

List of Research Doctoral Research Completed at AeU

1.	<p>Title The Development of Human Resource Practitioner Competency Model Perceived by Malaysian Human Resource Practitioners and Consultants</p> <p>Abstract The aim of the study was to develop an empirically substantiated HR Practitioner Competency Model. Altogether 12 competency domains and 103 items were analysed. The competency categories significant in this study were the generic/behavioural competency category and the technical HR competency category. The business competency category was not significant in the study. The competency domains significant in the HR Practitioner Competency Model were: relationship building and proves drivers; personal credibility and attributes; resourcing and talent management; and employee relations and compliance. The empirically tested model will benefit the HR practitioners, consultants, communities of practice, the academia, organisations and other related individuals.</p> <p>Research Areas BA; Human Resources Management</p> <p>Researcher Abdul Hamid Abdullah (Malaysia)</p> <p>Completed November 2010</p>
2.	<p>Title Gaya dan Pendekatan Kepimpinan Mohd Najib Abdul Razak: Satu Perspektif Teori Kepimpinan (<i>The Style and Approach of Mohd Najib Abdul Razak: A Perspective from Leadership Theories</i>)</p> <p>Abstract This research provided an overall view on the dynamics of Najib's leadership style and approach over the span of 33 years which covers his family background, education, politics and government administration. It has also emphasised on the important events based on the available facts beginning February 1976 until March 2009. The critical period between 2004 and 2009 when Najib was the Deputy Prime Minister of Malaysia proved that he is a leader blessed with distinguished background, vast political experiences, and also learning from exemplariness of many figures, happenings and events which eventually moulded his unique leadership style and approach to rise to the helm of Malaysia's political seat.</p> <p>Research Areas BA; Leadership; Human Resources Management</p> <p>Researcher Khairil Annas bin Jusoh (Malaysia)</p> <p>Completed January 2011</p>
3.	<p>Title Business Strategy: Human Resource Management Practices and Employee Outcomes: Structural Equation Modelling</p> <p>Abstract This study investigated the effects between two business strategies (differentiation and low-cost) and six human resource management (HRM) practices (recruitment & selection, training & development, compensation, performance management, employment security and work-life balance) on employee outcomes (organisational commitment, employee turnover, employee involvement and job satisfaction) and the extent to which such effects bring differences to Public and Private Limited companies in Malaysia. Therefore the main objective of this study was to develop the</p>

		<p>conceptual model to measure the interaction effects of business strategy, HRM practices on employee outcomes. The study found differentiation strategy was one of the business strategies that tend to emphasize on all six HRM practices while low-cost strategy found to emphasise on four HRM practices only. The results show invariant between differentiation strategy but variant in low-cost strategy.</p>
	Research Areas	BA; Human Resources Management; SEM
	Researcher	Koon Vui Yee (Malaysia)
	Completed	April 2012
4.	Title	The Mediating Effects of Organisational Cultural Traits and the Relationship between Transformational Leadership Style and Corporate Members' Attitudinal Outcomes: A Study of Government-Linked Companies in Malaysia
	Abstract	The study investigated the relationships between transformational leadership styles, organisational culture and organisational members' attitudinal outcomes of job satisfaction, organisational commitment and trust in management. This study was conducted among corporate members at the managerial levels in selected Government-linked companies (GLCs). The results of the study show that cultural traits were positively mediated (fully and partially) in the link between transformational leadership styles and corporate members' attitudinal outcomes. The findings of this study could contribute to the dynamics of the causative relations between selected variables, and highlight the important roles of transformational leadership, organisational culture in ascertaining corporate members' job satisfaction, organisational commitment and trust in management especially in the Malaysian context.
	Research Areas	BA; Organisation Behaviour; SEM
	Researcher	Arman Hadi bin Abdul Manaf (Malaysia)
	Completed	April 2012
5.	Title	A study on the Adoption of a Mobile Government Model for the Kingdom of Bahrain from the Perspective of the Government and Service Providers
	Abstract	This research was an attempt to develop a model to guide the adoption of m-government in Bahrain's government organisations. It followed two research paths: one was to study the level of readiness of Bahrain's government organisations to the adoption of m-government and the other was to study the services provided by the government organisations in order to tackle the complexity and to develop a method to simplify their delivery as mobile services. The results of the two research paths were combined to build the target M-Government Adoption Model for Bahrain.
	Research Areas	BA; Public Administration; M-Government Model
	Researcher	Ahmed Hassan Sowaileh (Bahrain)
	Commencement	June 2008

