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The background of the entire page is a photograph of the Sydney Opera House at sunset. The building's iconic white, shell-like roof is illuminated from below, and the sky is a mix of orange, pink, and blue. A large, semi-transparent "ICMAR" watermark is visible across the middle of the image.

ABSTRACTS



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CONFERENCE CHAIR



ASSOC. PROF. WAN NG

University of Technology Sydney, Australia.

Biography

Associate Professor Wan Ng is Director of the STEM Education Futures Research Centre at the University of Technology Sydney (UTS). Before joining UTS, she worked at La Trobe University and the University of New South Wales, undertaking roles such as Associate Dean International, Faculty Chair of Human Ethics Committee and School Research Coordinator. Wan researchers in the area of STEM education and the integrative impact of STEM. She is interested in the use of technology, both digital and design technology to support teaching and learning at all levels of education. She is interested in how young people interact to learn with technology, the empowerment of the individual through digital literacy and multiliteracies which are important aspects of an individual's personal development and lifelong learning, as well as in sustainable pedagogy enabled by technology that brings about effective learning and skills development in students. Wan has an excellent publication track record that includes two sole-authored books. She has attracted numerous federal and state government grants, and consultancy work for innovative projects in the area of STEM education. Her most recent projects are the multi-institutional Australian government-funded \$1.63 million project titled Smart Science Initiative and a 250K project titled STEAMPunk Girls project funded by the Australian Government's business.gov.au's Women in STEM and Entrepreneurship initiative.

KEYNOTE SPEAKER



ASSOC. PROF. THERESE M CUMMING

University of New South Wales, Australia.

Biography

Associate Professor Terry Cumming specialises in special education in the School of Education at the University of New South Wales. Her research interests include: students with emotional and behavioural disorders, transition processes, positive behavioural interventions, and the use of technology in the classroom. As part of the School of Education's Special Education Research Group, Terry's research is currently focused on how to improve lifespan transitions for students with disabilities. The group is currently conducting several transition-related studies, which focus on: home-school collaboration, transitioning from specialised settings, and transitioning from the juvenile justice setting. Terry has published a book, several book chapters and journal articles and presented her work at both national and international conferences. Prior to her university and research work, Dr. Cumming has many years experience as a special educator and behaviour mentor in the United States.

BUSINESS6

- 1-1 TRADITIONAL PROJECT MANAGEMENT APPROACH, INDUSTRY CHALLENGES AND KEY ATTRIBUTES: A CASE STUDY OF CONSTRUCTION PROJECT MANAGEMENT IN SRI LANKA7
- 1-2 THE SOCIO-ECONOMIC EFFECTS OF BUJUMBURA CENTRAL BURNED MARKET ON ENTREPRENEURS USING CREDIT FROM FINANCIAL INSTITUTIONS IN BURUNDI: A CASE STUDY OF TURAME COMMUNITY FINANCE8
- 1-3 ASSESSING THE IMPACT OF THE MANDATORY CONVERSION TO IFRS ON NET INCOME IN SAUDI ARABIA9

EDUCATION10

- 2-1 A STUDY OF PROFESSIONAL DEVELOPMENT IN TEACHERS WITH USAGE OF COLLABORATIVE TEACHING STRATEGIE11
- 2-2 USING HYBRID LEARNING APPROACH TO DEVELOP ACADEMIC WRITING AND RESEARCH SKILLS APPLIED TO DOCUMENTATIONAND REFERENCING SOURCES12
- 2-3 DEVELOPING TEACHERS' KNOWLEDGE FOR CONSTRUCTING MULTIPLE REPRESENTATION OF CONCEPTS IN CHEMISTRY13
- 2-4 A SPECULATIVE STUDY ON THE ISSUES OF PLANNING THE EDUCATION SYSTEM AND IMPLEMENTING ITS REFORMATION INSRI LANKA14
- 2-5 COMMUNITY-BASED LEARNING AS A TRANSFORMATIVE PEDAGOGY FOR YOUTH CITIZENSHIP: CHALLENGES AND OPPORTUNITIES AT UNIVERSITIES16

