

Editorial

From the submissions to the final acceptance and publication of papers for each issue, all papers undergo the Preliminary Review continuously screened out 60% of all documents submitted, resulting in 10 articles going forward to the Double-Blind Reviews for this September/October 2022 Issue. In the issue, we continue our tradition of celebrating the SEAAIR 22nd Annual Conference Best Part Award and two Outstanding papers, to be enhanced before acceptance in JIRSEA. For the regular papers, the first paper from Vietnam introduces a new model for university transformation in the context of the Fourth Industrial Revolution (4IR) through performance metrics used to evaluate 10 universities in Vietnam. Two papers from Taiwan looked at Strategic Alliances in Institutions of Higher Education to promote Sustainable Development Goals and Exploring the Inner Characteristics and External Competency of Excellent Teachers, respectively, with both using case studies of Taiwanese universities. The fourth paper is focused on Powering HEI Survey System for Data Analytics to move the conventional independently constructed surveys into a PASS (Performance Analytics Surveys System). The fifth paper from Malaysian scholars looked at the Sense of Coherence and Academic Procrastination with Coping Strategies as Mediators of undergraduate students. Our researchers from the Philippines authored the sixth paper looking at Online Learners' Continuance Intention and proposed a Theoretical Model for the students' continuing intentions for online learning. The seventh paper from the sub-continent country of Pakistan looked at Experiences of in-service Ph.D. Scholars for undertaking Jobs and Study concurrently through the case study of a Pakistani higher education institution. We have three papers from Thailand's leading public universities for this issue. These three papers cover more of the humanities teaching and learning. These papers looked at (a) Trends of Corpus Linguistics Used in English for Specific Purposes Research through the use of a Case study of the Asian ESP Journal; (b) The outcome of using the Line app for the English-speaking practice of Thai EFL students; with the final paper looking at (c) Collaborative CLIL Teaching Between ESP Teacher and Public Relation Professionals in English for PR Course.

The key synopses of these six papers are as follows:

- **Article 1 – Nguyen Huu Thanh Chung & Tran Van Hai**, both from *VNU University of Social Sciences and Humanities*, **Luu Quoc Dat** from *VNU University of Economics*, **Nancy W Gleason** from *NYU Abu Dhabi* and **Nguyen Huu Duc** from *Vietnam National University & UPM Institute* introduced a new model for university transformation in the context of the Fourth Industrial Revolution (4IR). The new approach, known as the Innovation-driven University, applies criteria and indicators through the University Performance Metrics (UPM). The UPM has three key characteristics: radical mindset changes, holistic innovation facilitations, and ecological and social norm encouragement. The innovation-driven method redefines universities as ecosystems that innovate for others rather than in isolation and

- facilitates the demands of entrepreneurial spirit, innovative approaches, digital transformation needs, personalized education, and ecological and social norm promotion.
- **Article 2 – Ying-Yan Lu and Chien-Hung Lee**, both from *Kaohsiung Medical University*, **Ching-Hui Lin and Bo-Hsien Hu** both from *National Sun Yat-sen University*, and **Szu-Yin Lin** from *Kaohsiung University of Science and Technology, Taiwan*, explored the effects of forming a strategic alliance between two universities in Taiwan on facilitating the academic publication of SDG-related topics and determining the benefits of strategic alliances between the two case universities after their strategic alliance in 2012. Results showed that scholars from the two universities focused more on SDGs 2, 5, 7, and 13 than the other goals.
 - **Article 3 – Tao-Ming Cheng, Long-Sheng Chen, and Shiao-Pei Yu**, all from the *Chaoyang University of Technology*, **Hsing-Yu Hou** of *National Taichung University of Science and Technology, Taichung, Taiwan, ROC* explored the inner characteristics and external competence, and that predicts a promotion model of excellent teaching. General statistics, correlation analysis, chi-squared test, and C5 decision tree models were carried out in this research. The results showed that the highest frequency of teaching beliefs belonged to enablers, implying that high sensitivity and inclusion are the principal teaching beliefs. Most excellent teachers have also focused on environment-centered teaching values. Creativity and IT were significantly positively correlated, but IT competency was negatively correlated with teaching experience. Furthermore, the field, teaching values, and teaching experience significantly influenced the promotion type of excellent teachers.
 - **Article 4 – Mubarak AlKhatnai** of *King Saud University, Riyadh, Saudi Arabia*, and **Teay Shawyun** of *South East Asia Association for Institutional Research* proposes a PASS (Performance Analytics Surveys System) that holistically combine common themes of accreditation surveys & KPIs requirements into the 6 sets of conventional surveys underpinning IQA & accreditation requirements. These are then transformed into robust KPIs that are processed & cascaded from institutional-collegial-programmatic-individual levels to determine & support performance management at all levels in the HEI.
 - **Article 5 – Poh Chua SIAH, Leela Murugan, Ling Qian LOO, Man Ting TAN, and Swee Mee TAN**, all from *Universiti Tunku Abdul Rahman, Kampar Campus, Malaysia*, used the personality-coping-outcome theory as a framework, hypothesized that coping strategy is the mediator for the effects of a Sense of Coherence (SOC) on academic procrastination. The results showed that a Sense of Coherence has a direct impact and is partially mediated by a problem-focused coping strategy for academic procrastination. It supports applying the personality-coping-outcome theory as a framework to understand the mechanism associated with a sense of Coherence and academic procrastination among undergraduates.
 - **Article 6 – Ma. Florecilla C. Cinches and Dominic T. Polancos**, both from *Liceo de Cagayan University, Philippines*, **Judith C. Chavez** of *Lourdes College*, **Ruth Love V. Russell** of *Xavier University-Ateneo de Cagayan, Philippines*, attempted to understand online learners' continuance intention in an online learning environment through a theoretical model considering student-student interaction, student-instructor interaction, student-content interaction, course satisfaction, service quality, perceived value, and internet self-efficacy predictors. The study revealed that continuance intention is influenced by perceived value and service quality.

