



ASIA PACIFIC INSTITUTE OF  
ADVANCED RESEARCH

Nurturing knowledge without boundaries

# ANZCAR 2018 ABSTRACTS

2<sup>nd</sup> Australia and New Zealand  
Conference on Advanced Research

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# ANZCAR 2018

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Prof. Leslie Holmes

Preface

Welcome to the '2<sup>nd</sup> Australia and New Zealand Conference on Advanced Research (ANZCAR- 2018)' organised by the Asia Pacific Institute of Advanced Research (APIAR). APIAR's motto – 'Share the Possibilities'- encapsulates well the principal aims of our organisation.

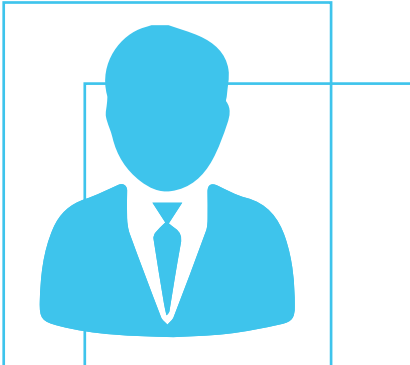
First, it highlights the multi-disciplinary approach we adopt. While there is a focus on four key areas – business, education, information technology and social sciences – these are broadly interpreted, so that major contemporary issues that should not be neatly pigeon-holed into one discipline or another can be examined from as many angles as seems appropriate.

Second, we encourage as much interaction and networking between academia and the business community as possible. It has become increasingly obvious over recent years that business and academia have a great deal to offer each other, and both benefit enormously from much closer collaboration than was typical in the past. We strongly encourage the exchange of ideas and practical experience between pure researchers, applied researchers and practitioners.

Finally, while being an Australia-based organisation, our outreach is global: our Executive Committee includes leading scholars from three continents, while the participants at previous conferences have hailed from all parts of the world.

Though young – it was established in 2011 - APIAR is already making a significant impact in terms of advancing and publishing recent research, both through conferences such as this and through its two journals (Asia Pacific Journal of Advanced Business and Social Studies and Asia Pacific Journal of Contemporary Education and Communication Technology). Your contribution at this conference will add to this, and we look forward to getting to know you and sharing with you the latest findings of experts in our four principal fields or research.

**Professor Emeritus Leslie Holmes**  
**University of Melbourne**



# BUSINESS ABSTRACTS

## UNDERSTANDING THE UNIVERSITY STUDENTS' BEHAVIOR TOWARDS MOBILE VIRAL MARKETING: AN APPLICATION OF THE THEORY OF PLANNED BEHAVIOR

*Menatalla H. Sayed<sup>a</sup>, Marwa T. Abdel Azim<sup>b</sup>, Tareq H. Abdeen<sup>c</sup>*

*<sup>abc</sup> Arab Academy for Science, Technology and Maritime Transport, Cairo, Egypt*

*Corresponding Email: menatalla.sayed@aol.com*

### **Abstract**

Past studies conducted about Mobile Viral Marketing focus on the usefulness of Mobile Viral Marketing from the marketers' perspective and little information exists regarding the motivations, attitudes, and behaviors of consumers engaged in the new phenomena of Mobile Viral Marketing especially in the context of developing countries such as Egypt. In the era of globalization and in the light of the on-going technological revolution, this knowledge is valuable and should be unveiled to provide a guiding light for marketers and companies on how to properly formulate a successful mobile viral marketing campaign that will reach target segment. The focus of this study is to utilize Ajzen's theory of planned behavior to study university students' actual mobile viral marketing behavior. To apply the theory of planned behavior, questionnaires were manually passed out to 404 Egyptian private university students to examine young Egyptian consumers' actual mobile viral marketing forwarding behavior through studying their mobile viral marketing attitude, subjective norm and perceived behavioral control and behavioral intention. The outcome of the study is that the young Egyptian consumers' attitude towards mobile viral marketing, subjective norms and perceived behavioral control collectively predicted their behavioral intention and their behavioral intention predicted their actual behavior towards mobile viral marketing. The study shed light for researchers and marketers alike on the critical components of mobile marketing strategies and sets the ground for future researches in the emerging field of mobile viral marketing.