ICT17

- 3-1 HEALTH INFORMATION SYSTEM (HMIS) IN MALAYSIA18

SOCIAL SCIENCES19

4-1	NON-MUSLIM RELIGIOUS PRACTICE AND MUSLIM RESPONSE IN MALAYSIAN INTER-RELIGIOUS DISCOURSE	20
4-2	LOST AND FOUND: EXPERIENCES OF ADOPTED CHILDREN IN DAVAO CITY IN THE PHILIPPINES	21
4-3	COMPARATIVE STUDIES OF RELIGION	22
4-4	A STUDY ON WAGE DIFFERENTIALS IN THE TOURISM INDUSTRY	23
4-5	MIRRED IN THE PAST, MISLEADING THE PRESENT: KOREAN DRAMAS AND THE DISTORTION OF THE MODERN WOMEN	25
4-6	MEDIA IMAGES OF THE MIDDLE CLASS: A COMPARATIVE STUDY OF JAPAN AND CHINA IN THE HIGH ECONOMY GROWTH PERIOD	26



BUSINESS

ABSTRACTS

TRADITIONAL PROJECT MANAGEMENT APPROACH, INDUSTRY CHALLENGES AND KEY ATTRIBUTES: A CASE STUDY OF CONSTRUCTION PROJECT MANAGEMENT IN SRI LANKA

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Abstract

Construction project performance is critical for any nation because these projects consume considerable amount of resources in the country and at the same time, provides major contribution to the economy of the country. On the other hand, project failures are significant due to the challenges associated with the complexity, nature and dynamism of the environment. Therefore, identifying attributes of traditional project management approaches currently being applied in construction is essential in order to address the challenges and reduce project failures. An extensive literature search and review was conducted followed by a qualitative study among twelve experts in the construction industry of Sri Lanka. This paper will attempt to investigate the challenges in terms of key attributes of traditional project management approach in construction project management and the expected attributes of an innovative approach. The results are used in the main research to propose a new hybrid concept in project management.

Keywords: Traditional Project Management, Challenges, Project Failure, Key Attributes of TPM.

THE SOCIO-ECONOMIC EFFECTS OF BUJUMBURA CENTRAL BURNED MARKET ON ENTREPRENEURS USING CREDIT FROM FINANCIAL INSTITUTIONS IN BURUNDI: A CASE STUDY OF TURAME COMMUNITY FINANCE

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Abstract

This study was designed to explore “The socio-economic effects of burned market on entrepreneurs using credit from Financial Institutions in Burundi: a case study of Turame Community Finance” The research was done at TCF where there are many people (entrepreneurs) using credit facilities from the MFI. This research sought to answer two important questions RQ1. Does Bujumbura central market burned affect Turame’s entrepreneurs? RQ2. To what extent affected clients of Turame Community Finance are satisfied with payback period? TCF has plans to expand its services extensively in Burundi. They intend to take these services to all provinces and communes so that the benefactors can have easy access to loaning facilities. There is also a plan for diversifying the products that they offer to the vulnerable and upcoming entrepreneurs. This study was restricted to Buyenzi and Bwiza urban communities and also included other clients’ TCF from other areas of Bujumbura Province, but they lost their goods in Bujumbura Central Market. Apart from that, the target population of this research included all clients (entrepreneurs lost their goods in Bujumbura Central Market and loan officers. The total population is 533 individuals. The population of this study is organized in the following manner: By reading the table below you can find easily the total number of entrepreneurs from TCF lost their goods in BCM and also the total number of entrepreneurs has not lost their goods in BCM. The probability sampling technique was used, because this technique was preferred for « it allows a researcher to make relatively few observations and generalize from those observations to a wider population» In this research one questionnaire was used, which comprised of seven questions. Items 1,2,3,6 and 7 are closed-ended because for those questions, new ideas are not acceptable. Questions 4 and 5 are opened-ended for respondents to answer freely. It is an opened-ended questionnaire, in which the answer is not just « yes » or « no » (Wehmeier 2000, 817) but, it allows the respondent to express his or her own point of view in a written report. The questionnaire was very helpful in generating necessary information.

Keywords: Socio-Economic Credit Financial Institutions Bujumbura Central Burned Market Entrepreneurs.