	Completed	December 2011
6.	Title	Relationship Between School Characteristics and Character Building of Pupils in Chinese Primary Schools in Malaysia
	Abstract	The main research of the study was to ascertain to what extent do school characteristics contribute to the character building of pupils in Chinese primary schools in Malaysia. A total of 508 sets of questionnaires were analysed from 45 Chinese primary schools in 14 states in Malaysia. The results show that the school characteristics contributed 36.8% of the character building of Chinese primary school pupils followed by teacher and pedagogy (24.3%), environment (6.6%), mother tongue education (3.1%), Dong Jia Jong (DJJ, an abbreviation of School Boards of Governors and Parent-Teacher Association) (1.2%), Confucianism and school discipline (1.0%) and trilingualism (0.6%). The balance of 63.2% came from other external factors which affect the character building of pupils. Recommendations have been offered to Chinese primary schools for the further enhancement of character building of pupils.
	Research Areas	Education; Educational Management
	Researcher	Ho Nee Yong (Malaysia)
	Completed	April 2013
7.	Title	Perkaitan Pengamalan Etika Kerja Menurut Perspektif Islam Dengan Kepuasan Kerja Guru di Maktab Rendah Sains Mara (<i>Relation Between Practicing Work Ethics in Islamic Perspective and Job Satisfaction among Teachers of Mara Junior Science Colleges</i>)
	Abstract	The objective of the study was to investigate the relation between working ethics in accordance to the Islamic perspective and job satisfaction among MARA Junior Science Colleges (MJSC). Data were gathered in the form of questionnaires from 363 MJSC's teachers and 12 principals were interviewed. Islamic working ethics perspectives, categorised into 17 items had a significant relationship to teacher's job satisfaction at MJSCs in Malaysia. The study also reveal the influence of demographic factors such as age, gender, salary and emoluments, work promotion received had significant relationships between Islamic work ethics and MJSC teachers' job satisfaction.
	Research Areas	Education; Educational Management; Organisational Behaviour
	Researcher	Mohd Sahril bin Ahmad Razmi (Malaysia)
	Completed	August 2012
8.	Title	Socioeconomic Status Indicators of Economic Development in Vietnam – Post-Doi Moi Period
	Abstract	The purpose of this research was to primarily focus on the socioeconomic status (SES) that explored the level of education and the employment determinants towards the growth of Vietnam's economic development after the introduction of Doi Moi program from 1986 up until the year 2010. Both quantitative and qualitative data collection methods were used. The results of the study reveal that education and employment level had transformed and improved tremendously since 1986 in Vietnam. However,

		<p>there were several issues to the Vietnam's continuing economic growth such as the increase in the poverty rate in urban areas, poor education quality system and the shortage of highly skilled employees in Vietnam. The findings suggest that human capital investment should be regarded as a national agenda as education is the key tool for human resource development of the nation.</p>
	Research Areas	BA; Economics
	Researcher	Eswaranathan a/l Ehambaranathan (Malaysia)
	Completed	April 2013
9.	Title	The Use of an Integrated Grammar-Genre-Based Writing Approach to Teach Business Writing Skills
	Abstract	The pedagogical research carried out by this researcher shows that teachers can teach effectively only when they have, among others, the right approach and a module with a specific methodology to teach the subject matter. A right approach and a module with a specific methodology can pave the way for the teacher to create an effective teaching scheme, materials, lesson plan and assessment method. In other words, for the teachers, the overall teaching process and classroom management, as a result, can become smoother and efficient and for the students, the learning process can become productive and worthwhile. This research also shows that teachers as well as students became highly motivated when a proper approach was in place as it could make both the teaching and learning process interesting and highly target-oriented.
	Research Areas	Education; Language Education; TESL
	Researcher	Bartholomew Michael (Malaysia)
	Completed	July 2014
10.	Title	An Investigation of the Cognitive Processes in Solving Operational Research Problems Among Selected Business Degree Undergraduates in Malaysia
	Abstract	This study explored the cognitive processes and pathways used by Malaysian undergraduate business degree students (UBD) in solving well-structured (WS) and ill-structured (IS) OR problems. The findings from this study reveal that the performance on the WS-OR problem was different from, and independent of, the IS-OR problems. Pathways to solving WS-OR and IS-OR problems influenced the individual's decision-making outcomes. Emanating from these findings, a (6+1)-Rs problem solving heuristic model has been proposed to ameliorate the cognitive processes of students in solving OR problems and the quality of decision making.
	Research Areas	Education; Educational Psychology; Operational Research
	Researcher	Cheng Chuen Sheila (Malaysia)
	Completed	August 2014