**Keywords:** Mobile Viral Marketing, Globalization, E-business, Integrated Marketing Communication, Theory of Planned Behavior.

# BUSINESS

## DOES NOSTALGIA AFFECT THE CHOICE OF KOREAN WOMEN IN THE TWENTIES AND THIRDS TO BUY A MAGAZINE? APPLYING THE MODEL OF EXTENDED GOAL DIRECTED BEHAVIOR

*Hyeon-Cheol Kim <sup>a</sup>, Sung Ah Shin <sup>b</sup>*

*<sup>ab</sup> Chung-Ang University, Seoul, South Korea*

*Corresponding Email: hckim@cau.ac.kr*

### **Abstract**

The purpose of this study is to identify why Korean women in their twenties and thirties read and purchase print magazines. We have followed the theory of extended model of goal-directed behavior by applying nostalgia effect. Our research findings would offer insights to marketers of the magazines interested in an understanding of consumer purchase behaviors and for making a set of strategies to revitalize the magazine industry.

**Keywords:** Nostalgia, Print Magazine, Goal-directed Behavior, Online Insecurity.

# BUSINESS

## FARM TOURISM AWARENESS AND ITS INTEGRATION IN THE CURRICULUM OF BS INTERNATIONAL HOSPITALITY MANAGEMENT AND BS TOURISM MANAGEMENT PROGRAMS

*Dr. Irene R. De Villa, REB<sup>a</sup>, Dr. Francia Yvette A. Magpantay<sup>b</sup>, Mrs. Ma. Carolina R. Martinez<sup>c</sup>*

*<sup>abc</sup> College of Tourism and Hospitality Management, University of Batangas, Philippines*

*Corresponding Email: irene.devilla@ub.edu.ph*

### **Abstract**

This study seeks to determine the awareness of the students and faculty of the College of Tourism and Hospitality Management regarding farm tourism. Specifically, it assesses the perceptions of the students, faculty and farm owners relative to the concepts and benefits of farm tourism and evaluates the level of awareness of faculty and students on farm tourism activities and products. Also, the study identifies the challenges/difficulties/problems of farm owners relative to farm tourism and how to address them which can be included in the proposed syllabus. Statistical tools such as weighted mean, frequency and percentage were used in determining the level of awareness of the respondents on the concepts and benefits of farm tourism as well as on the farm tourism activities and products. To analyze the differences in their responses, the Analysis of Variance (ANOVA) was utilized. Scheffe's Test for Multiple Comparison of Means was further applied to follow-up on the ANOVA and to underscore post hoc comparisons other than just pairwise comparisons of means. The results of the study shows that both faculty members and farm owners agreed that farm tourism could be an avenue for educational and recreational purposes. Moreover, respondents agreed that it educates the public about agriculture. Further, the respondents are more aware with the different activities and farm products that can be found on the farm. According to the study, one of the major challenges encountered by farm owners is the lack of government support. Thus, with the abovementioned results, the researchers recommended integrating Farm Tourism as an elective course for BS in International Hospitality Management and BS Tourism Management curriculum.