- **Article 7 – Muhammad Aslam and Aziz Ahmad**, both from the *Institute of Education and Research, University of Punjab*, and **Nisar Abid** from the *University of Management and Technology, Lahore, Pakistan*, explored the experiences of in-service Ph.D. scholars for combining job and study simultaneously who were enrolled at the Institute of Education and Research, University of the Punjab, Lahore. The study revealed that the in-service Ph.D. scholars had no time for participation in their social life activities. They also faced health-related problems. The continuation of research and job simultaneously was the source of considerable stress and anxiety for Ph.D. scholars and significantly affected their academic learning and job performance.
- **Article 8 – Jenjira Jitpaiboon and Atichat Rungswang**, both from the *Faculty of Liberal Arts, King Mongkut's Institute of Technology Ladkrabang*, investigated the trends of corpus linguistics used as a methodology in the English for Specific Purposes (ESP) research based on corpora of research article (RA) abstracts and conclusions published in the Asian ESP journal between 2005 and 2020. This study demonstrated how corpus linguistics could be applied as a research tool in trends investigation and contributes to the area of both corpus linguistics and ESP research.
- **Article 9 – Thanawan Suthiwartnarueput and Thanawat Nutayangkul**, both from the *Faculty of Liberal Arts, Mahidol University* study aimed (1) to examine the effects of using LINE App for English speaking practice on the students' English speaking proficiency and (2) to study the critical role of contributory factors triggered by the use of LINE App, such as motivation, levels of anxiety, self-confidence, and convenience in improving the students' speaking proficiency. The comparison between the pre-test and the post-test reveals a marked improvement in the student's English speaking proficiency after four weeks of speaking practice via the LINE App. It found the students to be highly motivated, confident, and less anxious while speaking English after receiving the English-speaking treatment via the LINE App.
- **Article 10 – Jenjira Jitpaiboon and Passapong Sripicharn** from the *faculty of Liberal Arts, Thammasat University*, highlighted a CLIL collaboration between an ESP teacher and the domain experts outside the educational setting in an English for PR course at a public university in Thailand. The findings revealed the beneficial effects of the collaboration, such as increased authenticity in the ESP classroom and improved students' academic achievement and motivation. This research significantly contributes to pedagogical PR research and bridges a gap between theory and practice.
- **Article 11 – 22nd SEAIR Conference "Outstanding Paper" Citation by Jet G. Guerrero, Christine Grace Mapa-Azul, and Jason O. Carmona**, all hailing from the *University of Santo Tomas Legazpi Philippines*, assessed and evaluated the research culture at the University of Santo Tomas-Legazpi, a Dominican university along a) research administration, b) research policies, c) research incentives, d) research publications, e) research awards and recognitions, and f) research linkages utilizing a mixed methodology and employing a survey questionnaire. It found that all these areas are pivotal in advancing research frontiers and cultivating a culture that research is essential in HEIs.

- **Article 12 – 22nd SEAAIR Conference "Best Paper" Award by Albert A. Villanca** from Bukidnon State University, Malaybalay City, Bukidnon, Philippines, developed a causal model that served as the best fit model for the performance of three hundred fifty-three (353) faculty in state universities and colleges in Northern Mindanao, Philippines, during 2017-2018. Results revealed that the organizational culture of faculty in higher education institutions in terms of involvement, consistency, adaptability, and mission traits was generally high. The faculty strongly agree regarding their psychological attributes. They are neutral about their present school environment. Also, the performance of the faculty is very satisfactory. It also found that the work attitude of the faculty is significantly correlated with performance. The result further revealed that faculty work attitude is the best predictor of performance. Finally, a performance culture consistency motivation (PCCM) model was developed anchored on the consistency of organizational culture and personal motivation of faculty as supported by adaptability, work attitude, affiliation, student support, and participatory decision-making.
- **Article 13 – 22nd SEAAIR Conference "Outstanding Paper" Citation by Imeldha Putrianti** of Sekolah Dharma Suci Jakarta and **Ktut Silvanita Mangani** Universitas Kristen Indonesia used a qualitative method design of a case study to present as much information as possible about the Risk Management of Implementation Learning from Home during the COVID-19 Pandemic at SMA 'X' in North Jakarta. The results of the study explain the identified causing factors of the decline in the quality of education, namely teachers' readiness and skills, unchanged learning method, and the difficulties in measuring student competency.

JIRSEA Editor: Assoc. Prof. Teay Shawyun, Ph.D.

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