ASSESSING THE IMPACT OF THE MANDATORY CONVERSION TO IFRS ON NET INCOME IN SAUDI ARABIA

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Abstract

This study examines the impact of the mandatory conversion to IFRS on net income by analyzing the total and individual adjustments to IAS/IFRS in the reconciliations of net income for all Saudi companies listed on Saudi Stock Exchange (Tadawul). This study uses a content analysis approach to examine the information cited by all companies listed on Tadawul in 2017. The study employs the comparability index for evaluating the impact of IFRS on net income. The results of the study show that there is a negative relationship between the depth of transitional disclosure provided in the reconciliation statements and the impact on earnings; however the relationship is not significant. Moreover, the results indicate that the conversion to IFRS leads to a statistically significant decrease in 2016 net income for nearly 45.97% of sample firms at a 5% or more materiality level. Further, there is a statistically significant difference in the index values across the various sectors. The study reveals that 5 standards appear to cause significantly different impact across sectors, which are: IFRS 9, IAS 37, IAS 39, IAS 40 and IAS 41. This study is useful to accounting, auditing, and investing communities in knowing the impact of the conversion to IFRS on net income and which accounting standards affect companies' net income the most.

Keywords: IFRS, Mandatory Requirements, Saudi Arabia, Impact, Earnings.



EDUCATION ABSTRACTS

EDUCATION

A STUDY OF PROFESSIONAL DEVELOPMENT IN TEACHERS WITH USAGE OF COLLABORATIVE TEACHING STRATEGIES

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Abstract

Collaboration is a method of teaching and learning. Teachers can learn new instructional techniques from one another to expand their teaching competencies. Teaming allows more opportunities for students to understand and connect with content thereby maximizing individual learning potential. An action research study was designed to test the effect of using Interdisciplinary/Cross Curricular teaching structure in a fifth grade classroom in a rural school in Telangana, India. The research was in three stages, focusing on the designing of co teaching. Before stage one started, a questionnaire was given to treat and control groups. The stages include how to implement specific co teaching strategy, to know its effect on the student achievement, and how well the teachers and students adapt. Interdisciplinary teaching can increase students' motivation for learning and their level of engagement. Another questionnaire was answered by students after the strategy to compare the findings. The participant teachers were interviewed personally and also as group to share the outcome of the research study. The treatment group displayed an interesting motivation toward learning.

Keywords: Collaboration, Cross Curricular Teaching, Educational Change, General Education, Professional Development, Team Learning, 21st Century Learning.

EDUCATION

USING HYBRID LEARNING APPROACH TO DEVELOP ACADEMIC WRITING AND RESEARCH SKILLS APPLIED TO DOCUMENTATION AND REFERENCING SOURCES

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Abstract

With strong emphasis on promoting intellectual honesty, and advancing academic writing and research skills, teachers need to design an effective instructional strategy that will enable students to be familiar with and efficiently apply any required institutional documentation and referencing style. Given the numerous rules, types of sources and the updates of a documentation format, teaching and learning how to cite sources in-text and build a reference list becomes a complex task. The conventional approach of lecturing and testing students on specific documentation format (e.g. APA, MLA, Chicago, IEEE, CSE, Harvard and other popular styles) is interrogated in this action research as to how it achieves the learning outcomes compared to a hybrid learning approach. This panel study surveyed the perceptions of student, that included 93 respondents from six classes over two terms in subsequent academic years (2016-2018). The survey was designed integrating the concepts of the ADDIE instructional design model for technology use(Branch, 2009), to evaluate the hybrid learning process that introduced the learners to the functions of the MSWord Referencing application. Findings show that students positively perceive the hybrid learning approach in terms of meeting learning objectives, content, lesson structure, assessment and use of instructional technology, while their general qualitative observations indicate that they find the hybrid approach more helpful and significant to their learning experience as compared to the conventional approach. With these findings, this paper reflects on vital instructional design aspects that could guide teachers in their lessons on technical, academic and research writing.

Keywords: Hybrid Learning, Academic Writing, Instructional Technology.

