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SEAAIR 2009

The Future of Higher Education

13th - 15th October 2009

A Friendly Reminder:

Please bring your presentation in CD/DVD/FlashDrive & please contact secreteriat to upload your material prior to your presentation session.
Thank you.



....
:::Profesor Tan Sri Dato'
:::Dzul kifli Abd Razak
:::Vice Chancellor of
:::Universiti Sains Malaysia



....
:::Associate Prof Dr. Wan Mohd Fauzy
:::Organizing Chairman of
:::SEAAIR 2009 Conference,
:::Universiti Sains Malaysia

It is our great pleasure to invite and welcome all of you to Penang , Malaysia to attend and participate in the South-East Asian Association for Institutional Research Conference (SEAAIR 2009 Conference). We are honored to be given the opportunity to host this year's conference. The year 2009 coincides with Universiti Sains Malaysia's 40th Anniversary celebration where we are reassessing ourselves and move forward in an effort to transform our university to a sustainable tomorrow.

SEAAIR 2009 Conference which has been scheduled to be held from **13th to 15th October 2009** intends to bring together academicians, educators, researchers, and practitioners in higher education to discuss, share, and disseminate knowledge as well as network in the area of institutional research capacity building.

The theme for this year's conference is: ***The Future of Higher Education***. It is hoped that participants and presenters will discuss aspects related to Visions, Innovation and Practices, Quality, Alternative Learning Environment and, Institutional Research and the growth of higher education will be discussed.

Welcome and have a great conference.

Best of Wishes.



SEAAIR CONFERENCE 2009

Conference Theme: **THE FUTURE OF HIGHER EDUCATION**

Sub-Themes:

- Visioning for excellence in higher education
- Alternative learning environments for future learners
- Impacts of quality on future higher education practices
- Institutional research and the growth of higher education

Date :
13 - 15 October 2009

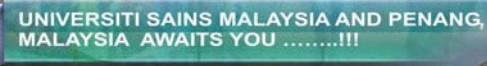
Venue :
Parkroyal Hotel, Batu Ferringhi Beach, Penang, Malaysia

Organized by :
Universiti Sains Malaysia
in collaboration with
South East Asian Association for Institutional Research
and Ministry of Higher Education, Malaysia.

For further information contact :
The Conference Secretariat
SEAAIR 2009 Conference
Centre for Instructional Technology and Multimedia
11800 Universiti Sains Malaysia.
Penang, MALAYSIA

Tel: 604-6533222 / 604-6533225 / 604-6533875
Fax: 604-6576749
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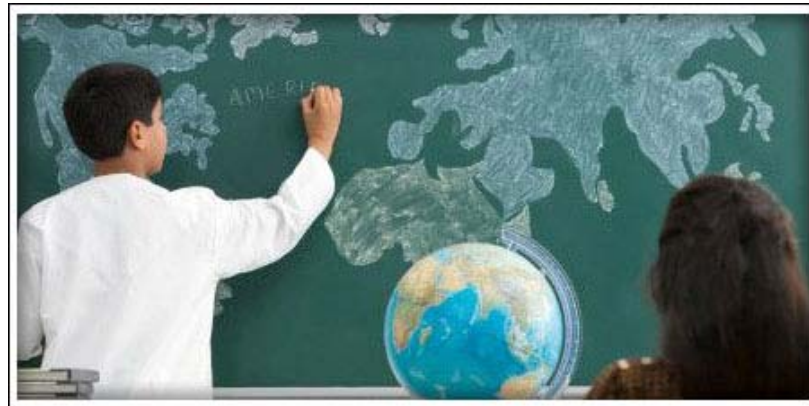



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Purpose of Conference



To improve research quality of higher education institutions.

Disseminate and share information related to prospects and challenges of present and future educational research challenges.

To increase and improve research networking and cooperation between individuals and institutions of higher education.

To bring the quality and level of institutional research to greater heights.




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CONFERENCE PROGRAMME OF SEAIR 2009 Date 13th - 15th October, 2009

: Day 1	Monday	0900	2300	Conference Registration
	12/10/09			
: Day 2	Tuesday	08.00	09.00	Conference Registration
	13/10/09	09.00	09.45	Welcoming Address & Opening Ceremony
		09.45	10.45	Keynote Speech
		10.45	11.30	<i>Group Photo Session & Coffee Break</i>
		11.30	13.00	Parallel Session 1
		13.00	14.15	<i>Lunch</i>
		14.15	15.45	Parallel Session 2
		15.45	16.15	<i>Afternoon Coffee Break</i>
		16.15	17.45	Parallel Session 3
		17.45	20.00	Free Time
		20.00	21.30	<i>Welcoming Dinner & Cultural Show</i>
: Day 3	Wednesday	09.00	10.30	Keynote Speech
	14/10/09	10.30	11.00	<i>Coffee Break</i>
		11.00	12.30	Parallel Session 4
		12.30	13.00	<i>SEAIR 2009 – Annual General Meeting</i>
		13.00	14.00	<i>Lunch</i>
		14.00	17.30	Tours