11.	Title	Implementation of the Southern African Development Community Protocol on Education and Training and its Impact on Economic Development: A Case Study of Namibia and Zimbabwe
	Abstract	<p>The study has analysed the nature of the challenges preventing the effective implementation of SADC-PET. It has also assessed and evaluated the effectiveness of SADC-PET using Namibia and Zimbabwe as case studies. The findings reveal that despite SADC-PET clear goals of developing a comparable and harmonised education and training policies in all SADC countries, this was far from being achieved because each country was still implementing its own national policies.</p> <p>The study has formulated appropriate recommendations to ensure the operationalisation of SADC-PET; and sensitised and influenced interested researchers to advance these findings through further research on the remaining 13 countries.</p>
	Research Areas	Education; Educational Management; Economics
	Researcher	David Richard Namwandi (Namibia)
	Completed	August 2014
12.	Title	Team Related Factors Influencing Project Performance as Perceived by Project Managers in Malaysia
	Abstract	This research aims to help project managers to improve their project performance by acting on some team related factors which include their leadership roles, team building & participation, team shared mental models, team trust as well as team satisfaction. These factors are empirically tested to impact project performance significantly if they are acted upon by project managers.
	Research Areas	BA; Project Management;
	Completed	March 2014
13.	Title	The Impact of Human Resource Management Practices on the Performance of Bahrain Educational Institutes
	Abstract	This study attempted to understand how the Educational Institutes in the Kingdom of Bahrain could improve the performance of their employees in to better achieve the targeted institutional goals and objectives. It was based on a questionnaire-interview research that investigated the relationships between a set of 5-Axis variables and the impact of Human Resource Management Practices (HRMP) and Human Resource Management Audit (HRMA) on the said Educational Institutes. In conclusion, this study recommended that future research in evaluating the relationship between HRMA and HRMP dimensions should cover more HR-solution measurable variables than the intervening variables in this 5-Axis proposition
	Research Areas	BA; Human Resource Management

	Researcher	Hanan Asaad Al Khatib (Jordan)
	Completed	July 2013
14.	Title	A Study of the Stock Market Dynamics in Malaysia 1990-2013
	Abstract	This dissertation explored the empirical influence of domestic and foreign factors on equity pricing in Malaysia for the period 1990-2013. The findings indicate that share prices and four key variables (inflation rate, industrial production, money supply and US share price) are cointegrated in the long run. However, Malaysia share prices were not significantly affected by lagged information from macroeconomic variables in the short run then.
	Research Areas	BA; Economics; Share Market
	Researcher	Kan Yoke Yue (Malaysia)
	Completed	August 2014
15.	Title	Teaching, Learning and Performing Approaches for Classical Guitar and Piano: A Case Study at an Institute of Higher Learning in Malaysia
	Abstract	The aim of the study was to establish a robust framework of teaching, learning and performing approaches for classical guitar and piano at tertiary level. It also examined the direction and ownership of a tripartite hierarchy framework in this case study. The study comprised 52 respondents and four non-participant observers who has responded to 75 interviews. Findings suggested that there were extrinsic justifications to fulfil the clear need of reflexive pedagogy approaches to teaching, learning and performing practices. A retooling curricular connection to formalise and support of classical guitar and piano was warranted. A hierarchical construction to experience that said approaches was established by empowering students to engage in literate and non-literate playing. Audition methods based on their innate musical intelligence amidst 'shared and agreed' aims were employed. These are imperatives of experience-based and personal teaching and learning beliefs propounded in this study.
	Research Areas	Education; Curriculum & Instruction; Music Education
	Researcher	Lok Lay Hong (Malaysia)
	Completed	August 2014
16.	Title	Determinants that Influence Adoption of Mobile Technology in Learning Environment
	Abstract	The aim of this research was to investigate the salient factors that influence the behavioral intention in the adoption of mobile technology in learning environment. This study confirmed that podcasting was an attractive mobile medium for many contemporary students. It may be useful for universities to incorporate podcasting in their website to enhance student's performance.
	Research Areas	ICT; Mobile Technology; Teaching and Learning

