# 11th Annual SEAAIR Conference

**University Social Responsibility: Pathways to Excellence**  
November 2 – 4, 2011  
The Empress Hotel & Convention Centre

## Programme

### Nov. 1, 2011  15:00 – 16:00  
**Registration**  
*Location: 2nd Floor of Empress Convention Centre*

### Nov. 2, 2011  08:00 – 16:00  
**Registration**  
*Location: 2nd Floor of Empress Convention Centre*

#### 09:00 – 09:30  
**Opening Ceremony**  
*Location: Chiang Mai Room 3-4-5*

**Welcome Address**  
Prof. Pongsak Angkasith  
*President, Chiang Mai University*

**Opening Report**  
Asst. Prof. Nat Vorayos  
*Vice President for Research and Academic Affairs*

**Opening Address**  
Assoc. Prof. Teay Shawyun  
*President, SEAAIR*

#### 09:30 – 11:00  
**Keynote speech I**  
*Topic: “Institutionalizing Industry and Community Engagement in Higher Education: Challenges and Recommendations Across Asia and Europe”*  
*By Prof. Saran Kaur Gill*  
*Location: Chiang Mai Room 3-4-5*  
*(Break will be served in the session room around 10:30)*

#### 11.00 – 12.00  
**Keynote speech II**  
*Topic: “Dual Track University Excellence as a Means towards USR”*  
*By Prof. Vicharn Panich, M.D.*  
*Location: Chiang Mai Room 3-4-5*

#### 12:00 – 12:15  
**Group photo**

#### 12:15 – 13:00  
**Lunch Break**

#### 13:00 – 15:00  
**Parallel sessions**

<table>
<thead>
<tr>
<th>Session</th>
<th>WPM1-1</th>
<th>WPM1-2</th>
<th>WPM1-3</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Topic</strong></td>
<td>Institutional Capacities and Capabilities</td>
<td>Educational and Technological Advances and Applications</td>
<td>IR Responses and Responsibilities</td>
</tr>
<tr>
<td><strong>Chair</strong></td>
<td>Shawyun Teay</td>
<td>Tatik Suryani</td>
<td>Krisda Tanlouisak</td>
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<tr>
<td><strong>Location</strong></td>
<td>Chiang Mai Room 3-4-5</td>
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<td>13:00 – 13:20</td>
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<td>WPM1-2-1</td>
<td>WPM1-3-1</td>
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<td>13:20 – 13:40</td>
<td>WPM1-1-2</td>
<td>WPM1-2-2</td>
<td>WPM1-3-2</td>
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<tr>
<td>13:40 – 14:00</td>
<td>WPM1-1-3</td>
<td>WPM1-2-3</td>
<td>WPM1-3-3</td>
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<tr>
<td>14:00 – 14:20</td>
<td>WPM1-1-4</td>
<td>WPM1-2-4</td>
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<tr>
<td>14:20 – 14:40</td>
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<td>14:40 – 15:00</td>
<td>WPM1-1-6</td>
<td>WPM1-2-6</td>
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#### 15:00 – 15:40  
**Coffee Break**

#### 15:40 – 17:20  
**Parallel sessions**
**11th Annual SEAIR Conference**
November 2-4, 2011, The Empress Hotel, Chiang Mai, Thailand

### Session

#### Topic
- **WPM2-1**: Institutional Capacities and Capabilities
- **WPM2-2**: Educational and Technological Advances and Applications
- **WPM2-3**: IR Responses and Responsibilities

#### Chair
- **WPM2-1**: Shawyun Tay
- **WPM2-2**: Avorn Opapatanaakit
- **WPM2-3**: Raj Sharma

#### Location
- **WPM2-1**: Chiang Mai Room 3-4-5
- **WPM2-2**: Chiang Mai Room 1
- **WPM2-3**: Chiang Mai Room 2

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Location</th>
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<tbody>
<tr>
<td>15:40 – 16:00</td>
<td>1st Parallel</td>
<td>WPM2-1-1</td>
<td>WPM2-1-1</td>
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<tr>
<td>16:00 – 16:20</td>
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<td>Chiang Mai Room 3-4-5</td>
<td>Chiang Mai Room 1</td>
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<tr>
<td>16:20 – 16:40</td>
<td>TAM1-2</td>
<td>TAM1-2-1</td>
<td>TAM1-2-2</td>
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<td>16:40 – 17:00</td>
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<tr>
<td>17:00 – 17:20</td>
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<td>TAM1-2-4</td>
<td>TAM1-2-4</td>
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<tr>
<td>18:00 – 20:00</td>
<td>Welcome Party</td>
<td>Imperial Ballroom</td>
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<tr>
<td>Nov. 3, 2011</td>
<td>Registration</td>
<td>Location: 2nd Floor of Empress Convention Centre</td>
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<tr>
<td>9:00 – 10:20</td>
<td>Parallel sessions</td>
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<td>Coffee Break</td>
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<td>10:30 – 11:50</td>
<td>Parallel sessions</td>
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### Session

