

# Promoting research culture

ON Oct 4, the Asia e University Postgraduate Research Conference 2015 (AeU PRC-2015) was held at the university's main campus in Kuala Lumpur. It was organised by AeU's School of Graduate Studies (SGS) 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.

The one-day conference was attended by 90 local and foreign participants.

They included alumni, doctoral supervisors, company directors, managers, academics, government and institutional policymakers, 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, and information and communications



Presenters and AeU's academic management team at the AeU Postgraduate Research Conference.

technology to arts, humanities and social science.

At the conference, Tan Sri Datuk Seri Dr Syed Hamid Syed Jaafar Albar, an AeU PhD (Business Administration) alumnus and chairman of Malaysia's Land Public Transport Commission, presented his research paper *The Influence Of National Interest in the Foreign Policy Outcomes in Malaysia During the Mahathir Era (1981 – 2003)*.

His paper reported part of the findings of a research that examined the relationship between national interest and the

formulation and decision-making of the Malaysian foreign policy during the time Tun Dr Mahathir Mohamad was in office as Prime Minister.

Another Malaysian, director of BASF Asia Pacific and AeU PhD (Business Administration) candidate Durairaj Veeraiyah, presented his research paper *How Supply Chain Management Contributes to Company Performance*.

The results of the study provided supply chain managers with insight into key focus areas that

influence supply chain performance.

"The AeU PRC has enriched my knowledge and confidence with constructive feedback and understanding of how issues could be solved or improved," say Durairaj.

AeU PhD (Education) alumnus Dr Fatima Rehan Dar from Pakistan presented her research paper *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, with findings revealing that empathetic and pro-social themes were under-represented in the curriculum and textual content.

Swedish AeU PhD (Information & Communications Technology) candidate Tirri Seppo Ilari presented his paper *Mathematical Abstraction Theory, The Fundamentals for Knowledge Representation and Self-Evolving Autonomous Problem Solving Systems*.

The aim of his study was to establish the mathematical fundamentals for automated problem-solving essentially targeted to robotics by approaching the task algebraically.

In his closing remarks, AeU's SGS dean Prof Dr Siow Heng Loke concluded that the AeU PRC-2015 was unique for its breadth of interest, global reach and diverse participants.

According to him, the research papers presented reflected the high quality of AeU's postgraduate programmes, research supervisors and study experiences.

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