed mobile application, leading to better engagement with Arabic language learning.

**Keywords:** Dyslexia, Saudi Arabia, Mobile Application, M-Learning, Dyslexic students.

## CHINESE STUDENTS' LEARNING EXPERIENCES COMPARED TO INTERNATIONAL STUDENTS' EXPERIENCES IN THAILAND

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### Abstract

Internationalization has become increasingly important for tertiary education institutions around the world, including Thailand. It has brought several benefits not only to rise the academic scale of international collaborations among universities, but it establishes the means to worldwide perspectives for students as well. In this paper, the Chinese student's reflections on their experience with the international students at the host university are presented on the basis of hosting roles. There are two main purposes of the study, firstly, it was to examine Chinese host students' learning experience of with international students: what benefits of internationalization they perceived; as the role of host students, how their English language skills were improved. Secondly, it was to explore cultural barriers during their interactions in terms of hosting the international students. Through the qualitative methodology, students' diaries were scrutinized to gather their experiences in learning development, also intercultural skills occurred during the interaction with international students. The findings of the study indicate that the learning experience of Chinese students in terms of the improvement of their English language skills and cultural barriers were found. However, there were several obstacles influencing the learning experience of Chinese Education student resulting in a lack of confidence, unfamiliarity of productive skills practice, and the limitation of their study. The study suggests that a preparation of English language practice is required for Chinese education students. A training for understanding different cultures are essential in intercultural situations.

**Keywords:** Learning Experience, Chinese Education Students, Intercultural Situation, Internationalization.



# **SOCIAL SCIENCES ABSTRACTS**

## A STUDY ON HOW SOCIAL MEDIA RESHAPES THE WAY OF FAMILY COMMUNICATION IN SRI LANKA

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### Abstract

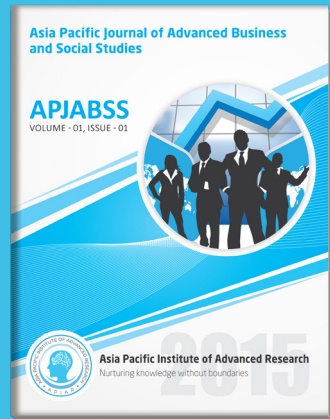
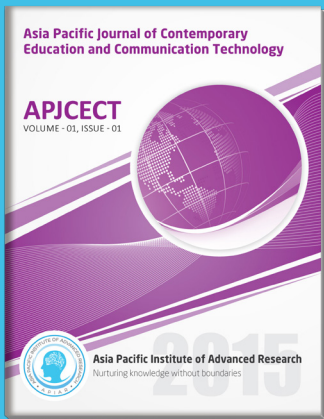
This study analyzed how social media reshapes the way of family communication in Sri Lanka. The study had three objectives. Those were to identify which kind of social media platforms use Sri Lankan family members, to study how often Sri Lankan family members communicate with each other's through social media and to understand how social media affects communication among Sri Lankan family members. The research questions of the study were, 1: Which social media platforms use Sri Lankan family members in difference age groups? How often Sri Lankan family members communicate with each other's through social media? And 3: Does the social media enable family members in Sri Lanka to connect better with each other? Quantitative survey method used to get the results by 100 respondents (50 children and 50 parents). Participants of the survey were from 18 to 60 years old, of non-specific educational background or social class. The researcher used quantitative techniques with the help of tables, graphs, and charts to analyze the findings of the study. According to the results, 97% of young people use social media platform for their day to day communication. Almost 93% of the respondents have responded that they are in touch with their family members every day through social media.

**Keywords:** Communication, Family, Social media, Sri Lanka.

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