**Keywords:** Agri-Tourism, Farm Tourism Products and Activities, Curriculum Integration, Philippines.

## EXPLORING TRUST IN DIRECT SELLING AND INTERNET MARKETING: A STUDY OF CHINESE CONSUMERS

*Patrick Poon*

*Lingnan University, Hong Kong, China*

*Corresponding Email: patphoon@Ln.edu.hk*

### **Abstract**

The purpose of this research is to examine the role of trust in direct selling and Internet marketing. There are two major studies in this research. Specifically, the first study is to explore interpersonal trust in buyer-salesperson relationships in direct selling while the second study is to examine consumer trust in both direct selling and Internet marketing. Study 1 examines the dimensions of interpersonal trust which would affect the buyer-salesperson relationship in a direct selling situation. It also investigates consumers' perceived risk and advantages of direct selling. Questionnaire survey of consumers and non-consumers of direct selling companies was conducted in Hong Kong, China. The results show that there are six dimensions of interpersonal trust in the buyer-seller relationship in direct selling. Unsolicited telephone call (such as telemarketing) is found to have the highest perceived risk and the ability to shop at home is found to have the highest advantage rating of direct selling. Study 2 is designed as an exploratory study using a personal interview approach in which two sample groups were surveyed in China. Two different measures of trust are used (i.e., cognitive and organization trusts). For one measure of trust, cognitive trust, there is a significant difference between the two marketing methods with the value of trust generally being greater for direct selling. In contrast, for organization trust, the second measure of trust, the value is greatest for Internet marketing. This is the first study to examine trust in both Internet marketing and direct selling in the same study. The findings of this research can provide insights for marketing practitioners and future research directions.

**Keywords:** Consumer Trust, Dimensions of Trust, Direct Selling, Internet Marketing, China.

# BUSINESS

## USE OF INFORMATION SYSTEM IN THE LEADERSHIP TRIANGLE -NACE FRAMEWORK

*Dr Rhoda Abadia <sup>a</sup>, Dr. Anna Sekhar <sup>b</sup>*

*<sup>a</sup> Torrens University, Australia*

*<sup>b</sup> Universal Business School Sydney, Australia*

*Corresponding Email: [anna.sekhar@ubss.edu.au](mailto:anna.sekhar@ubss.edu.au)*

### **Abstract**

Focusing on the various stages involved in becoming an expert leader, this paper delves into details as to how a leader could be better equipped with skills that would help lead a team effectively. Being able to rationalise and think critically, ability to analyse the strategic environment within which we operate, capability to make well-informed decisions that are less emotional are a few pre-requisites that lay the edifice to becoming an expert manager. This also means that it is becoming more important to have effective leaders who harness the potential benefits of innovations in information systems and information technology to make right and better decisions. This paper makes it evident that leadership skill is really not innate but, it is an acquired skill that requires a continuous improvement and smart use of information technology to reach its most refined form. Using Maslow's Hierarchy of Needs framework as the edifice, this research has constructed a Leadership Triangle- NACE Framework that studies every organ of the various stages of leadership which constitutes in becoming an expert leader. Be it a linear or non-linear progression, this paper expounds those traits of an effective leader and analyses what a leader should understand about leadership development strategy. This paper also focuses on presenting these various stages of leadership by identifying how Knowledge Management System tools assist a novice leader to make key decisions that he would otherwise find difficult due to insufficient experience and expertise. This paper concludes analysing how Decision Support System tools could be helpful for both competent and expert leaders.

**Keywords:** Leadership, NACE Framework, Knowledge Management System, Decision Support System, Leadership Traits.

# BUSINESS

## **SUSTAINABLE SUPPLY CHAIN MANAGEMENT: SUPPLIER RELATIONSHIPS AND KNOWLEDGE SHARING IN SME'S**

*Anna Tsaparas*

*Deakin University, Australia*

*Corresponding Email: a.tsaparas92@hotmail.com*

### **Abstract**

A major issue for all companies is the incorporation of environmental, economic and social performances to achieve sustainable developments (Singh & Trivedi 2016). To transform a supply chain into a 'sustainable supply chain', suppliers need to change their existing production practices (Faisal 2010). Organisations have realized the importance of working collaboratively with supply chain partners to increase sustainability performance (Faisal 2010). Thus, managing buyer-supplier relationship is a fundamental aspect of the success of firms and successful management of stakeholder relationships contributes to strong performance (Ambrose, Marshall & Lynch 2010). On the other hand, Wiese & Toporowski (2013) suggest various members of the supply chain do not have complete information about suppliers and sub-suppliers sustainable actions and are not able to control the sustainable developments.