#### Topic
- **TAM1-1**: Institutional Capacities and Capabilities
- **TAM1-2**: Educational and Technological Advances and Applications
- **TAM1-3**: Academic Endeavors and excellence

#### Chair
- **TAM1-1**: Olivia Legaspi
- **TAM1-2**: Jomjai Sampet
- **TAM1-3**: Krisda Tanchaisak

#### Location
- **TAM1-1**: Chiang Mai Room 3-4-5
- **TAM1-2**: Chiang Mai Room 1
- **TAM1-3**: Chiang Mai Room 2

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<tr>
<td>9:00 – 9:20</td>
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<td>9:40 – 10:00</td>
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<td>10:30 – 11:50</td>
<td>Parallel sessions</td>
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### Session

#### Topic
- **TAM2-1**: Institutional Capacities and Capabilities
- **TAM2-2**: Quality Tenacity and Tenets
- **TAM2-3**: Academic Endeavors and excellence

#### Chair
- **TAM2-1**: Olivia Legaspi
- **TAM2-2**: Jomjai Sampet
- **TAM2-3**: Don S. Malabanan

#### Location
- **TAM2-1**: Chiang Mai Room 3-4-5
- **TAM2-2**: Chiang Mai Room 1
- **TAM2-3**: Chiang Mai Room 2

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<td>10:30 – 10:50</td>
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<td>13:00 – 14:40</td>
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### Session Schedule

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<th>Session</th>
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<tr>
<td><strong>Topic</strong></td>
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<td>New, Creative, Innovative and Steric Initiatives</td>
<td>Academic Endeavors and excellence</td>
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<td>TPM1-1-3</td>
<td>TPM1-2-3</td>
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<td>14:00 – 14:20</td>
<td>TPM1-2-4</td>
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14:40 – 15:40 Coffee Break
15:40 – 17:00 Parallel sessions

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<td>17:00 – 17:20</td>
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17:45 Bus leaves the Empress Convention Centre
19:00 – 21:00 Banquet

**Location:** Khum Khantoke

Nov. 4, 2011 8:00 – 10:30 *Annual General Meeting*

*Location: Chiang Mai Room 3-4-5*

10:30 – 11:00 *Closing Ceremony*

*Location: Chiang Mai Room 3-4-5*

11:00 – 12:30 *Lunch Break*

12:30 Bus leaves the Empress Convention Centre

13:30 – 18:00 *Tours* (participants have to register for this tour with the conference registration)

*Location: Huai Hongkrai Royal Development Study Center*
# 11th Annual SEAAIR Conference

**University Social Responsibility: Pathways to Excellence**  
**November 2 – 4, 2011**  
**The Empress Hotel & Convention Centre**  

**Oral Presentation**  
**Wednesday November 2, 2011**  
**13:00 – 15:00 hr.**

**WPM1-1**  
**Institutional Capacities and Capabilities**

<table>
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<tr>
<th>Time</th>
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<tbody>
<tr>
<td>13:00</td>
<td>WPM1-1-1</td>
<td>The Use of Strategic Management Approach in University Social Respons-</td>
<td>Duangduen Chancharoen, Narat Wattanapanit, Nathee Kerdarooon, Parichat Noentong and Pornpen Oggungwal</td>
</tr>
<tr>
<td>13:20</td>
<td>WPM1-1-2</td>
<td>Strategic USR Management Framework</td>
<td>Teay Shawyun</td>
</tr>
<tr>
<td>14:00</td>
<td>WPM1-1-4</td>
<td>Strategic Analysis of Students' Interests Mapping to Forecast and Develop Higher Education Institution's International Competitiveness</td>
<td>Lindiatarti</td>
</tr>
<tr>
<td>14:20</td>
<td>WPM1-1-5</td>
<td>Effects of Unconscious Reframing in Diminishing Sexual Orientation of Young Male Homosexuals in an Exclusive School in Metro Manila</td>
<td>Maria Loida Faye C. Borbon</td>
</tr>
<tr>
<td>14:40</td>
<td>WPM1-1-6</td>
<td>Lecturers' and Employees’ Perception on GCG Implementation in Widyatama University</td>
<td>Rafael G. Aida W., and Lashanah</td>
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</table>