: Day 4	Thursday	08.30	10.00	Parallel Session 5
	15/10/09	10.00	10.30	<i>Coffee Break</i>
		10.30	12.00	Panel Session
		12.00	13.00	MoA & Closing Ceremony
		13.00	14.00	<i>Lunch and Checkout</i>



Location/ Session	Pandan Theme 1	Jintan Theme 2	Lawang Theme 3	Halia Theme 4
<p>Parallel 1 13/10/09 11.00-12.30</p>	<p>The Association between Affective Organizational Commitment Components and Leadership Style Krisda Tanchaisak (Chairperson)</p> <p>Universiti Sains Malaysia and a New Vision for Higher Education James Campbell</p> <p>World University Rankings: Global Perspectives and Local Challenges Praedau Fooanichpruk Lalida Preedakorn</p> <p>A synergy approach to facing challenges of quality of higher education and its responsiveness to the critical needs of the Albay Province in the Philippines Susana Carretas Cabredo Flor Andes Jenkins</p>	<p>Design and Implementation of Mobile Learning at the Open University Malaysia Zoraini Wati Abas (Chairperson) Tina Lim Swee Kim Harvinder Kaur Dharam Singh Wei Wen Shyang</p> <p>The Application of Cooperative Learning Strategies on Entrepreneurship Course Delivered in University of Ciputra Tina Melinda Meidiahna Kusuma</p> <p>Strategies usage of Web 2.0 and its profound impacts on the future of Higher Education Zuraidah Mohammad Sany Nirwan Idrus</p> <p>Incorporating Right-brain Aptitudes into Multimedia Learning Environment for Future Learners: A whole New Way of Design Toh Seong Chong.</p>	<p>Would marketing aspect be a part of quality system of academic institutions? Boedi H. Kuslina (Chairperson) Joni</p> <p>Googling and Moodling into the Future Mona Masood Balakrishnan Muniandy</p> <p>The Effectiveness of Repeating College Courses Ramzi Nasser Diane Nauffal</p> <p>The survey on knowledge and attitude of faculty members of Kerman University of Medical Science about Lesson Planning Zohra Fattahi Zahra Jalil Sakineh Mohamad Alzadeh Ashraf Adhami</p>	<p>Tracer Study: A Testimony of Quality Services of an ODL Institution Latifah Abdol Latif (Chairperson) Ramli Bahroom Mansor Fadzil</p> <p>Ethical Orientations of Malaysian Public Institutions of Higher Education Evelyn Khor Hooi moon yee Kan Ngat Har Sakina Sahuri Suffian Tam Shu Sim</p> <p>Current trends of ICT delivery systems in Malaysian Higher Education Institutions Nur Hidayah Kamal Azhar Irfan Naufal Umar Mona Masood Nurullizam Jamiat</p> <p>The Importance of Lecturer and Peer Support for Student's Pre-Training Motivation: Implication for Skill Transfer in job Preparation Training at Higher Education Institution Tjahjani Prawitowati Harry Widyanoro</p>