Based on supplier partnerships, organisations must have long-term orientation, increased communication, trust and information sharing (Beske & Seuring 2014). Information sharing is required for providing sustainable requirements to suppliers. The research seeks to investigate, how do supplier partnerships influence sustainable activities (and information sharing) along the supply-chain? Also, does knowledge sharing foster strong supplier partnerships, towards sustainable developments?

The research will follow a qualitative perspective, research will first incorporate a document analysis, and a semi-structured interview approach to supply-chain or business managers in the Australian Food/Retail industry. The sample will be selected from larger SME suppliers. The findings will determine SME's buyer-supplier impact on information sharing, and sustainable activities in the supply chain as well as, the analysis of knowledge sharing for sustainable supplier partnerships.

The research can assist professionals in integrating sustainable supplier developments in the supply chain and help understand the implications of information sharing.

The research provides a new contribution to sustainable supplier research which is a growing requirement in SCCM literature (Singh & Trivedi 2016).

**Keywords:** SME's (Small to Medium Enterprises) & SCCM (Sustainable supply chain management).

# BUSINESS

## GIMMICK STORY-TELLING ONLINE MARKETING IN INDONESIA

*Angy Sonia<sup>a</sup>, Sonny Rustiadi<sup>b</sup>, Wawan Dhewanto<sup>c</sup>*

*<sup>abc</sup> Institut Teknologi Bandung, Indonesia*

*Corresponding Email: [angy\\_sonia@sbm-it.ac.id](mailto:angy_sonia@sbm-it.ac.id)*

### **Abstract**

It is crucial to understand how digitisation affects the customer. Digitisation from a significant part the largest world-wide but the implicitly expect companies proactive customer orientation. Opportunity recognition is a mental process that answers a question that every innovation: “Does this idea represent real value to current or potential customer?” Being able to answer this question correctly is probably as important as having an innovative idea or developing a scientific breakthrough. Norman Augustine, former CEO of Lockheed Martin great aerospace innovation, put it a way, “the whole idea is to be smart enough to recognize those breakthroughs when they present themselves”. A systems approach models human-made world from formal service system entities become more interconnected and interdependent, the ecology of interacting service systems and networks has become increasingly complex and difficult to manage. Kevin Hendrawan sees that algorithms in marketing, especially on YouTube, sees that companies will usually choose media channels with certain criteria, according to their brand or product. Case Study Research used to be describe test questioned experiment with an exploration motive have certainly existed especially on the content.

**Keywords:** Digitisation, Innovation, Gimmick Story.

# BUSINESS

## THE KEY TO ORGANISATIONAL CHANGE: A REVIEW OF ORGANISATIONAL LEARNING

*Chiu-Pih Tan*

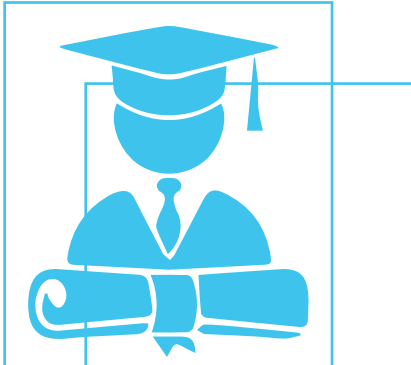
*Aspire2 International, Auckland, New Zealand*

*Corresponding Email: cptan10@gmail.com*

### **Abstract**

Organisational learning (OL) is a learning process that involves the acquisition of knowledge among the stakeholders within an organisation at individual, group, and organisational levels in order to achieve the goals of the organisation (Popova-Nowak & Cseh, 2015; Ege, et al., 2017). OL earned its importance in human resource literature as a result of the increasing popularities of Organisational Change, Knowledge Management and Learning Organisation studies since the 1990s (Ortenblad, 2013; Ege, et al., 2017; Ragmoun, 2017). OL is critical in contemporary and future organisations, including e-businesses, that operate in ever-changing, highly dynamic and uncertain business environment (Ortenblad, 2013; Lewis, 2014; Maditinos, et al., 2014; Deloitte University Press, 2017). This paper aims to examine concepts and practices of OL for their theoretical soundness and practicality in business enterprises. By reviewing the conceptual framework of OL published between 1990 and 2017, in terms of the nature of OL models, applications, issues faced, and the research methods used (e.g., Jenkin, 2013; Popova-Nowak & Cseh, 2015; Ege, et al., 2017; Hong, et al., 2017), the updated understanding of OL and their implications for further research and practice will contribute to the academic and research communities, human resource professionals and managers in contemporary organisations.