**WPM1-2**  
**Educational and Technological Advances and Applications**

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<th>Time</th>
<th>Session</th>
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</thead>
<tbody>
<tr>
<td>13:00</td>
<td>WPM1-2-1</td>
<td>Effect of Women and Men Students’ Attitudes On Corporate Responsibility in Society Effect</td>
<td>Triana Mayasari, and Erida Herlina</td>
</tr>
<tr>
<td>13:20</td>
<td>WPM1-2-2</td>
<td>How the Internet is Related to Metacognitive Strategies Used in Academic Writing: The Smooth Combination of Technology and Education</td>
<td>Urrat Parnrod</td>
</tr>
<tr>
<td>13:40</td>
<td>WPM1-2-3</td>
<td>Student’s Intensity and Practice’s Skill on Integrating Technology into Bank Accounting Course</td>
<td>Diyah Pujiati, and Nanang Sionhadji</td>
</tr>
<tr>
<td>14:00</td>
<td>WPM1-2-4</td>
<td>A Community-Driven Research Initiative: Acoustic Technology for Non-Destructive Evaluation to Increase Export Value of Mangosteens</td>
<td>Hathaichanok Thavichat, Nattapong Swangmuang, Kasemsak Uthaichana, Nipon Theera-Umpoon, Hideyuki Sawada, and Tanachai Pankasemsuk</td>
</tr>
<tr>
<td>14:20</td>
<td>WPM1-2-5</td>
<td>Analysis of Multiple Choice Tests for the University Entrance Test</td>
<td>Moedjadi Hardjosuwito, and Alfiah Hasanah</td>
</tr>
<tr>
<td>14:40</td>
<td>WPM1-2-6</td>
<td>The Application of Innovative Progressive Learning Model on Entrepreneurship Course Delivered in University of Ciputra</td>
<td>Tina Melinda</td>
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### WPM1-3
**IR Responses and Responsibilities**

**Chair(s):** Krisda Tanchaisak  
**Location:** Chiang Mai Room 2

<table>
<thead>
<tr>
<th>Time</th>
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<th>Authors</th>
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<tbody>
<tr>
<td>13:00 – 13:20</td>
<td>WPM1-3-1</td>
<td>Students’ Perceptions and Participations towards Social Contribution Activities</td>
<td>Krisda Tanchaisak</td>
</tr>
<tr>
<td>13:20 – 13:40</td>
<td>WPM1-3-2</td>
<td>Corporate Social Responsibility (CSR) in Higher Educational Institute: Senior Management Perspectives: A Case Study of Chiang Mai University</td>
<td>Narumon Kimpakorn, Boonsawart Prugsiganont, Robert E., Waters, Jr., Tanya Prombruom, and Jomjai Sampet</td>
</tr>
<tr>
<td>13:40 – 14:00</td>
<td>WPM1-3-3</td>
<td>University Social Responsibility: Pathways of Lampang Rajabhat University</td>
<td>Duangchan Dioowilai, Chutima Khamboonchoo, Duangjai Pille, and Pongprad Soonthornpasuch</td>
</tr>
<tr>
<td>14:00 – 14:20</td>
<td>WPM1-3-4</td>
<td>Student Transition Rates in an Australian Higher Education Institution</td>
<td>Andrias Paramita</td>
</tr>
<tr>
<td>14:20 – 14:40</td>
<td>WPM1-3-5</td>
<td>Aligning of Knowledge Management and People Management (Case of Private University in Indonesia)</td>
<td>Dyah Kusumastuti, and Haryanto Prabowo</td>
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**Wednesday November 2, 2011**  
**15:40 – 17:20 hr.**

