



## South East Asian Association for Institutional Research (SEAIR)

### SEAIR Conference Abstract and Paper Review Procedure

The SEAIR Conference Proceeding has achieved a significant milestone by being listed in the EBSCO Academic Database, a prestigious online resource that indexes scholarly publications from around the world. This recognition enhances the visibility and credibility of the conference proceedings, making them more accessible to researchers and academics globally.

#### Guidelines For Review of Abstract and Full Paper

##### Procedure for Review of abstract

1. Upon the call-for-paper announcement, the Chair of the Technical Committee will initiate the abstract review coordination process.
2. The notification to review the abstract or paper is to be sent to the Reviewer **within 3 working days** of receipt time stamp stated in the SEAIR Conference Management System System.
3. Upon receiving the notification of Review from the Chair of the Technical Committee, the Reviewer will need to log in to <https://conference.seairweb.info/>, the SEAIR Conference Management System. to complete the review process. The review process is to be completed **within 5 working days** of receipt time stamp stated in the email.
4. Criteria for acceptance of the abstract are that the abstract is in line with institutional research or higher & post-secondary education domains, has reasonable research methodology, and has an acceptable level of English usage. At this stage, the abstract should be advised of an "accept" or "reject" without requesting a second review due to language. ***The rule of thumb is for the reviewers to ensure the following:***
  - a. The paper to be accepted is within the theme of the conference, its relationship to Institutional Research, and in Post-Secondary or Higher Education domains.
  - b. Unless otherwise outside of criteria (a), a request for English proofreading or editing should not be the criteria to request a re-submission of the abstract. Please avoid a request for re-submission of the abstract due to English.
  - c. ***Accepting or rejecting a paper is based on the scores and comments given by the two reviewers.*** In case of a tie or border case rejection or acceptance, the Chair of the Technical Committee can request a third independent reviewer to make a final decision.
5. Each abstract is to be blind-reviewed by two reviewers.

6. Once two abstract reviews are received by the Chair of the Technical Committee, s(he) will proceed to release the outcome of acceptance to the correspondence authors within 3 working days of receipt of the Review from the 2<sup>nd</sup> Reviewer.
7. Should any modifications be needed as requested by the Reviewer, the author is given 1 week to comply with it.
8. Once the corresponding author receives acceptance of the abstract from the Chair of the Technical Committee, the team will continue to work on the submission of the conference paper as stipulated.

### **Procedure for Review of Full Paper**

1. Within the full paper submission period, the Chair of the Technical Committee will initiate the full paper review coordination process.
2. The notification to review the full paper is to be sent to the Reviewer **within 3 working days** of receipt time stamp stated in the.
3. Upon receiving the notification of Review from the Chair of the Technical Committee, the Reviewer is required to review the paper and complete the form on the SEAIR Conference Management System. The review process is to be completed within **10 working days** of receipt time stamp stated in the email.
4. Criteria for acceptance of the full paper are that the full paper is in line with institutional research, post-secondary or higher education domains, has reasonable research methodology and acceptable level of English usage. At this stage, the full paper should be advised of an "accept," "reject," or "accept with a condition" requesting a second review due to language, research methodology, findings, or discussion and conclusion. ***The rule of thumb is for the reviewers to avoid asking for a second review by ensuring the following:***
  - a. The paper to be accepted is within the theme of the conference, relationship to Institutional Research and Post-Secondary or Higher Education domains, with appropriate research aims, research methodology, findings, and discussion with implications, recommendations, and conclusion.
  - b. Unless otherwise outside of criteria (a), a request for English proofreading or editing should not be the criteria to request for a re-submission of the full paper. Please avoid a request for re-submission of the full paper due to English unless necessary.
  - c. ***Accepting or rejecting a full paper is based on the scores and comments given by the two reviewers.*** In case of a tie or border case rejection or acceptance, the Chair of the Technical Committee can request a third independent reviewer to make a final decision.
5. Each full paper is to be reviewed by two reviewers in a blind review process.
6. Once two reviews are received by the Chair of the Technical Committee, s(he) will proceed to release the outcome to the correspondence authors within 3 working days

of receipt of the Review from the 2<sup>nd</sup> Reviewer. Should there be any revisions to be made by the authors, the revised version of the paper shall be received within 1 week of the receipt of the notification.

