

AeU organises research conference 2015

ON Oct 4 2015, the Postgraduate Research Conference 2015 (AeU PRC) was held at AeU Main Campus in Kuala Lumpur.

It was organised by the School of Graduate Studies (SGS) of Asia e University (AeU) and supported by United Panel-System Sdn Bhd.

The conference was an initiative to enhance the quality of AeU's doctoral programmes by providing a platform for researchers to discuss and share their knowledge, experiences and findings, thus promoting a research culture among students and alumni of AeU worldwide.

Ninety local and foreign participants attended the one-day conference. The participants came from varied background, such as alumni, doctoral supervisors, company directors, managers, academics, government and institutional policy-makers, postgraduate students, and research administrators.

While the majority of the 21 paper presenters were Malaysians, there were also presenters from Sweden, Britain and Pakistan.

The papers covered a broad spectrum of research topics ranging from Business Administration, Education, Information, Communication and Technology, to Arts, Humanities and Social Science. The spawning of ideas from researchers, practitioners, students and administrators was

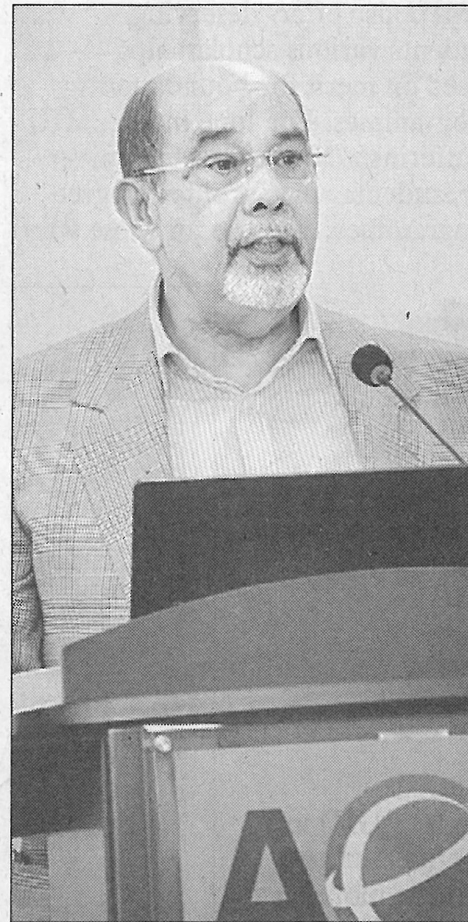
really a rare cross-fertilisation, highlighting one of the strengths of AeU PRC-2015.

One of AeU distinguished alumni in PhD (Business Administration), Tan Sri Dato' Seri Dr Syed Hamid Bin Syed Jaafar Albar presented his research paper entitled 'The Influence Of National Interest in the Foreign Policy Outcomes in Malaysia During the Mahathir Era (1981 – 2003)'.

He is currently the chairman of Malaysia Land Public Transport Commission (SPAD). His paper reported part of the findings of the research that had examined the relationship between the National Interest and the formulation and decision-making of the Foreign Policy of Malaysia during the Mahathir Era.

The findings pointed to the multifarious factors that influenced the Foreign Policy premised on the National Interest that touched on the questions of defence, security, economic, society interests and ideological values, which concurred with Neuchterlein (1978).

Another Malaysian, employed in the oil and gas sector as a director of BASF Asia Pacific and an AeU student of PhD (Business Administration), Durairaj Veeraiyah, presented his research paper on 'How Supply Chain Management Contributes to Company Performance'. His quantitative survey targeted at



Tan Sri Dato' Seri Dr Syed Hamid Albar, presenting his paper at AeU Postgraduate Research Conference.

selected manufacturing companies in Malaysia and Singapore.

The results of the study provide insight to supply chain managers on key focus areas needed to influence supply chain performance and suggested when deriving a supply chain strategy, managers should build the required

operational capabilities, internally integrate their processes and seek opportunities to externally integrate with customers.

Durairaj said the AeU PRC has enriched my knowledge and confidence with constructive feedback and how issues could be solved or improved.

"The networking with fellow students and academics were interesting and beneficial. I would encourage every postgraduate student to make an attempt to present their research papers at future AeU PRC as part of their academic journey," he added.

A British national and PhD (Arts) student of AeU, Marian Elizabeth Arumugam presented her paper, 'Student Negative Self Talk: An Evaluation of the Relationship with Perceived Parenting Styles, Parental Investment Student Adjustment and Mental Health'.

The study examined the major parental practices that may influence the student's transition in the first year of university.

The focus of the study was on perceived parenting styles (e.g. authoritarian, authoritative, permissive and uninvolved) and Bourdieu's concept of parental investment of social and cultural capital and their relationship with the unique role of negative self-talk and student mental health.

This study could raise awareness of factors that affect student

mental health status and add to our understanding of psycho-social factors that could affect successful student adaptation and transition into higher education.

A presenter from Pakistan, was an AeU alumnus of PhD (Education), Dr. Fatima Rehan Dar. Her research paper entitled 'Empathetic and Pro-Social Awareness in Primary School Students: A Case Study of Beaconhouse School System'.

Her study addressed a cognitive-affective gap in an English curriculum. Her findings reveal that empathetic and pro-social themes were underrepresented in the curriculum and textual content. The regular English lessons depicted a highly cognitive focus and proved teachers as inadequate role models for the said skills.

Data from parents' questionnaires revealed that the stated skills were taught in theory and not in practice.

The study was significant in terms of raising the importance of the stated skills in an educational set-up as it prove that a cognitive-affective approach in schools could prepare helpful and caring individuals for the society.

Another international student of AeU PhD (Information & Communication Technology) from Sweden, TirriSeppo Ilari, presented his paper on 'Mathematical Abstraction Theory, The Fundamentals for Knowledge

Representation and Self-Evolving Autonomous Problem Solving Systems'.

His study was to establish the mathematical fundamentals for automated problem solving essentially targeted for robotics by approaching the task universal algebraically introducing knowledge as realizations of generalized free algebra based nets, graphs with gluing forms connecting in-and out-edges to nodes.

New findings were obtained within construction of problem solving systems where solution algorithms are derived parallel with other candidates applied to the same net classes.

New solutions would be added and a new structure in self-evolving problem solving was established via saturation by groups of equivalence relations and iterative closures of generated quotient transducer algebras over the whole evolution.

Prof Dr Siow Heng Loke, Dean of AeU's SGS in his closing remarks, thanked the participants and concluded that the AeU PRC-2015 was unique for its breadth of interest, its global reach, and for the mixed-bag of participants who attended, the research papers presented reflected the high qualities of AeU's postgraduate programmes, research supervisors and student diversity and study experiences.