	Researcher	Manimekalai Jambulingam (Malaysia)
	Completed	July 2014
17.	Title	Valuation of Intangibles – A Case of Private Firms in Vietnam
	Abstract	The main aim of this study was to gain insights of how intangibles were valued during the equity transaction of private firms in the context of emerging markets like Vietnam. The research found that private equity investors recognize intangibles as the value determinants of firms, but they did not value intangibles independently. The final (negotiated) price of intangibles was significantly influenced by the transaction context - the main one being economic outlook, competition amongst buyers, negotiation skills of business owners and motivation of the buyer and seller.
	Research Areas	BA; Economics; Intangiles
	Researcher	Nguyen Trung Thang (Vietnam)
	Completed	July 2014
18.	Title	Recruitment and Retention of Academic Staff in Selected Malaysian Private Universities
	Abstract	The research examined the structure of academic employment in private universities and the challenges faced in recruitment and retention of academic staff. The study reveals that recruiting and retaining quality academic staff, particularly at doctoral level and in the fields of science, technology, and other specialized areas are a major challenge for private universities. A model for effective recruitment and retention was developed, supported by a set of strategies to assist the leadership of private universities to attract and retain academic talents and compete effectively.
	Research Areas	Education; Educational Management; Human Resource Management
	Researcher	Pradeep Kumar Nair (Malaysia)
	Completed	July 2014
19.	Title	Informal Reasoning Fallacy and Critical Thinking Disposition among Malaysian Undergraduates
	Abstract	The study revealed that a moderate performance was shown by undergraduates in critical thinking. A newly developed instrument termed as informal reasoning fallacy test shows that fallacy detection and critical thinking disposition work conjointly. In addition, Malaysian undergraduates were not disadvantaged by their background factors in their ability to detect fallacies and to be disposed to think critically.
	Research Areas	Education; Educational Psychology; Critical Thinking
	Researcher	Shamala Ramasamy (Malaysia)

	Completed	July 2014
20	Title	National Interest in the Foreign Policy Of Malaysia: The Mahathir Era (1981 – 2003)
	Abstract	This study aimed to show that the Foreign Policy of Malaysia in the Mahathir Era 1981 – 2003 was determined by National Interest in the realms of politics, economics, security and society's interests and imperatives. This was demonstrated through foreign policy postures, initiatives and outcomes that had consensus, relevance and acceptance to allow Malaysia to play a leadership role amongst the South-South countries, Islamic Ummah and East Asia (including Asean). The research indicates that domestic factors influenced the Foreign Policy of Malaysia. Idiosyncrasy and iconoclasm is not a significant factor, as there was change and continuity.
	Research Areas	BA; Foreign Policy; National Interest
	Researcher	Syed Hamid Bin S. Jaafar Albar, Tan Sri Dato' Seri (Malaysia)
	Completed	July 2014
21	Title	Brand Advocacy and Re-Purchase Intentions of Malaysian Automotive Owners
	Abstract	The aim of this study was to gain insights of how the Malaysian automobile owners were influenced by loyalty and repurchase intentions pertaining to their future automobile purchase decisions in the context of the Malaysian automotive industry. The findings indicated that perceived equity and quality significantly influenced buyer satisfaction and commitment which then significantly influenced advocacy and repurchase intention of the automobile buyers in Malaysia.
	Research Areas	BA; Marketing; Branding
	Researcher	Simon Kwong Choong Mun (Malaysia)
	Completed	September 2014
22.	Title	Consumers' Behaviour Towards Modern and Traditional Retailing in Kuching City
	Abstract	The main aim of this study was to gain insights of how Kuching city consumer responded towards modern retailers despite of the continuous existence of the traditional retailers in the context of developing and emerging retailing industries in Kuching city. The findings discovered that products, prices, promotions, store atmosphere, locations, and services have significant impact on shopping choice of both modern and traditional retail formats. The most important variables were services and store atmosphere that influenced city customers to shop at modern retailers.
	Research Areas	BA; Marketing; Consumer Behaviour
	Researchers	Awang Yusop Bin Awang Adom (Malaysia)
	Completed	September 2014

23.	<p>Title</p> <p>Abstract</p> <p>Research Areas</p> <p>Researcher</p> <p>Completed</p>	<p>An Assessment Of The Relationship Between The Voluntary Organisations Service Delivery And The Flood Affected Community Satisfaction In Kelantan</p> <p>A research was conducted in Kelantan to identify the flood-affected community satisfaction towards the voluntary organisations' service delivery, whether gender, age, and race of the flood-affected communities affect satisfaction of the voluntary organisations performance and whether service quality dimensions act as a moderator towards the relationship between service delivery and flood-affected community satisfaction. SERVQUAL model was used to measure satisfaction and the moderating relationship between service delivery and flood-affected community satisfaction. The samples for this study were 400 flood-affected communities. The results indicate that to study flood-affected community satisfactions, three interconnected elements must be present, namely indicators, measurement instrument, and database. Indicators refer to the dimensions of performance: availability, timely, quick, responsive, skilful, and competence. The outcomes from the amalgamation of the three elements indicate that the flood-affected communities were satisfied with the service delivery and age, and gender influences satisfaction while race does not. Service quality dimension does not act as a moderator affecting the relationship between service delivery and flood-affected community satisfaction. Simultaneously, this study revealed that disaster model and SERVQUAL model can be amalgamated to study customer satisfaction. An innovative hypothetical framework was also unveiled from this research.</p> <p>BA; Organisational Behaviour; Customer Satisfaction</p> <p>Azuddin Bin Bahari (Malaysia)</p> <p>September 2015</p>
24	<p>Title</p> <p>Abstract</p> <p>Research Areas</p> <p>Researcher</p> <p>Completed</p>	<p>A Study of Job Motivation, Quality of Work Life and Work Performance Amongst Teachers in The Republic Of Maldives</p> <p>The thesis discusses the job motivation, quality of work life and work performance amongst the teachers in the Republic of Maldives. The study selected four government schools in Maldives for collecting the primary data. Using qualitative and quantitative methods of research, the study considered two types of respondent; i) teaching/administrative staffs and ii) Head-of-School/Ex-Principals. The outcome of the study shows some of the latent facts which were never reported in media or in any research paper. A significant limitation in the educational system in the Republic of Maldives has been found in the outcome which has negatively affected; i) job motivation, ii) quality of work life, as well as iii) work performance of the teaching community in the country.</p> <p>Education; Educational Management; Organisational Behaviour</p> <p>Abdul Raheem Ashraf (Maldives)</p> <p>September 2015</p>
30	<p>Title</p>	<p>Antecedents of Patient Loyalty to Private Hospital in Makassar City, Indonesia</p>