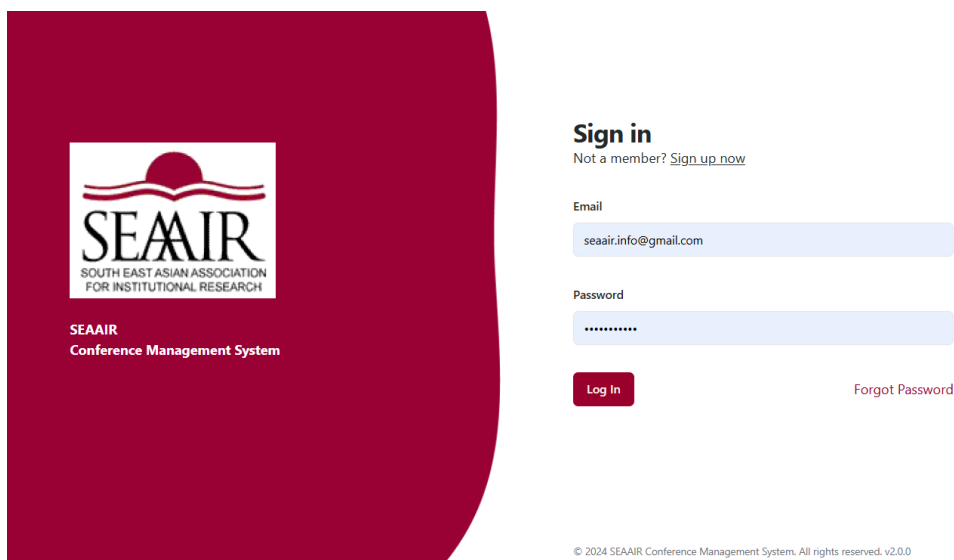
7. The revised paper shall be uploaded to the SEAAIR Conference Management System with an "accept" or reject" advice from the Chair of the Technical Committee before the final deadline of submission or otherwise stated.

## Paper Review Procedure

The Abstract and Full Paper review processes are conducted through the [SEAAIR Conference Management System](#).

Reviewers will be given the roles of "Reviewer" in SEAAIR Conference Management System. The invitation to be the Reviewer in the SEAAIR Conference Management System is sent by the Conference Technical Chair at the beginning of the review process.

Visit <https://conference.seairweb.info/>, the SEAAIR Conference Management System, and log in with the email and password set. You may use the "Forgot your password?" link to retrieve your password.



**Sign in**  
Not a member? [Sign up now](#)

Email

Password

[Log In](#) [Forgot Password](#)

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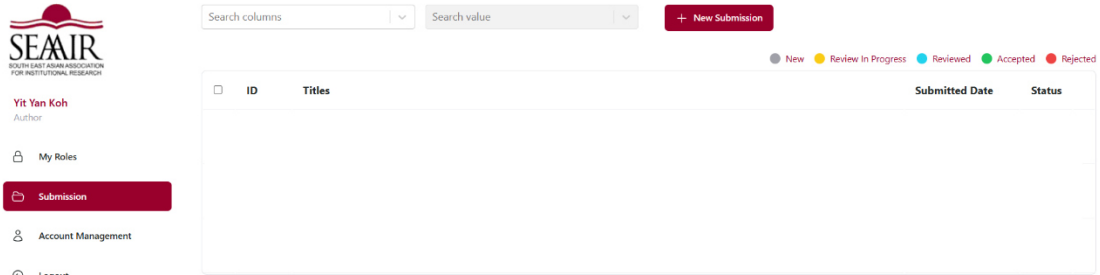
Make sure you are on the right conference site, as shown in this example, xth Annual SEAAIR Conference. You will normally see two roles, "reviewer" and/or "Author".