EDUCATION

DEVELOPING TEACHERS' KNOWLEDGE FOR CONSTRUCTING MULTIPLE REPRESENTATION OF CONCEPTS IN CHEMISTRY

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Abstract

The current situation of teaching and learning chemistry concepts generally in most secondary schools and especially in Nigeria is a great concern to all as a result of poor students' performance and lack of interest in the subject. Regrettably, learning chemistry concepts tends to be by rote and memorizing of content as students find the subject difficult, and as such, do not perceive learning chemistry as relevant to their daily lives. To erase the notion that chemistry is an abstract and difficult subject, this motivated the researcher to explore how teaching and learning of chemistry concepts could be made real and accessible for students using everyday objects to actively engage students with range of representations during classroom teaching. This study developed teachers' knowledge for using multiple representations to teach rate of reactions and collision theory, water pollution and solubility concepts through a professional learning program. Fifteen teachers participated in the professional learning program focused on how to construct, interpret and use multiple representations to teach chemistry concepts in ways that more actively engage students in learning. The study employed a mixed method approach that included descriptive and interpretive methods. Forty teachers completed questionnaire to gather information on the existing range of representations used by the teachers in the teaching and learning of chemistry. Fifteen of these teachers participated in three days of professional learning workshop. The study enhanced the teaching of the rate of reactions and collision theory, and water pollution and solubility concepts by using various constructed representations such as concept maps, particulate representations, graphs, role-plays, flowcharts, and 3D physical models that engaged the teachers in representational challenge. Moreover, the experience of creating a representation also helped the teachers to be creative, resourceful, engaging students in interacting with the real world examples during classroom teaching and ultimately will simplifies students' learning of abstract chemistry concepts. There is need for chemistry teachers' pedagogical content knowledge to be enhanced to enable them to teach with multiple representation strategies.

Keywords: Chemistry, Professional Learning Program, Nigeria.

EDUCATION

A SPECULATIVE STUDY ON THE ISSUES OF PLANNING THE EDUCATION SYSTEM AND IMPLEMENTING ITS REFORMATION IN SRI LANKA.

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Abstract

Well planned experiences employed for the benefit of systematic educational procedure in School education are the main tactic to achieve the national goals. Curriculum is the utensil to achieve the aim of the education goals. Curriculum is designed with well pre-planning. The curriculum which contributes to produce a perfect person should be designed in a well organized manner. Accordingly we should be well organized to acquire the definite purpose of planning curriculum. The designing of the curriculum should be done according to the recognized curriculum development format and it needs to provide the principle for designing the perfect curriculum. It is a scientific procedure containing the definite policy. The curriculum should be designed considering the various aspects through the principle. The curriculum should be designed according to the appropriateness of the country and the desires of inhabitants. The dynamic aims and purposes cause the dynamic nature of curriculum. This research which was on the benefit of planning and reformation of education in Sri Lanka was done referring to the literary works in libraries.

It seems that the issues of the implementation of curriculum have greatly influenced the failure of the planning and reformation of certain curriculum in Sri Lanka. Although the fruitful aspects of the reformation of the primary education (1997) has been subject to evaluation by several researches, a number of issues of the implementation of it, such as being less comprehensiveness of the principals, unavailability of the infrastructure facilities for the activity based education and fruitful regional guidance and supervision etc. have been revealed by various researches. The complexity has been arisen even in the reformation of junior and secondary education as it was done without being based on the experience and reports obtained from schools. The reformation of the school based evaluation (1998) is too an unsuccessful one. The introduction to twofold projects such as individual and group reducing the four subjects to three and combination of certain subjects for advanced level in the same year are too problematic. Though the reformation of 2007 also has been subject to the evaluation of certain researches, some problems such as inappropriateness for the variety of regions, unbalance of resources, unavailability of regular mechanism to make known teachers, not absorbing the concept of reformation by teachers etc have

EDUCATION

arisen. Numerous problems have been originated too in the implementation of the reformation done in 2012, in which the subject of technology was introduced. Under this curriculum reformation , science has become compulsory for the subject of technology and among the subjects under the field of engineering technology and bio system technology, two may be selected in the discretion of students. However, the tendency to encourage doing the jobs in the field of modern technology as a remedy for the status of joblessness has also been diminished due to the increasing percentage of studying in the field of Arts. The reformation of the curriculum has become unsuccessful due to the issues such as the extension of curriculum into technology, science and engineering, hiring the teachers to teach those subjects from outside bearing extra expenditure as a result of the unavailability of the trained qualified teachers. Accordingly, the conclusion should be drawn that the planning curriculum and implementation of the reformation have become unsuccessful.