### WPM2-1
**Institutional Capacities and Capabilities**

**Chair(s):** Shavyun Teay  
**Location:** Chiang Mai Room 3-4-5

<table>
<thead>
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<tbody>
<tr>
<td>15:40 – 16:00</td>
<td>WPM2-1-1</td>
<td>Mapping the Recruitment Method of New Employees for Managing Job Preparation Program in Higher Education</td>
<td>Harry Widyantoro, and Tjahjani Pratitowati</td>
</tr>
<tr>
<td>16:00 – 16:20</td>
<td>WPM2-1-2</td>
<td>The Effect of Alignment between Personal and Organization Ambition on Student Engagement and Satisfaction</td>
<td>Tjahjani Pratitowati, and Harry Widyantoro</td>
</tr>
<tr>
<td>16:20 – 16:40</td>
<td>WPM2-1-3</td>
<td>What Happens to Organization Performance in the Dimension of Bundling Strategic Resource with IT Capabilities?</td>
<td>Warrapojo Panrod, and Kaedsiri Jaroenwisan</td>
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### WPM2-2
**Educational and Technological Advances and Applications**

**Chair(s):** Avorn Opatpananakit  
**Location:** Chiang Mai Room I

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<thead>
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<tbody>
<tr>
<td>15:40 – 16:00</td>
<td>WPM2-2-1</td>
<td>Developing and Improving the Quality of Learning Process in Higher Education By E-Learning (Moodle – Forum Software)</td>
<td>Romanus Wilopo</td>
</tr>
<tr>
<td>16:00 – 16:20</td>
<td>WPM2-2-2</td>
<td>The Effectiveness of EQ Intervention Program (EQuIP) in Strengthening the Emotional Competence of Transnational Students with Absentee Parents</td>
<td>Jenneth G. De Guia</td>
</tr>
<tr>
<td>16:20 – 16:40</td>
<td>WPM2-2-3</td>
<td>The Effectiveness of Modified-Systematic Desensitization Program in Reducing Levels of Test Anxiety and Enhancing Accounting Achievement</td>
<td>M.J. Arquion</td>
</tr>
<tr>
<td>16:40 – 17:00</td>
<td>WPM2-2-4</td>
<td>The Effectiveness of the Weblog Used as an Online Computer Assisted Learning Tool on Enhancing Writing Abilities of Low-Intermediate EFL Students</td>
<td>Thanawan Suthiwartnarueput, and Punchalee Wasanasomithi</td>
</tr>
<tr>
<td>17:00 – 17:20</td>
<td>WPM2-2-5</td>
<td>Perceptions of Teachers in Portfolio Assessment in Teaching Math &amp; Science Concepts</td>
<td>Mary Joan Guzman</td>
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</tbody>
</table>
WPM2-3
IR Responses and Responsibilities

Chair(s): Raj Sharma
Location: Chiang Mai Room 2

15:40 – 16:00  WPM2-3-1 (P. 163) Exploring the Technology Readiness of Business Students in an E-learning Environment Business College
Emma Yuliawati, and Laila Saleh Marta

16:00 – 16:20  WPM2-3-2 (P. 167) Implementation of Student Centered Learning Model in Teaching Learning Process to Increase the Students’ Performance and Core Competency
Lia Amaliawiati, Asfia Murni, and Wawan Wirahmana

16:20 – 16:40  WPM2-3-3 (P. 173) Students’ Perceptions Regarding Ramkhamhaeng University’s Social Responsibility Practices
Narat Wattanapanit

16:40 – 17:00  WPM2-3-4 (P. 179) Defining and Redefining the Graduates: The STMTCC Thrust on Institutional Development
Ma. Rhona J. Pelasol

17:00 – 17:20  WPM2-3-5 (P. 185) University Social Responsibility: Training of Accounting to support Small and medium Enterprise (SMEs)
Intan Oviantari

Thursday November 3, 2011
9:00 – 10:20 hr.

TAM1-1
Institutional Capacities and Capabilities

Chair(s): Olivia Legaspi
Location: Chiang Mai Room 3-4-5

9:00 – 9:20  TAM1-1-1 (P. 189) Good Governance Management Model for Ratchaburi Subdistrict Administration Organization
Nakom Teerasuwannajuck

9:20 – 9:40  TAM1-1-2 (P. 194) Mangrove Throughout the Years: Its Narrative Development and Social Relevance
Araceli C. Doromal

9:40 – 10:00  TAM1-1-3 (P. 200) Promoting Developmental Outcomes for Children-in-Conflict with the Law: A DLSU-D Framework
Alice T. Valerio

10:00 – 10:20  TAM1-1-4 (P. 206) The Lessons that Students Learned from their Engagement in Community Outreach Activities
Olivia M. Legaspi

TAM1-2
Educational and Technological Advances and Applications

Chair(s): Jomjai Sampet
Location: Chiang Mai Room 1

9:00 – 9:20  TAM1-2-1 (P. 210) Applying the Rational Unified Process (RUP) Approach to Implement eLearning at Saint Mary’s University of Bayombong, Nueva Vizcaya
Gertrude G. Danao

Mateo R. Borbon, Jr.