Location/ Session	Pandan Theme 1	Jintan Theme 2	Lawang Theme 3	Halia Theme 4
<p>Parallel 2 13/10/09 02.00-03.30</p>	<p>SSME: Applicability analysis in the case of Malaysia Nirwan Idrus (Chairperson)</p> <p>RE-Visioning Toward a Green Environment Merry Ellen Irma Halim</p> <p>Institution and Individual Sufficiency and Sustainability for the future HEI Teay Shawyun</p> <p>Improving Accessibility and Responsiveness in a Complaint Management System Latifah Abdol Latif Ramli Bahroom Pooyan Yousefi Fard</p>	<p>Impacts of Service Learning Pedagogy in Higher Education Lemuel S. Toledano (Chairperson) Minie Rose C. Lapinid</p> <p>The Teaching-Learning Process in the Transformative Learning Set-up: An Evaluation of its Implementation and Initial Outcomes Violeta C. Valladolid</p> <p>Why do Malaysia Nurses Participate in Continuing Profession Chong Mei Chan Kenneth Sellick Karen Francis Khatijah Lim Abdullah</p> <p>Computer Literacy of Medical Students in Kerman University of Medical Science Ershad Sarabi R</p>	<p>The Perception of Bandung University Student Candidates on The Dimension of Higher Education Quality: A Dyadic Approach Zuganef Sati (Chairperson) Iwa Garniwa</p> <p>The relationship between locus of control and organizational commitment: The Case of UTAMA's lecturers. Veronica Christina Sunardi S. Brahmana</p> <p>Problem Based Learning as an approach to increase student's soft skills (Case Study at Economics Faculty, Widyatama University, Bandung, Indonesia) Islahuzzaman Sri Astuti Pratminingsih</p>	<p>Mapping the Conformity of Thinking and Teaching Style and Its Implication in Managing and Developing Educators in a Business School Tatik Suryani (Chairperson) Tjahjani Prawitowati</p> <p>Developing Activities to Foster Teacher Identity in Undergraduate Students, Faculty of Education, Kasetsart University Jittinun Boonsathirakul</p> <p>Comparative studies on models of University-Industry Collaborations: The Dyad approach Yee Seow Voon Zakaria Abas Chong Aik Lee</p> <p>Outcome-based education in social learning Rozinah Jamaludin Subashini Annamalai</p>

Location/ Session	Pandan Theme 1	Jintan Theme 2	Lawang Theme 3	Halia Theme 4
<p>Parallel 3 13/10/09 04.00-05.30</p>	<p>Intellectual Freedom in the language classroom: Are we ready for it? Angie Chong (Chairperson) Saraswathy Thurairaj Clamentine Mangalam</p> <p>Accounting Higher Education: An Expectation an Actual Murtanto Falik Rahayu Rosi yana Dewi</p> <p>Servant Leadership in Universities.: A Case Study of UiTM Sarawak Kuldip Singh</p> <p>A comparative study on learner's performance in special market: The Undergraduate Business Programme of Open University Malaysia Nur Azlin Omar Chooi Chea Chiam</p>	<p>Opening the doors to Postsecondary Education: Current Trends and the Future of Higher Education in Lao People's Democratic Republic Marcia J. Harr Bailey (Chairperson)</p> <p>Identifying instructor's Technical Readiness Factors in E-Learning for Continuing Medical Education Program in Iran. Taheerah Eslaminijed Mona Masood Nor Azilah Ngah</p> <p>Multimedia Redundancy Principle: It's Effectiveness for learning a Foreign Language among Yemeni Students. Waddah Ahmaed Saleh Munassar Wan Ahmad Jaafar Wan Yahya Dr. Toh Seong Chong</p> <p>Context-based Cooperative Learning: A way to build Ethics Awareness and Professionalism Attitude in Marketing Course Tatik Suryani</p>	<p>Predictors of the Performance in the Licensure Examination for Teachers (LET) of the Educational Graduates of De La Salle University-Dasmariñas: Bases for Improved Administrative Policies Olivia M. Legaspi (Chairperson) Manuel G. Camarse</p> <p>Institutional Devotion and Engagement in Accordance with Satisfaction of Graduate Students at Chandrakasem Rajabhat University Niyom Boonpikum Thanyarat Kongpricha Suchart Sriyaranya</p> <p>Soft Skills Implementation in financial Statement Analysis Course: Case Accounting Department of STIE PERBANAS, Surabaya Romanus Wilopo</p>	<p>ICT Research trends in Malaysian Teacher Education: A content Analysis Nurullizam Jamiat (Chairperson) Irfan Naufal Umar Mona Masood Nur Hidayah Kamal Azhar</p> <p>Predicting the success student at work Triana Mayasari Burhanudin</p> <p>Freeware and Sharewares for the Development of Institutional Research Balakrishanan Muniandy Mona Masood Rossafri Mohammad</p> <p>Internationalization of higher education and its 'floating signifiers' Mahmud Hasan Khan Azirah Hashim</p>