	Abstract	The research aimed to investigate the influence of hospital service quality on the hospital image, patient value, satisfaction, and loyalty. The sample of the study were 300 patients from four private hospitals in Makassar, and the data were analysed using SEM. The results reveal that service quality has significant positive influence to hospital image; service quality has significant positive influence to patients' value; service quality has no significant influence to patients' satisfaction; service quality has significantly positive influenced patients' loyalty; hospital image has significantly influenced patients' satisfaction; but hospital image has no significant influence on patients' satisfaction. The findings have implications to the provision of services to the patients.
	Research Areas	BA; Marketing; Customer Behaviour
	Researcher	Hasanudin Damis (Indonesia)
	Commencement	January 2011
	Completed	September 2015
31	Title	Economics Of Ecotourism Industry In Kerala: An Assessment
	Abstract	The study has assessed economic prospects of tourism industry in India and Kerala and examined specially socio-economic impacts of ecotourism in Kerala economy. Also it investigated major positive and negative factors of the ecotourism industry in Kerala which reflect its prospects and challenges. Further the study has formulated a strategic tourism model to promote ecotourism industry in Kerala. A Five Point Likert Scale was used in the Interview Schedule to rate their attitude towards tourism activities. Different analyses of response scores of the opinion on positive and negative factors of ecotourism between tourists and local residents has helped to identify major strength factors and threat factors of ecotourism. Finally, predictor factors were derived, with the help of multiple regression analysis, from those strength factors and the threat factors, which are required to Kerala for its strategic plan for ecotourism. The study, its findings and suggestions, will help the government of Kerala to devise plans, policies and strategies in the ecotourism sector.
	Research Areas	BA; Economics; Hospitality
	Researchers	Bitter C (India)
	Completed	September 2015
32	Title	Effect Of Leadership On The Motivation Of Employees In The Municipal Services Sector In The Kingdom Of Bahrain
	Abstract	This study has investigated the effect of transformational leadership, transactional leadership, and laissez-faire on motivating the employees toward achieving high work performance by exerting extra efforts. The study has also investigated the moderating effect of position, gender, age, educational level and years of work experience on the relationship between leadership and motivation. The Multifactor Leadership Questionnaire (MLQ) 5X version has been used to collect data from 94 leaders and 993 subordinates from the Municipal Services Sector. The