9:40 – 10:00  TAM1-2-3 (P. 220) USR – A Program Structure Approach
Nirwan Idrus
A Comparison of the Achievement of First Year Students in English II (222102) Class via Student Teams-Achievement Division (STAD) Method and Lecture Method
Rinda Warawudhi

TAM1-3
Academic Endeavors and excellence

Chair(s): Krisda Tanchaisak
Location: Chiang Mai Room 2

9:00 – 9:20 TAM1-3-1 (P. 231)
What Fundamental Lawyering Skills do Law Students of Chiang Mai University Need to Improve Their Legal Practice Ability?
Chainarong Luengvilai, and Pitipong Yodmongkon

9:20 – 9:40 TAM1-3-2 (P. 237)
Interpersonal Skills Learning in Information System Department for Developing Soft Skills and Caring Attitude
Faza Faikar Cordova, and Erna Suryani

9:40 – 10:00 TAM1-3-3 (P. 243)
Exploring Undergraduate Students’ Learning Difficulties Through Multiple Intelligence Theory
Tajularipin Sulaiman, Roselan Baki, and Wan Marzuki Wan Jaafar

Thursday November 3, 2011
10:30 – 11:50 hr.

TAM2-1
Institutional Capacities and Capabilities

Chair(s): Olivia Legaspi
Location: Chiang Mai Room 3-4-5

10:30 – 10:50 TAM2-1-1 (P. 249)
Developing HardSkill and SoftSkill for Improving Students Performance in Accounting Department at STIE Perbanas Surabaya
Gunasti Hudiwinarsih, and Supriyati

10:50 – 11:10 TAM2-1-2 (P. 254)
Opportunities and Challenges in Solid Waste Management
Araceli C. Doromal

11:10 – 11:30 TAM2-1-3 (P. 260)
Analysis of Community Service Implementation in Supporting the Growth of Micro and Small Enterprise
Lasmanah, and Rafael G. Aida Wijaya

11:30 – 11:50 TAM2-1-4 (P. 265)
The Development Concept of Service Quality at Student Affairs Deptment of Widyatama University Using Factor Analysis
Tezza Adriansyah Anwar, and Ayuningtyas Yuli Hapsari

TAM2-2
Quality Tenacity and Tenets

Chair(s): Jomjai Sampet
Location: Chiang Mai Room 1

10:30 – 10:50 TAM2-2-1 (P. 271)
Students’ Perception On Attraction And Service Satisfaction In STIE Perbanas Surabaya
Soni Harsono

10:50 – 11:10 TAM2-2-2 (P. 276)
PACUCOA Level IV Accreditation of Marine Engineering Program: Response to Quality Education and Training in the Philippines
Rolando A. Alimen, and Ralph. L. Pador

11:10 – 11:30 TAM2-2-3 (P. 280)
The Sertec Legacy: What Were the Quality Assurance Practices Perceived to be Most Effectiveness in Former Technikons?
Jacob Selesho
TAM2-3
Academic Endeavors and excellence

**Chair(s):** Don S. Malabanan  
**Location:** Chiang Mai Room 2

**10:30 – 10:50 TAM2-3-1**  
(P. 283) Higher Education Readiness to Implement International Financial Reporting Standard (IFRS) and Changing International Environment  
*Nanang Shonhadj*  

**10:50 – 11:10 TAM2-3-2**  
(P. 288) Entrepreneur Self-Efficacy Influence of Interest to Students For EntrepreneurshipThe Role of Gender Differences Moderation  
*Aniek Maschudah Ilfitriah, and Emma Yulianti*

**11:10 – 11:30 TAM2-3-3**  
(P. 293) Advancing Genuine Development through University Social Responsibility  
*Rio R. Mazo*

**11:30 – 11:50 TAM2-3-4**  
(P. 297) The Impact of Promotional Mix to Widyanata University’s Brand Image in the District of Cinajur (Research at High Schools in the District of Cianjur)  
*Adam Faritzal, and Sri Wiludjeng Sp*  