Location/ Session	Pandan Theme 1	Jintan Theme 2	Lawang Theme 3	Halia Theme 4
<p>Parallel 4 14/10/09 11.00-12.30</p>	<p>Sustainable Growth through Financial Aid: A Case study of a Private University in Lebanon Diane Nauffal (Chairperson) Ramzi Nasser</p> <p>The Need for Learners to Understand their Readiness for Open and Distance Learning Tina Lim Swee Kim Zoraini Wati Abas</p> <p>Friendship in College and its influence on retention Meliza Silvy Wiwik Lestari Gunash Hudiwirnasih</p> <p>Designing Internet Protocol Television (IPTV) for Research Purpose as a Means of Investigation and Observation to Develop A Creative and Innovative Character at University of Ciputra, Surabaya. Alfandi Nugroho Yahya Daniel Martomanggolo Wonohadidjojo</p>	<p>Persuasive Technology: Alternative Learning Environment for Future Learners. Wan Ahmad Jaafar Wan Yahya (Chairperson) Sobihatun Nur Abdul Salam</p> <p>Investigating Teachers' use of Computers in Teaching English: A Case Study of Bangkok Metropolitan Administration School Teachers in Bangkok Narinthip Thongsri</p> <p>Effective Teaching Strategies Based on Multiple Intelligence Theory Tajularipin Sulaiman Wei Hui Sun</p> <p>Teacher Centered Learning or Student Centered eLearning? Strategic Implications of Alternative Learning Approaches in Future of Higher Education (Case Study on Advance Accounting courses) Nanang Shonhadji</p>	<p>A Framework for measuring quality in Accounting education Nanang Shonhadji (Chairperson) Harry Widyantoro</p> <p>The Influence of Personal Characteristics on Academic Performance on Financial Accounting and Financial Statement Reporting /standards Knowledge Nuryaman Veronica Christina</p> <p>The Quality of Accounting Education Improvement's Initiatives and Activities for facing the Accounting Challenges in the Future (Case Study at Widyatama University) Supriyanto Ilyas Sri Astuti Pratminingsih</p>	<p>Teacher Professional Development in Thai Universities: EFL Teachers' Perception Sureepong Phothongsunan (Chairperson)</p> <p>Trend of the Need at the Institute of Food Research and Product Development Training Kasetsart University Wandee Sutthinarakom Lakkhana Sanmanee Vrangkana Bhandhoombhod Songkran Lavaeng</p> <p>The outlook of the Business Administration courses and its graduates in the Philippines amidst global challenges. Divina M. Edralin</p> <p>The Strategy of Islamic School to Promote Opportunity for Further Study in the National Universities. Staporn Tawonatiwas</p>

Location/ Session	Pandan Theme 2	Jintan Theme 2	Lawang Theme 4	Halia Theme 4
<p>Parallel 5 15/10/09 08.30-10.00</p>	<p>Assessing the readiness and literacy of Business Majors in accepting and using the Internet and the World Wide Web in the classroom. Jeden O. Tolentino (Chairperson)</p> <p>A Participatory Action Research in Improving the quality of English Language Teaching in an island primary school in Sabah. Hamzah Md. Omar</p> <p>Educating Rural People about Democracy: Functions of Strategic Public Relations Rosechongporn Komolsevin</p> <p>An Investigation of the Perceived Importance of Special School Administration Components Narat Wattanapanit Nathee Kerdaroon</p>	<p>The Design, Development and Effects of Educational Game for Students of Different Cognitive Abilities in the learning of the Water Cycle Concept. Teh Chiew Lan (Chairperson) Wan Mohd Fauzy Wan Ismail Toh Seong Chong</p> <p>The Influence of Educator's Teaching Skill toward Entrepreneurship Character Development among non-Business Students(A case study in University of Ciputra) Meidiahna Kusuma Tina Melinda</p> <p>Barriers and constraints for academicians in an online English Language Training: A case study from a public university Wan Zumusni Wan Mustapha Norizan Abdul Razak Associate Prof. Dr. Supyan Husin</p> <p>Implementation of Contextual System in Mathematics Nafisah Kamariah Md Kamaruddin Zulkarnian Md Amin</p>	<p>Decision to Continue the Study at University Level and the Interest in the Student Loan Fund during the Period of Economic Crisis Praedau Fooapanichpruk (Chairperson) Lalida Preedakorn</p> <p>The Development of an Innovative Institution through the European Foundation for Quality Management Model and Strategic Management Process Krisda Tanchaisak Narinee Saengsuk</p> <p>Student's Point of View about Faculty Members' Performance in Providing Consultation and Educational Guidance, Kerman University of Medical Sciences Ashraf Adhami Sakinah Mohammad Alizadeh</p>	<p>Resource-based Performance measurement Systems of Strategic University-Industry Collaborations Chong Aik Lee (Chairperson) Zakaria Abas Yee Seow Voon</p> <p>"Mystery Calling: A Qualitative Application of the Lean Six Sigma Approach Latifah Abdol Latif Ramli Bahroom Pooyan Yousefi Fard</p> <p>The Functions of Adult Learning in the Enhancement of Knowledge among Members in Local Communities Narat Wattanapanit</p> <p>Public Consciousness among the Youths: Case study of Undergraduate students of Ramkhamhaeng University Nounla-or Saengsook Parinyaporn Saengsook</p>

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