**Keywords:** Human Resource Development, Learning Organisation, Organisational Change, Organisational Learning.



# EDUCATION ABSTRACTS

# EDUCATION

## EDUCATORS BEHIND BARS: PHENOMENOLOGY OF THE LIVED EXPERIENCES OF TEACHERS IN SAN RAMON PENAL FARM

*Shamir Reyes Kassim*

*Western Mindanao State University, Zamboanga City, Philippines*

*Corresponding Email: shamirreyeskassim@gmail.com*

### **Abstract**

This study is to report the lived experiences of the San Ramon Elementary School-Annex, specifically: (1) to describe the lived experiences of the teachers, (2) to establish the status, problems and prospect of the school, and (3) to draw significant implications to improve the school. A non-probability purposive sampling design and willingness to participate eventually resulted in five teacher-respondents. The themes that emerged were: (1) Teaching in SRPPF is more fulfilling; (2) Resources for teaching are well-provided; (3) PDLs who are not motivated to study are a challenge; (4) Feeling of security in teaching PDLs exist; (5) ALS is effective to PDLs. (1) The lived experiences of the five teacher-participants in the school are very challenging, yet they are still able to cope up with the demands in teaching Persons Deprived with Liberty (PDL). (2) The school is in need of additional manpower resources for teaching. (3) The school has best potential in dealing with the rehabilitation of PDLs through education in the implementation of Alternative Learning System. It is hoped that the deficiencies in the implementation of the Alternative Learning System in the school will be addressed by the concerned agencies and officials and be given attention as far as prison rehabilitation is concerned.

**Keywords:** Alternative Learning System, Prison Education, Adult Learning, Phenomenology.

# EDUCATION

## GREEN PRACTICES AUDIT OF UBLC TOWARDS TRANSITIONING TO ENVIRONMENTAL SUSTAINABILITY

*Dr. Irene R. De Villa, REB<sup>a</sup>, Dr. Roel A. Asi<sup>b</sup>,  
Engr. Annabelle B. Magsino<sup>c</sup>, Dr. Agerico B. Matira<sup>d</sup>  
<sup>abcd</sup> University of Batangas, Lipa City, Philippines  
Corresponding Email: irene.devilla@ub.edu.ph*

### Abstract

Since schools have been trusted to frame solutions to the challenges of equipping individuals to become a global citizen, environmental sustainability becomes a common goal of universities. Hence, this study seeks to determine the assessment of the respondents about the quality of life and how the school operates around environmental sustainability practice affect them. Specifically, this is to identify the respondents' perceptions towards the quality of life, to identify the significant difference among the responses about their attitude on environmental sustainability practice and to propose strategies that the campus may pursue to implement a comprehensive environmental sustainability initiative.

This study uses the Descriptive Method to describe the perspectives of the respondents toward sustainability. To determine the relationship between the responses about the awareness and attitude of environmental sustainability practice, regression analysis was applied. A focus group discussion was also used to enhance the data gathered and to validate precisely the answers. Results showed that respondents agree that the university has started small steps to achieve sustainability but has not been in full swing. This is also manifested in curriculum and instruction with which all respondents agreed. Same findings held in research and scholarship affirming that the university has not reached its full circle. Regarding campus operation, initiatives have already moved toward sustainability, as also evident in management and community. Data also showed that all of those variables are highly significant regarding the perspectives of the respondents on awareness and sustainability practice. Hence, University of Batangas Lipa Campus has to keep on its mission of educating and engaging in environmental initiatives.