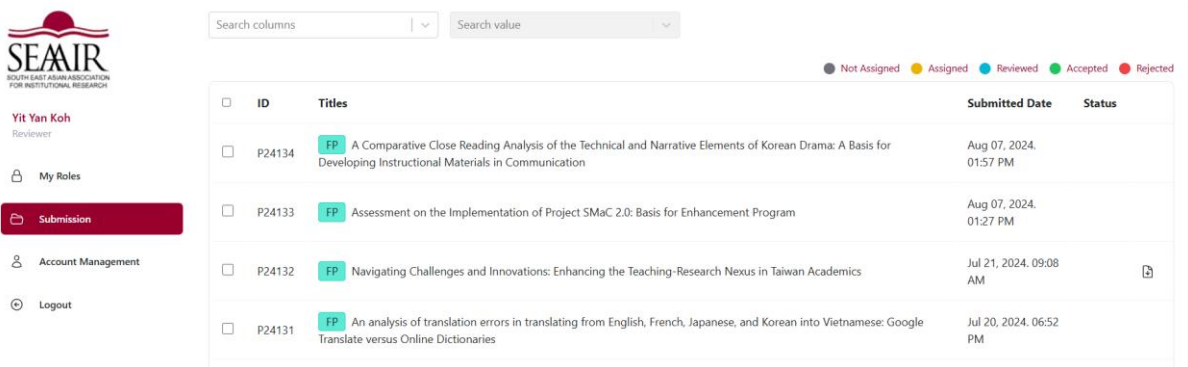
**Welcome back, Yit Yan Koh**  
Your recent roles are shown in the table below. Click on a role to access

Conference	Roles
24th Annual SEAAIR Conference	<a href="#">Author</a>

Click on the **+ New Submission** button to make a submission

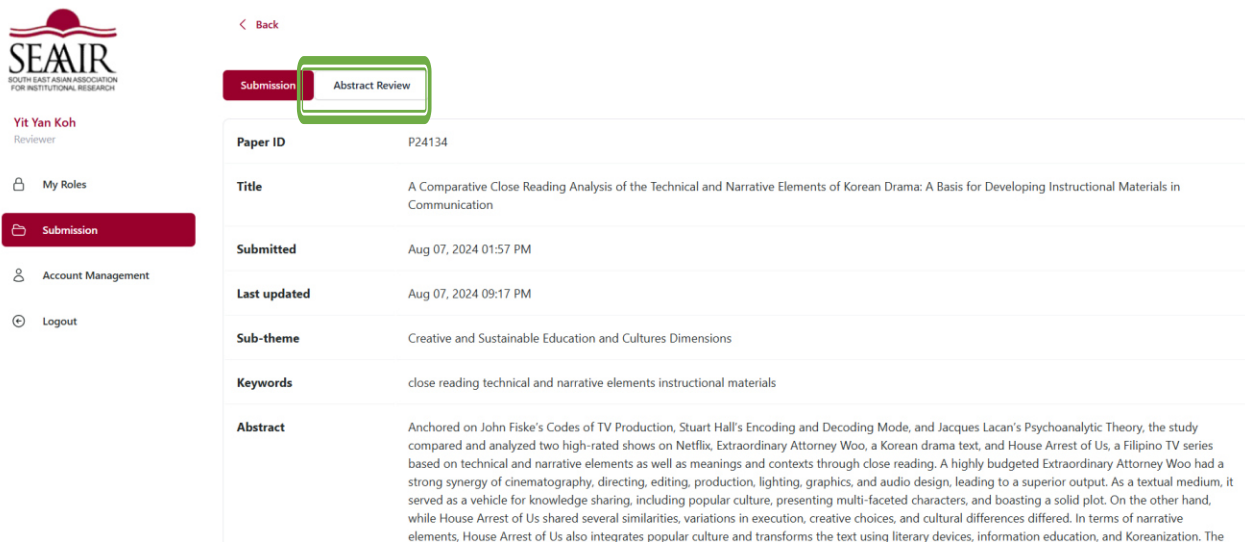


Clicking the “Reviewer” button will lead a page that you will only see the papers that are **only assigned to you**.



Clicking on the submission that you wish to review, you will see the details of the submission.

- If you are only assigned to review abstract, then you will see the abstract information. In this case you will see a “Abstract Review” button.
- If you are assigned to review the full paper, then you will see both abstract and link to a full paper. In this case, you will see a “Full Paper Review” Button



Whether you are assigned to the review of abstract or full-paper, you need to complete the two parts of the Evaluation: Percentage and Detailed Review.