Keywords: Reformation of Education, School Based Evaluation Procedure, Planning Curriculum, Reformation of Curriculum.

EDUCATION

COMMUNITY-BASED LEARNING AS A TRANSFORMATIVE PEDAGOGY FOR YOUTH CITIZENSHIP: CHALLENGES AND OPPORTUNITIES AT UNIVERSITIES

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Abstract

In a highly centralized educational system, the need for innovative, transformative pedagogies that trigger institutional reforms increased dramatically, especially in the context of social unrest and conflict that continue to shake Middle Eastern and North African regions. Focusing on Egypt, this study questions the extent to which public and private universities in Egypt embark on initiatives for introducing and/or promoting community services and civic engagement among students. Special attention is given to community-based learning, also known as service learning, as a bottom-up approach employed by faculty members to navigate a centralized governance, to empower students and to serve local communities. Research has conducted in a private, foreign university with a total of 46 participants (14 faculty members, 26 students and 6 community partners) (Megahed et al., 2017), and a study of "civic engagement initiatives in universities" in three Arab countries, including Egypt. (El Ebrashi, 2017) are reviewed along with other related scholarly literature and national reports. The review of research shows similarities and differences between public and private universities in the approach and practice of community services and reveals related advantages, challenges and opportunities. Based on the research findings, the study concludes by a framework for integrating community-based learning across academic disciplines at universities for youth citizenship.

Keywords: Youth citizenship, community-based learning, universities, Egypt.



ICT ABSTRACTS

HEALTH INFORMATION SYSTEM (HMIS) IN MALAYSIA

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Abstract

The wide reserves in Information Technology (IT) have contributed to its gradual importance. Societies have significantly benefitted from its progress and more specifically to this research, technology has greatly influenced the satisfaction of a patient and quality of hospitals. The influence of technology has given distinct benefits to IT, unique from other factors, that can also contribute the organizational presentation. The benefits of technology may also be recognized in the long run by hospitals. This study gives suggestions on how to relate IT investments to performance and its effect when partnered to technology. The study also provides literature about healthcare management that can be combined with the appropriate control variables in the analyses. The results of the study provide support for the IT-connection observes after given time lags. Such a relation may not be present in a cross-sectional or snapshot data analyses. Moreover, results show the need of technology in hospitals.

Keywords: HMIS, ICT, Healthcare, Malaysia, Technology.



SOCIAL SCIENCES ABSTRACTS

NON-MUSLIM RELIGIOUS PRACTICE AND MUSLIM RESPONSE IN MALAYSIAN INTER-RELIGIOUS DISCOURSE

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Abstract

Malaysia is a multi-religious country. Apart from Islam as the religion of the Federation, Buddhism, Christianity, Hinduism and other religions are freely practised by their believers. However, in some circumstances, a small number of religious practices created misunderstanding among the believers which became an inter-religious issue at the national level. This paper discusses non-Muslim religious practices which are unaccepted by Muslim in the Malaysian inter-religious discourse, with the objectives of (1) analysing Muslim linguistic disagreement over non-Muslim religious practice, and (2) explaining the reasons behind the disagreement. The discussion is based on the pragmatic approach proposed by Crystal (1999): the language from its users' point of view, especially the choices they make, the constraints they face when using the language in social interaction, and the effect of the use of the language on other users. The data in the discussion are four religious issues from 2006 to 2011, published in local newspapers, which are the translation of the Bible into the Malay language, shopping with dog, religious insult and Christianity. Interviews with religious authorities are also conducted. The discussion shows that the disagreement linguistically can be traced from the keywords, such as disappointment, discomfort, anger, insensitivity, misunderstanding, disrespectful, unhappiness, provocation, tragedy, violent stream, prejudice, doubtful, and hidden agenda. All words denote negative meanings. The result also show that the reasons behind the disagreement are connected with non-linguistic factors, such as media role, extreme NGOs, religious history, lack of understanding, lack of information, lack of education about religious tolerance, negligence, individual attitude, politicisation and prejudice. The findings reveal that religious understanding and tolerance in Malaysia is still needed to be strengthened. Mutual religious understanding must be cultivated by introducing comparative religious studies at a tertiary level, and encouraging inter-religious dialogue in dealing with human and social issues like poverty, corruption, good values and others.