**Keywords:** Environment, Sustainability, Descriptive Research, Green Campus, Batangas Philippines.

# EDUCATION

## EARLY CHILDHOOD EDUCATION COURSES FOR THE CHILD DEVELOPMENT WORKERS: A FAR-REACHING BEGINNING

*Dr. Aileen V. Elarco*

*Southern Luzon State University, Quezon, Philippines*

*Corresponding Email: elarcoaileen@gmail.com*

### **Abstract**

One of the main thrusts of Southern Luzon State University (SLSU) as an educational institution is delivering extension services to the community so all colleges in the university are involved in this noble endeavor. One of its colleges, the College of Teacher Education (CTE), desires to initiate a far-reaching support to the child development workers (CDWs) towards their professional growth, which will give impact to the successful learning of the children. The Provincial Social Welfare and Development Office (PSWDO) in Quezon Province expressed its need to assist the CDWs by the CTE. Hence, the purpose for the present study is to determine the impact of early childhood education courses on the core knowledge area of teaching and learning that can be offered to the CDWs, with an end view of proposing a meaningful extension project. It utilized descriptive method, a quantitative approach in research, and a questionnaire, using a 4-point Likert Scale, which was developed, validated and finalized to survey the ninety-nine (99) child development workers from Banahaw View Area, Quezon, Philippines. Weighted mean was utilized in computing the results. Based on the findings, the early childhood education courses that may be offered to the target respondents encompass the four components on the core knowledge area of teaching and learning. These are curriculum, assessment, interaction and learning environment. Thus, the researcher proposed an extension project, which is a practical school on early childhood education. This may be offered to the CDWs in modular mode of instructional delivery.

**Keywords:** Early Childhood Education Courses, Child Development Workers, Far-reaching- Beginning.

# EDUCATION

## HYBRID/BLENDED APPROACH AS AN EVOLVING PARADIGM FOR THE DISTANCED AND DISADVANTAGED TERTIARY STUDENTS

*Dr. Wahab Ali*

*The University of Fiji, Fiji*

*Corresponding Email: wahaba@unifiji.ac.fj*

### **Abstract**

Evolving technological advancement and emerging digital environments have permeated and changed the learning landscape in the millennium. One such innovation incorporating technological tools is the blended or hybrid mode of learning and teaching. Blended or hybrid learning is a seamless combination of online and face-to-face activities for classroom instruction for all and basically the demographically displaced. Due to the popularity of emerging new courses, student demographics, time constraints vested with positive financial implications and learning outcomes, universities and colleges are infusing blended learning as a pragmatic paradigm globally. Blended learning is a fast growing trend in traditional institutions in higher education and other organizations. This research delves into a profound study of the perception of students and staff involved in a postgraduate educational leadership program offered in a blended mode. An interpretive paradigm using mixed method approach adopting a Likert scale and interviews was successfully implemented. The quantitative data was analysed using SPSS while thematic approach using emerging themes were used for interpreting the interviews. Findings testify that blended approach has been liked and very well accepted by the teachers as it enables them to complete their qualifications and progress academically and professionally in their lives. The use of scenario instruction promotes ease of access for the students and enables them to develop critical analysis and problem solving skills through active learning and social exchange of ideas. This study sets a solid platform for further research as certain scholars and administrators are still sceptical and hesitant in fully implementing blended/hybrid mode of learning and teaching. The study concludes by stating certain implications that subsequently can make blended/hybrid mode more chronic and applicable to the needs of students, teachers and scholars in Fiji and beyond.

**Keywords:** Leadership, Blended Learning, Expanding Globally, Faculty Development, Student Learners, Constructivist Pedagogy, Distance Learning.

