



Message From PRESIDENT OF SEAAIR



Dear delegates of SEAAIR 2011 Conference,

On behalf of SEAAIR, we would like to extend a very warm welcome to all participants of the 2011 SEAAIR Annual Conference in Chiangmai, (the Lanna Kingdom), Thailand.

For SEAAIR 2011, 221 Researchers from 9 countries submitted a total of 144 abstracts and 121 were accepted, with a key note speaker supported by ASEF. The 2011 Conference theme, *"University Social responsibility: Pathways to Excellence"* is timely and highly fitting given the continuous changes and challenges higher education institutions are faced with today. We need a review and understanding of what societal responsibility means to us as a higher education institution, the seat of higher learning. University or *"universitas magistrorum et scholarium"* means *"a community of teachers and scholars"* which designates a key university role as the hub of human development through teaching and learning. The end outcome of institutions is the students which are our ultimate responsibility to provide a more pertinent well rounded education that significantly develops the *"total graduate"* as a socially responsible, ethical and moral citizen of a networked global society of the future.

SEAAIR conferences have always aimed to bring together policy-makers, academics, researchers, practitioners and managers in higher education institutions from not only the Southeast Asian region but also from other sister chapters and regions. It continues to aim to expand academic and networking relationships, provide and share new academic, cultural and learning experiences through collaborative efforts via Institutional Research. SEAAIR has grown from strength to strength over the past 11 years to provide a balance of quality academic papers and the rich culture as offered and shared by each host institution in the different countries of Malaysia, Thailand, People's Republic of China, Indonesia, and the Philippines. We fully believe that the conferences will continue to benefit and built on the academic and cultural learning and sharing as we moves towards ASEAN 2015.

It is hoped that everyone will enjoy the conference learning and sharing, the local favourite hot spots and cultural spots, the local cuisine and the hospitality of the rich traditions and cultures of the Lanna Kingdom. To add to your experience at SEAAIR 2011, the local organizing committee has worked hard to create not only an academic but also an enjoyable and memorable stay in Chiangmai which will highlight the magic of Loy Krathong, the festival of lights in the cool months of November.

We sincerely thank the LOC members and team for the 2011 SEAAIR Conference to take up the challenge of hosting SEAAIR in Chiangmai, Thailand and all participants who will make this conference a success. It is hoped that everyone has not only an enjoyable but a beneficial conference. We also invite everyone to share with us the Borneo heritage when the University Malaysia Sabah, Malaysia welcomes us in 2012. Happy sharing and learning.

Thank you and I remain,



Assoc. Prof. Teay Shawyun, Ph.D
President, SEAAIR