		<p>results show that motivation was significantly affected by some elements of the transformational leadership and the transactional leadership in the Municipal Services Sector. They showed also significant effect of some leadership elements on motivation with respect to specific moderating factors. The study recommended the considering of recruiting people with specific leadership traits to occupy the leadership positions or developing the existing ones. It also recommended the building of effective and efficient systems for monitoring and controlling, rewarding and recognition, and staff interaction</p>
	Research Areas	BA; Organisational Behaviour; Leadership
	Researcher	Mohammad Faisal Salem Mohammad (Bahrain)
	Completed	September 2015
33	Title	Effect Of Post Clinical Debriefing In Enhancing Clinical Decision Making Ability Among Diploma Nursing Students : A Mixed Methods Study
	Abstract	<p>This study aimed to examine the effect of using post clinical debriefing as an educational intervention in enhancing the clinical decision making ability among diploma nursing students. A mixed methods study using triangulation design was used. Analogy-guided learning and guided reflection were included in post clinical debriefing as treatment. Quantitative method using quasi-experimental study with pre-test & post-test was conducted among 133 Second Year Semester One Diploma Nursing students (experimental n=64; control n=69) in a public university. Two instruments were used to measure their context specific and general clinical decision making skills and a satisfaction questionnaire was used to obtain their perception of the treatment. Qualitative method used focus group interviews to explore any factors that might have effect on their clinical decision making. Significant difference in the intervention group was found in the dimensions of “hypothesis generation” and “cue utilisation” within the framework of the nursing process which supported the hypotheteco-deductive diagnostic reasoning theory. Supportive clinical environments and multiple patients experience were factors found to enhance students’ diagnostic reasoning skills. A Model of Factors Enhancing Clinical Decision Making for Diploma Nursing Students was synthesized based on the data of this study as a guide for future educational intervention.</p>
	Research Areas	Education; Curriculum & Instruction; Decision Making
	Researcher	Than Soo Nyet (Malaysia)
	Completed	September 2015
34.	Title	Empathetic And Pro-Social Awareness Among Primary School Students- A Case Study Of Beaconhouse School System
	Abstract	<p>The study was based on the premise that primary school students had the required cognitive skills but lacked affective skills, empathetic and pro-social skills in particular. In the first part of the study, document analysis of the English language curriculum and textbooks from grades1-5 were done to prove that empathetic and pro-social themes were underrepresented in them. Moreover, regular English primary language classes were observed</p>

		<p>for the same purpose and with the additional purpose to observe the same skills in students and teachers. The second part of the study was an intervention in which teachers were appraised to incorporate empathetic and prosocial themes in lessons. Part III of the study noticed if the use of cognitive-affective lessons raised awareness among students about the said themes, significantly affected their interest in academic work and improved teacher behaviour of the same. The findings from document analysis revealed that empathetic and pro-social themes were underrepresented in the curriculum and textual content. Observations of the regular lessons proved a highly cognitive focus and depicted teachers as inadequate role models for the said skills. The observations of integrated cognitive-affective lessons brought forth a significant increase in student interest in academic work and raised awareness about the stated themes. The findings 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 and prove that a cognitive-affective approach in schools could prepare helpful and caring individuals for the society.</p>
	Research Areas	Education; Educational Psychology; TESL
	Researcher	Fatima Rehan Dar (Pakistan)
	Completed	September 2015
35.	Title	Evaluation Of Applicability Of Low Cost Country Sourcing For Competitive Advantage In The Ship Supply Industry In Singapore
	Abstract	<p>This research evaluated the applicability of low cost country sourcing strategy for SME Ship Supply companies in Singapore. A literature review on low cost country sourcing and supplier management was done. The risk factors were also identified. Primary research by way of interviews with selected purchase executives was followed by a sample order from China identified as the low cost country through a small Singapore based company. The findings show that the supplier management practices in the ship supply industry in Singapore are contracts and long term agreements; consolidated purchasing; lowest total cost selection; and vendor managed inventory. The research validated that small companies can also do sourcing from low cost country like China with appropriate risk management, the bigger and medium companies were already practicing LCCS. The risks identified were quality, supply delays, wrong cost estimations, geographic, economic and cultural distance. The product portfolio purchase strategy towards risk management needs further research.</p>
	Research Areas	BA; Marketing; Competitive Advantage
	Researcher	R. Venkataraman (India)
	Completed	September 2015
36.	Title	Factors Affecting Intention Towards Organic Food Product Consumption: A Study Among Chinese Generation "Y" University Students
	Abstract	<p>This study is focused on determining the internal factors and external factors that affect the intentions of the Chinese Generation Y towards organic food consumption. This study also measured intention as a</p>