# EDUCATION

## HOW STUDENTS LEARN TO OPERATE AN ELEVATED WORK PLATFORM: THE PRACTICE OF 'TRYING OUT' CONTROLS

*Jennifer Tichon<sup>a</sup>, Phil Diver<sup>b</sup>, Yoriko Kikkawa<sup>c</sup>, Tim Mavin<sup>d</sup>*

*<sup>acd</sup> Griffith University, Brisbane, Australia*

*<sup>b</sup> The Construction Training Centre, Salisbury, Australia*

*Corresponding Email: j.tichon@griffith.edu.au*

### **Abstract**

Working at heights is recognised as high risk work. The dangers of working at heights have been mitigated with the introduction of the elevated-work platform (EWP). However, use of EWPs has resulted in new dangers including overturning, entrapment, and collision. The layout of basket control panels vary significantly among EWP types and models and several variations can often be found in use across the same construction site. EWP operators have indicated the requirement to transition across multiple control panels is problematic. To gain a better understanding of how operators learn to use a new set of controls, this paper examined the initial course operators undertake to gain a licence to operate a boom-type EWP. Video data gained over the three-day program was analysed to elucidate how the students identified, selected and tested controls. Results indicate a heavy reliance on unsafe practices such as 'trying out' a control when its function is not known and 'learning from mistakes' in order to learn what a control does.

**Keywords:** Continuing Education, Engineering, Elevated Work Platform, Control Selection, Control Use.

# EDUCATION

## LEARNING TO TRANSITION ACROSS ELEVATED WORK PLATFORMS: VIRTUAL CONTROL TRAINING VIA MOBILE TECHNOLOGY

*Jennifer Tichon*<sup>a</sup>, *Tim Mavin*<sup>b</sup>, *Phil Diver*<sup>c</sup>, *Sandra Makaresz*<sup>d</sup>, *Yoriko Kikkawa*<sup>e</sup>  
<sup>abde</sup> *Griffith Institute for Educational Research, Griffith University, Brisbane, Australia*  
<sup>c</sup> *The Construction Training Centre, Salisbury, Australia*  
*Corresponding Email: j.tichon@griffith.edu.au*

### Abstract

An estimated 120 variations of elevated-work platform (EWP) control panels are currently in use across Australian construction worksites. Transitioning across dissimilar control panels is highly problematic. As a way of mitigating the issues caused by transitioning between control panels, many regulatory and coronial recommendations suggest that operators should pay particular attention to reading and comprehending EWP model-specific manuals. Yet, many EWP operators may have either a low level of literacy or be unable to take the required time off a busy job site to do this effectively. This paper reviews current issues faced internationally with regard to operator transference between EWP control panels and discusses these in relation to current theories from aviation human factors on the risk arising from control variations. In particular, categorisations of controls that are used to differentiate between aircraft flight deck variations are applied to contribute to current knowledge on control variation issues that continuing education in EWP competency need to consider. The development of a control simulator which can be deployed on worksites via mobile technology is discussed in terms of new approaches to the ongoing training and assessment.

**Keywords:** Simulation, Continuing Education, Elevated Work Platform, Controls, Transitioning.

# EDUCATION

## VIRTUAL REALITY MANUAL HANDLING INDUCTION TRAINING: IMPACT ON HAZARD IDENTIFICATION

Tichon, J.<sup>a</sup> and Scott, S.<sup>b</sup>

<sup>a</sup>Griffith Institute for Educational Research, Griffith University, Brisbane, Australia

Corresponding Email: j.tichon@griffith.edu.au

### Abstract

Use of Virtual reality (VR) for safety training programs enables instructors to present a wide variety of controlled stimuli to multiple, dispersed users. Often VR scenarios replace traditional text information with a visual representation and assumptions are made on how interacting with the computer-generated scenarios will improve skills. Research investigating whether VR does in fact improve safety skills and in what areas of learning or skill development this medium is superior is limited. This project assessed a VR training program in manual handling developed for two high risk industries, Mining and Construction. Manual handling training delivered to novice trainees via either non-interactive PowerPoint slides or interactive VR scenarios were compared. While participants scored similarly in multiple-choice assessments, the interactive VR group scored significantly higher when assessed by visually-based assessments such as photographs (30% more correct answers) and video (20% more correct answers) of manual handling events. Through use of a visual identification assessment, both groups were able to identify when another person was using correct manual handling techniques more than incorrect techniques. However, the VR group were 15- 20% better at identifying when others were undertaking dangerous manual handling actions which has important implications for contributing to safer workplaces. Using a visual rather than multiple choice assessment, not only assessed their knowledge but also their hazard awareness. Results are discussed in terms of the effectiveness of interactive VR versus passive text-based training and the importance of assessment to ascertain the range and type of knowledge gained during safety training.