SEAIR  
SOUTH EAST ASIAN ASSOCIATION  
FOR INSTITUTIONAL RESEARCH

Yit Yan Koh  
Reviewer

My Roles

Submission

Account Management

Logout

< Back

Submission Abstract Review

**Title** A Comparative Close Reading Analysis of the Technical and Narrative Elements of Korean Drama: A Basis for Developing Instructional Materials in Communication

**Abstract** Anchored on John Fiske's Codes of TV Production, Stuart Hall's Encoding and Decoding Mode, and Jacques Lacan's Psychoanalytic Theory, the study compared and analyzed two high-rated shows on Netflix, Extraordinary Attorney Woo, a Korean drama text, and House Arrest of Us, a Filipino TV series based on technical and narrative elements as well as meanings and contexts through close reading. A highly budgeted Extraordinary Attorney Woo had a strong synergy of cinematography, directing, editing, production, lighting, graphics, and audio design, leading to a superior output. As a textual medium, it served as a vehicle for knowledge sharing, including popular culture, presenting multi-faceted characters, and boasting a solid plot. On the other hand, while House Arrest of Us shared several similarities, variations in execution, creative choices, and cultural differences differed. In terms of narrative elements, House Arrest of Us also integrates popular culture and transforms the text using literary devices, information education, and Koreanization. The difference lay in the integration of Filipino songs and dances, the exploration of various comedic styles, and the tackling of current local issues. The House Arrest of Us improved their craft even if they were greatly challenged in budget, staffing, and production culture. The textual analysis has implications for creating instructional materials for TV, Film, and Scriptwriting courses in Communication programs.

### SEAAIR Guidelines for evaluation of Quality of Abstract

Level	Percentage	Guidelines for evaluation of Quality of Abstract
Reject	Below 50%	Not within Education Agenda Completely outside scope of Conference Theme
1	50-59%	<b>Below Average</b> Proposed Academic & Research Content of <b>Low Interest</b> to other participants
2	60-69%	<b>Average</b> Proposed Academic & Research Content of <b>General Interest</b> to other participants
3	70-79%	<b>Acceptable</b> Academic & Research Content of <b>Good Interest</b> to other participants
4	80-89%	<b>Good Proposed</b> Academic & Research Content of <b>Good Interest</b> to other participants
5	90-100%	<b>Excellent Proposed</b> Academic & Research Content of <b>High Interest</b> to other participants

### Evaluation

Please provide a detailed review, including a justification for your scores.  
Both the score and the review text are required.

#### Percentage

 %

#### Detailed Review

## Notes for ABSTRACT REVIEW

When reviewing the conference abstract, please provide a comprehensive evaluation of the submission. In your review, consider the following aspects:

- Relevance and significance of the topic
- Clarity and coherence of the abstract
- Originality and contribution of the work
- Appropriateness for the conference

Please provide specific feedback and suggestions for improvement, beyond a simple acceptance or rejection recommendation. The abstract review is evaluated based on the following guidelines:

Level	Percentage	Guidelines for evaluation of Quality of Abstract
<b>Reject</b>	Below 50%	Not within Education Agenda and Completely outside scope of Conference Theme
<b>1</b>	50-59%	<b>Below Average</b> Proposed Academic & Research Content of <b>Low Interest</b> to other participants
<b>2</b>	60-69%	<b>Average</b> Proposed Academic & Research Content of <b>General Interest</b> to other participants
<b>3</b>	70-79%	<b>Acceptable</b> Academic & Research Content of <b>Good Interest</b> to other participants
<b>4</b>	80-89%	<b>Good Proposed</b> Academic & Research Content of <b>Good Interest</b> to other participants
<b>5</b>	90-100%	<b>Excellent Proposed</b> Academic & Research Content of <b>High Interest</b> to other participants

### Notes for FULL-PAPER REVIEW:

When reviewing the conference full paper, please provide a detailed and comprehensive evaluation of the submission. In your review, consider the following aspects:

- Originality, significance, and impact of the work
- Clarity, organization, and writing style
- Technical soundness, methodology, and experimental design
- Contribution to the field and relevance to the conference
- Appropriateness of conclusions and future work

Please provide specific feedback, suggestions for improvement, and a clear recommendation for acceptance, rejection, or revision. Your detailed evaluation will help the authors improve their work and ensure the high quality of the conference proceedings. The full-paper review is evaluated based on the following guidelines:

Level	Percentage	Guidelines for evaluation of Quality of Abstract
<b>Reject</b>	Below 50%	Not within Education Agenda and Completely outside scope of Conference Theme
<b>1</b>	50-59%	<b>Below Average</b> Research Logic & Justification <b>Below Average</b> (with issues) Literature Reviews & Synthesis <b>Needs MAJOR reviews</b> of Research Methodology requirements <b>Needs MAJOR reviews</b> of Analysis and Discussion of Findings, with <b>MAJOR reviews</b> of recommendations and conclusions
<b>2</b>	60-69%	<b>Average</b> Research Logic & Justification <b>Average</b> (with issues) Literature Reviews & Synthesis <b>Needs reviews</b> of Research Methodology requirements <b>Average</b> (with issues) Analysis and Discussion of Findings, with <b>Acceptable</b> (with issues) recommendations and conclusions
<b>3</b>	70-79%	<b>Acceptable</b> Research Logic & Justification <b>Acceptable</b> Literature Reviews & Synthesis <b>Follow Basic</b> of Research Methodology requirements <b>Acceptable</b> Analysis and Discussion of Findings, with <b>Acceptable</b> recommendations and conclusions

Level	Percentage	Guidelines for evaluation of Quality of Abstract
4	80-89%	<b>Good</b> Research Logic & Justification <b>Well</b> Literature Reviews & Synthesis <b>Stringent</b> of Research Methodology requirements <b>Good</b> Analysis and Discussion of Findings, with <b>sound</b> recommendations and conclusions
5	90-100%	<b>Excellent</b> Research Logic & Justification <b>Very Well</b> Literature Reviews & Synthesis <b>Stringent</b> of Research Methodology requirements <b>Excellent</b> Analysis and Discussion of Findings, with <b>very sound</b> recommendations and conclusions

Take note that **once the review is submitted, the process cannot be undone**. The reviewers are advised to ensure the accuracy of the review before submitting the review.

## Evaluation and Selection Of Best Paper

### Procedure for Evaluation and Selection of Best Paper

1. Upon collation of all reviews of papers, the Chair of the Technical Committee shall initiate the process of shortlisting 5 to 10 potential papers based on the scores given by reviewers on the SEAIR Conference Management System system.
2. The Chair of the Technical Committee will assign SECs to various presentation slots. Each presentation is to be evaluated by two SECs.
3. All SECs shall receive the best paper presentation assignment and schedule either by email before the conference, or latest, hard copies a day before the conference during the SEC Meeting. The evaluation form is a Google Forms format, which the link will be given to SEC before the conference.
4. The Chair of the Technical Committee shall then complete the computation of marks to determine the recipient of the best paper.
5. One Best Paper and two Outstanding Papers will be awarded during the conference.
6. The best paper will be awarded an equivalent of USD 150 (one hundred and fifty dollars) and a slot for presentation at the annual AIR conference. The amount will be awarded in the following conference.
7. All Best Paper and Outstanding Papers are invited by the Editor of JIRSEA to submit the papers in the JIRSEA. In other words,, these papers will be removed from the Annual SEAIR Conference Proceedings upon the announcements of the Best and Outstanding Papers during the conference.



The Best Paper and Outstanding Papers are evaluated based on the following criteria:

- Content Quality:
  - Relevance to the conference theme
  - Depth of research and understanding
  - Originality and innovation
  - Clarity of objectives and conclusions
- Organization:
  - Logical flow of information
  - Clear introduction, body, and conclusion
  - Effective use of transitions
- Delivery:
  - Clarity and audibility of speech
  - Engagement with the audience
  - Confidence and poise
  - Appropriate pacing
- Q&A Handling:
  - Ability to answer questions clearly and accurately
  - Demonstration of knowledge and expertise
  - Engagement with the audience during Q&A
- Overall Impact:
  - Overall effectiveness of the presentation
  - Audience engagement and interest

#### Document History

*Approved: 15<sup>th</sup> June 2021, SEAAIR Executive Committee (SEC)*

*Updated: 21<sup>st</sup> July 2024, SEAAIR Executive Committee (SEC)*