		<p>mediator variable in the relationships between internal factors and consumption, and external factors and consumption. Data was collected employing online survey questionnaires sent to 500 respondents, consisting of students of one university. The outcome from the Structural Equation Modelling (SEM) analysis indicates that knowledge and awareness have significant effects on the intention to consume organic food products. Nevertheless, the relationship between environmental concerns, product attributes and health consciousness did not show any direct effect on intention. Besides that, knowledge, awareness, product attributes, health consciousness and environmental concerns, were non-significant predictors of organic food consumption. Furthermore, the media and advertising, and perceived behavioural control appeared as significant predictors of the intention variable. Amazingly, the intention has been a complete mediator between the six exogenous constructs, knowledge, health consciousness, environmental concerns, product attributes, perceived behavioural control, and the media and advertising in this research, while the intention mediating variable is only shown as a partial mediator between the subjective norm and consumption. It is hoped that the results of this study will assist food marketers and the Malaysian Ministry of Agriculture in gaining the intention and consumption of organic food products in Malaysia.</p>
	Research Areas	BA; Marketing; Consumer Behaviour
	Researcher	Tan Poh Leong (Malaysia)
	Completed	September 2015
37.	Title	Influence Of Teacher Behavior On Tertiary Students' Learning And Motivation: A Phenomenological Study
	Abstract	<p>This qualitative phenomenological study involved 35 tertiary student participants enrolled across six faculties within an institution of higher learning in Malaysia. Data for this phenomenological study was collected through the conducting of focus group discussions with students, individual student interviews, and student journal recordings. The objective of this qualitative study was to research in-depth tertiary students' perceptions of teachers' verbal and nonverbal behaviors and teachers' pedagogical versatility and style which have influence on students' learning in the classroom. The study found that students were influenced by teachers who held high expectations of students, who treated students well, who demonstrated professional behaviors in the classroom, who used caring behaviors, and who motivated students to succeed in their studies. On the converse, the study found, students were demotivated by teachers who demonstrated racism, showed favoritism, demonstrated negative disposition, showed dysfunctional communication skills, and ineffective teaching techniques. The findings of this study are significant in showcasing the benefits of students' perceptions being employed as an academic compass in guiding teachers to deliver positive and effective teaching behaviors. The insights gleaned from students' perceptions would contribute toward transformational classroom experiences, producing graduates who will positively benefit Malaysia.</p>
	Research Areas	Education; Teacher Education; Teaching & Learning
	Researcher	Donicia D'cruz (Malaysia)

	Completed	September 2015
38.	Title	A Confined Workforce Planning Model With Plugging For Service Organizations Using Network Flow Under Finite Horizon, Varying Demand Scenario
	Abstract	The aim of this study was to develop a user-friendly quantitative model to determine the magnitude of changes in workforce strength of a service industry to meet the varying demands, while maintaining a desired level of quality and cost effectiveness. The scope of the study is limited to finite planning horizon. Also, employee-learning through experience is not considered in this study. The study uses the Shortest Path method of the network flow models and identifies the optimum capacity required in each period of the planning horizon using Dijkstra's Algorithm. Two non-linear, zero-one integer programming models have been developed – first one is the Confined Workforce Planning (CWP) model in which cost for changing the workforce strength is assumed as uniform and the second, a Confined Workforce Planning with Plugging (CWPP) model where workforce changing cost is non-uniform. These models are then converted into network flow models and optimization is done using shortest path method. Three extensions, pertaining to the impacts of controlled violation of the constraints and more system constraints, and the applicability of the models in other problem domains are discussed. The study found that both models will have the same size, if no additional force is acquired at any period of the horizon, and maximum size of CWPP model occurs when acquiring is done in the first period. The study also reveals that the optimal solution can be obtained in polynomial time and the network size depends on workforce strength changing levels, planning horizon length and the ratio of the initial essential capacity to the available capacity - which are computationally verified.
	Research Areas	BA; Human Resource Management; Workforce Model
	Researchers	T C Varughese (India)
	Completed	September 2015
39.	Title	From Loyal British Subjects to Ardent Revolutionaries: Anti-British Political Activities of the Sikhs in Malaya, 1914 - 1945
	Abstract	The purpose of this study is to examine in detail the anti-British political activities of the Malayan Sikhs during the period 1914-1945 which were geared towards either gaining independence for India or safeguarding the religio-political interests of the Sikh panth in India. It focuses on the involvement of Malayan Sikhs in the Ghadar movement (1913-1918), the Komagata Maru incident of 1914, the Singapore Mutiny of 1915, the Akali movement (1920s) and the Indian independence movement (1942-1945). The study reveals that a considerable number of Malayan Sikhs were transformed from loyal British subjects into ardent revolutionaries primarily due to the influence of the virulent Ghadar propaganda, the brutal treatment of the British authorities in India against the returning passengers of the Komagata Maru, Jallianwala Bagh Massacre of 1919 and the Nankana Sahib Massacre of 1921. The study contributes significantly to new knowledge by substantiating that the Ghadar and Akali movements were much more "alive and kicking" in Malaya than generally believed. Indeed, hundreds of Malayan Sikhs returned to India to take part in the planned 1915 Ghadar uprising against the British Raj and in the Akali morchas during the 1920s. The study also sheds new light on the