**Keywords:** Manual Handling, Safety Induction, Hazard Awareness, Virtual Reality.



# SOCIAL SCIENCES ABSTRACTS

# SOCIAL SCIENCES

## INFLUENCING YOUNG ADULT SOCIAL AND PERSONAL IDENTITY THROUGH VIDEO-GAME NARRATIVES

Jennifer Tichon <sup>a</sup>, Sandra Makaresz <sup>b</sup>

<sup>ab</sup> Griffith University, Brisbane, Australia

Corresponding Email: [j.tichon@griffith.edu.au](mailto:j.tichon@griffith.edu.au)

### Abstract

At a time when young adults are building self-identity they are also connecting, in increasing numbers, via massive multi-player online role-playing video games (MMORPGs). Participation in online game playing communities requires assuming the persona of a game character. Young people spend many hours playing the role of a fictional character at the same ages at which developing social identities are influenced. The purpose of this study was to explore the influence of avatar identification on young adult's self-identity through analysis of game player's online communications. Using a qualitative, exploratory design blogs posted to the PlayStation Blog site were analysed for content discussing aspects of individual player's social identity and personal identity. Many players associated themselves with their avatars and avatar traits were often discussed in relation to a players' self-identity. In addition, multi-player social networks were found to impact players' feeling of social acceptance and group connection. We discuss the implications of these findings, both positive and negative, for the development of young people's self-identity and whether the dominant individual focus of games may ultimately influence the fragmentation of communities.

**Keywords:** Web Based Communities, Avatar, Video Games, Self-identity, Social Identity.

# SOCIAL SCIENCES

## **BODY DISSATISFACTION IN ADOLESCENT GIRLS: EFFECT OF MOTHER DAUGHTER RELATIONSHIP, AGE AND SELF-ESTEEM**

*Laiba khanani*

*Leiden University, Netherlands.*

*Corresponding Email: laibakhanani92@gmail.com*

### **Abstract**

Body dissatisfaction is a copiously researched topic, where variables like mother-daughter relationships and self-esteem have consistently been highlighted in connotation for many years. The current study aims to confirm and extend the findings individually in three age cohorts of adolescence. Keeping in mind the studied role of self-esteem played in the relationship between parental attachment and body dissatisfaction, the current study also aims to investigate if it has an arbitrary role in determining the potential relationship between mother daughter attachment and body dissatisfaction specifically. The study was conducted on adolescent girls ranging from 11- 20 years (N= 85), distributed over three age cohorts; early adolescence (11-13), mid adolescence (14-16) and late adolescence (17-20) They were all recruited via collaborating schools in the Netherlands. Participants filled in questionnaires concerning Self-esteem (Rosenberg), Mother-daughter relationship (ECR- RS) and Body dissatisfaction (Body Dissatisfaction Subscale from the Eating Disorder Inventory for Anorexia Nervosa and Bulimia). The results suggested that between the two scales of the ECR questionnaire (Avoidance and Anxiety), only anxiety effected the body dissatisfaction of girls in early adolescence. No effect of mother-daughter attachment on body dissatisfaction was seen on girls in their mid or late adolescence. Moreover, self-esteem showed to mediate the relationship between mother-daughter attachment and body dissatisfaction of girls, only in their early adolescence. These findings have implications for physical and mental health outcomes related to body dissatisfaction such as social anxiety, eating disorders and depression in adolescence.

**Keywords:** Body Dissatisfaction , Self-Esteem & Parental Attachment.



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Suite 1A Level 2  
802 Pacific Highway  
Gordon NSW 2072  
Australia

PHONE: (+61) 0420 963 175

FAX : (+61) 02 9844 5445

EMAIL : [info@apiar.org.au](mailto:info@apiar.org.au)

[apiar.org.au](http://apiar.org.au)