Keywords: Religious Discourse Analysis, Language and Religion, Religious Language.

LOST AND FOUND: EXPERIENCES OF ADOPTED CHILDREN IN DAVAO CITY IN THE PHILIPPINES

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Abstract

Adoption is a major life event for adoptive parents, extended family members, birth parents and especially, the children. Adoption is defined as the act of legally taking a child of other parents' and bringing the child up as one's own. International studies show that as children grow up, they develop a sense of their identity, they gradually develop self-concept and self-esteem ultimately, and they learn to be comfortable with themselves. The primary purpose of conducting this study is to know and understand experiences of the adoptees in Davao City, Philippines. Furthermore, it intends to identify the different ways of coping of the adoptees with this phenomenon. Using the qualitative-survey research, the researchers had a one-on –one interview, using open-ended questionnaire and used general thematic analysis among five (5) participants from Davao City. Based on the findings of the research, participants feel the love of their adoptive parents from childhood up to the present and are certainly grateful for being adopted by their adoptive parents. Adoptees are also coping on how to deal with some negative effects of adoption. Furthermore, for the influences, the respondents acknowledged their parents as their primary influence. The study shows that participants are living a positive life, a life full of love and acceptance from their adoptive families coping with some negative effects of adoption.

Keywords: Adoption, Adoptees, Adoptive Parents, Experiences, Coping Mechanism.

SOCIAL SCIENCES

COMPARATIVE STUDIES OF RELIGION

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Abstract

There are several religions which exist in the world. In this paper, Hinduism, Buddhism, Islam and Christianity are discussed; it is you who should understand which religion teaches for a consistency of worldly life, attainment of supreme Bliss and the appropriate Path that leads to such attainment. Hindus worship Brahman through infinite representation of Gods. They believe that they are at present as the result of the past. Their goal is to become free from the law of Karma (Continuous reincarnation). Yet, this teaching is based on Soul theory. Buddhists accept the existence of gods, but not as Creators and immortal. Buddha is viewed by His followers as a human having attained what they are also striving to attain which is spiritual attainment with its freedom from the continuous cycle of birth and death. Buddhism includes the major causes for rebirths are cravings, aversion and delusion. The goal is to purify one's heart and detach from sensual pleasures which are not fully rejected, but regarded as degrading when compared with supra-mundane life. Buddhists do not meditate focusing on gods but on self-discipline. Buddhism accepts the soul as an ever-changing essence. Muslims believe in Islam, a religion where there is only one almighty God, Allah. He is the creator of the Universe and all living beings and the source of all good and evil. For Christians, Jesus is the God in human form. of them who forgave people of their sins and everyone who believes in Him would have eternal life. The bible is a God's written message to humankind. Divine centered religions do not give values to humanistic approach.

Keywords: Religion, Hinduism, Islam, Buddhism, Christianity, God.

A STUDY ON WAGE DIFFERENTIALS IN THE TOURISM INDUSTRY

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Abstract

The tourism sector is considered to be a composite income generating sector. The importance of this sector is measured in terms of tourism GDP as well as by employment. The study is trying to examine the implications of employment in tourism, drawing attention to a field which is somewhat neglected within the tourism research, namely the supply or production side of tourism. Set within a human capital framework, where the basic purpose to conduct this study is to examine how the variables such as gender, education and age affect tourism employees' monthly wages. Furthermore, the study specifically tries to examine how the variable of gender affects these wages. This research paper uses observational data as well as questionnaires conducted with 50 tourism workers, data being collected from the employees' working in the hotel industry. This study aims to investigate the gender gap in the Indian tourism industry by pursuing two major objectives, both of which attempt to capture the extent to which gender effect exists within the industry. Firstly, the study explores the potential relationship which exists between demographic variables and employees' gender. Secondly, the paper studies the difference in earnings based on gender bias. The status of women through readings state that the real talents of women are kept hidden. These readings provide important insights which should be considered in the research areas pertaining to the female contribution in the tourism industry. The tourism industry tries to examine gender arrangements of tourism workers, comparing men's and women's status in the tourism industry, using indicators of job tenure, education, income, and age. In recent years, there has been significant progress with respect to women closing the gender gap in managerial positions in the hospitality industry. Pinar, (2009) has observed "patterns of employment ghettos in the industry," wherein certain departments are predominantly filled by men and others are predominantly staffed by women. This suggests that the gender diversity may be absent in the hospitality industry which uses the generalized measures of wage differentials. Wage discrimination has been explained in terms of statistical discrimination model where the average monthly wages of both women and men are considered. Variable X (wage) has been defined using OLS method for the purpose of performing regression analysis. The analysis of seasonality is another core area which has been taken into consideration. The main findings indicate that the independent variable such as education and wage are affected in a positive way, but gender does not have an impact on the earnings. Even though there exists no gender bias in this