		contributions of the Sikhs towards the Indian independence movement in Malaya.
	Research Areas	Arts; History; Malayan Sikhs
	Researcher	Ranjit Singh A/L Sadhu Singh (Malaysia)
	Completed	September 2015
40.	Title	The Policy Model Of Halal Certification Using Simulation Approach Of System Dynamics
	Abstract	For importing countries such as Indonesia, Malaysia and ASEAN countries, there should be regulations to ensure that the products are distributed is Halal. The research aimed to create a model with Simulation Approach of System Dynamics for increasing number of Halal product certified. The data were processed by using Ventura Simulator (Vensim) which showing the model of Causal Loop. After passing through several stages of Simulation Model Design, Validation and Verification Model and then Running Simulation, invented the model of simulation that can be used for design of Halal Certification policy to the future. It show that Sub model of Halal Certification Process Stages, using CEROL-SS23000 takes only 40 days, 55.6 percent faster than previous 90 days (3 months). Scenario proposed is Halal Certification period extended from 24 months to 36 months, where the policy of extending the term of halal certification, will increase the number of Re- Certified products or new products that will be in the process of certification. Policy model of Halal certification will increase significantly with the passage of legislation Halal Product for legal from the Government, thus further accelerate the pace of the number of product certified, the model simulations closer to reality in accordance with the data input.
	Research Areas	BA; Marketing; Halal Products; Simulation Model Design
	Researcher	Muhammad Nusran (Indonesia)
	Completed	September 2015
41.	Title	Total Quality Management Total Quality Management In Bahrain Private And Public Sectors: An Exploratory Study
	Abstract	The central theme of this study is the review and mastery of Total Quality Management (TQM) barriers with a focus upon the private and public sectors of Bahrain. The aim of the research is to provide the government of Bahrain with a set of recommendations for the employment of useful tools to assist in the TQM process for HR positions. The objective of the study is to determine the extent of the impact of TQM on human resource management. The research will provide a subjective juxtaposition of private and public sectors of Bahrain in order to determine which sector has efficient TQM strategies. The study will also evaluate the impact of TQM on employee satisfaction. The key critical TQM success factors that are measured in this research include leadership and top management, quality planning and strategy, communication, employee involvement, quality of product and services, customer focus, organizational culture, MIS and continuous improvement. The cross sectional methodology is used and adopts a combination of both quantitative and qualitative approaches. The data from pertinent questionnaires and interviews are quantitatively analyzed by the use of an SPSS program and other tools in order to achieve the research objectives. The results show that a diversity of theories and models are used to facilitate TQM and that the critical

		factors for the implementation of TQM depend upon industry and environment. Less awareness was found among the employees from both sectors in regard to TQM, planning and outcomes.
	Research Areas	BA; Human Resource Management; Total Quality Management
	Researcher	Masoma Hasan Abdulla Salman (Bahrain)
	Completed	September 2015
42.	Title	A Study of Share Market Dynamics in Malaysia 1990-2013
	Abstract	This research sought to determine if the dynamics had changed over time with the period of study spanning across major episodes of crisis such as the Asian Financial Crisis, the Global Financial Crisis and the European Debt crisis. Advanced econometric techniques namely unit root test with structural breaks, multivariate co-integration analysis, error correction model and innovation accounting technique are employed in the analysis. The findings show that share process and macroeconomic variable (inflation rate, industrial production, money supply and US share price) are co-integrated in Malaysia for the period 1990-2013. In the long-run, consumer price index and US shares contribute positively to share price movement while industrial production and money supply have a negative relations with KLCI. As for short-run dynamic interaction, Malaysia share prices are not significantly affected by lagged information from macroeconomics variables. Macroeconomic activities have weak explanatory power on stock market movements in short-run. Structural change has occurred after the Asian Financial Crisis. The Malaysian stock market is integrated with global markets of the US, UK, Singapore and Thailand. These stock markets do have a tendency to move together in the long run. The high degree of exogeneity prior to the Global Financial Crisis may be a sign of decoupling. Based on stylish facts and historical evidence, the following historical events or global circumstances surrounded a bullish or bearish market in Malaysia: capital flow, political instability, global and regional development, war, change of ratings, market sentiment and outlook, major government policies announcement and speculative activities on corporate development.
	Research Areas	BA; Economics; Share Market
	Researcher	Kan Yoke Yue (Malaysia)
	Completed	21 September 2014

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Title of the Paper	Intelligent Knowledge Flow Monitoring System
Objective	<ul style="list-style-type: none"> • To design a generic knowledge sharing platform in which the composition of the modules are customizable and the modules function in service oriented manner. The KS modules are the common ones that are identified based on the research conducted. • To test the KS platform in a small scale enterprise environment that simulate the learning activities and knowledge sharing based on the knowledge sharing model (e.g. SECI etc), to analyze the challenges in the implementation and execution experiences and to formulate a solution. • To integrate KFTGA engine into the KS platform in order to demonstrate the full capability of the KS environment with its enhanced features supported by KFTGA.
Awarding Body	Ministry of Education (Prototype Research Grant Scheme)
Year Awarded	2012