SOCIAL SCIENCES

sector, tourism economics provides opportunities for further study. This field being a new branch which is gaining importance could be further explored addressing questions such as 'Is it possible for tourism to enhance women's status?'

Keywords: Wage Differential, Gender Bias, Gender Diversity, Seasonality, Tourism Industry.

MIRED IN THE PAST, MISLEADING THE PRESENT: KOREAN DRAMAS AND THE DISTORTION OF THE MODERN WOMEN

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Abstract

In the past decade, Korean popular culture has grown exponentially throughout Asia, as well as globally. One particular media form, Korean dramas, also referred to as K-dramas, have developed into a billion-dollar industry. These dramas, which are generally centered around a romantic focus, have seen an explosive rise in popularity in recent years. Korean Dramas portray a particular version of Asian women that is rooted in traditional and cultural female archetypes. This portrayal is manifested in an idealized physical appearance, and socioeconomic situation of the protagonists, both male and female.

This paper will examine the particular gender stereotypes of woman rooted in Asian society as depicted in Korean dramas. Through an analysis of the female representation as rendered in these series, this study will demonstrate that these depictions, which are subliminally delivered and predominantly viewed by female audiences, provide misleading perceptions of women and therefore reinforces conventional gender and cultural stereotypes. Typecasting women in traditional and cultural gender roles is contradictory to the modern view of female empowerment that focuses on elevating the social and economic status of women that is simultaneously rising in Asia, particularly in South Korea and China. Korean dramas serve as a regression of feminist ideals by reinforcing female stereotypes of submissive, dutiful and docile individuals who are subservient to their male counterparts. Additionally, this study will focus on the impact that these representations have on women, with particular emphasis on the rise of cosmetic surgery in South Korea.

Keywords: Woman, Feminism, Media, Cosmetic Surgery, Gender Stereotypes.

MEDIA IMAGES OF THE MIDDLE CLASS: A COMPARATIVE STUDY OF JAPAN AND CHINA IN THE HIGH ECONOMY GROWTH PERIOD

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Abstract

Previous studies on social classes and social strata have not taken media-constructed images as objects of research. Meanwhile, existing media studies have paid limited attention to media-constructed images of the middle class. This study aims to fill this research gap and establish a fundamental understanding of the above mentioned issue. First, an original model for understanding the middle class on the basis of objective attributes, subjective characteristics, and media images is presented. Second, the perspective of media studies is integrated with this model. Finally, a practical analysis of middle-class images constructed by the media is conducted.

In particular, this study focuses on Japanese and Chinese newspapers during their respective periods of high economic growth (Japan: 1955–1973, China: 2001 to 2012). By quantitatively and qualitatively analyzing reports or articles on the middle class in these newspapers, the paper resolves the media-created images of the middle class. Results revealed that the construction of images of the middle class in Japanese and Chinese newspapers has been influenced by government and academe. Some similarities were observed between Japan and China, namely: (1) strong policy orientation, (2) the use of local language to classify the middle class, (3) bias toward a “new middle class,” (4) value for consumption of goods, (5) gender divisions, (6) a Western orientation, and (7) hegemony during the construction process. Meanwhile, several differences were likewise observed, such as those in use of educational background, portrayal of housewives, and usage of such adjectives as “average” (Japan) and “affluent” (China).

Keywords: Middle Class, Media Image, Japan, China, Newspapers.



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