**Thursday November 3, 2011**  
**13:00 – 14:40 hr.**  

TPM1-1  
Institutional Capacities and Capabilities

**Chair(s):** Don S. Malabanan  
**Location:** Chiang Mai Room 3-4-5

**13:00 – 13:20 TPM1-1-1**  
(P. 311) Institutional Research Capabilities of a Maritime University in Asia: Pathway towards Global Excellence in Maritime Education  
*Rolando A. Alimen, and Cicero D. Ortiz*

**13:20 – 13:40 TPM1-1-2**  
(P. 318) An Exploratory Study of University X’s State of Readiness in Scholarship of Teaching, Shared Governance and Change Management  
*Hamzah Bin Md.Omar, and Mohd Khairuddin Abdullah*

**13:40 – 14:00 TPM1-1-3**  
(P. 324) Quality of Physical Service and Environment Provided for Students Learning in Chandrakasem Rajabhat University  
*Staporn Tawonatiwas, Phachamon Jaisaard, and Paftaraporn Kitatinukoon*

TPM1-2  
New, Creative, Innovative and Esteric Initiatives

**Chair(s):** Tatik Suryani  
**Location:** Chiang Mai Room 1

**13:00 – 13:20 TPM1-2-1**  
(P. 328) Music Therapy for Physically Disabled Children  
*Jakkrit Klapajone, Lakkana Thai kruea, Annette Janine George, and Anuruk Tantong*

**13:20 – 13:40 TPM1-2-2**  
(P. 334) Community Service based Learning as USR Program and the Impact for Marketing University  
*Tatik Suryani*

**13:40 – 14:00 TPM1-2-3**  
(P. 340) Waste Segregation in De La Salle University – Dasmariñas  
*Je Johari dela Cruz*

**14:00 – 14:20 TPM1-2-4**  
(P. 342) Environmental Hazards in the housing of older people from the academic staff of AMS, CMU  
*Supawadee Putthinoi, and Nopasit Chakpitak*

**14:20 – 14:40 TPM1-2-5**  
(P. 347) Using Knowledge Management To Drive Creative Cities in Thailand  
*Korawan Sangkakorn*
### TPM1-3

**Academic Endeavors and excellence**

**Chair(s):** Raj Sharma  
**Location:** Chiang Mai Room 2

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<td>TPM1-3-1 USR – A Pedagogy Dilemma in Asia (P. 351)</td>
<td>Nirwan Idrus</td>
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<td>13:40 – 14:00</td>
<td>TPM1-3-3 Non-Completion of Degrees in the College of Education Graduate Studies: Causes and Recommended Solutions (P. 365)</td>
<td>Olivia M. Legaspi, Maria Luisa S. Abiador, and Dina U. Gagasa</td>
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<td>TPM1-3-4 Role Play Method of Teaching for Improving the Students Academic Performance in Banking Laboratory Course (P. 370)</td>
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<td>TPM1-3-5 The Influence of the Graduate Faculty’s Habits of Mind On the Relationship Between Their Core-Self Evaluations and Adult Learning Practices: Implications to Graduate School Teaching (P. 375)</td>
<td>Ma. Florecilla C. Cinches</td>
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#### Thursday November 3, 2011

15:40 – 17:20 hr.

### TPM2-2

**New, Creative, Innovative and Esteric Initiatives**

**Chair(s):** Don S. Malabanan  
**Location:** Chiang Mai Room 1

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<td>Noel S. Marañon</td>
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<td>16:00 – 16:20</td>
<td>TPM2-2-2 Emotional Intelligence and the Work Performance of the Fulltime Faculty of a Sectarian Institution: Implications to Personal and Social Competencies (P. 387)</td>
<td>Ana Lee P. Garcia, and Mam</td>
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<td>16:20 – 16:40</td>
<td>TPM2-2-3 Environmentally Responsible Individuals: Challenge to Sustainable Environmental-Friendly Management (P. 393)</td>
<td>Rolando A. Alimen, Marietta Agustin-Teaño, and Cicero D. Ortiz</td>
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<td>16:40 – 17:00</td>
<td>TPM2-2-4 Lived Experiences and Lessons Learned: The Case of Seven Effective School Leaders in the Philippines (P. 397)</td>
<td>Nieves M. Medina, and Lester Luis U. Medina</td>
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15:40 – 16:00 TPM2-3-1 Sexting as Socio-Cultural Practice and Its Influence Among Filipino Youth: A Journey to Explore
Rolando A. Alimen, and Marietta Agustin-Teafio

16:00 – 16:20 TPM2-3-2 Cluster analysis in the determination of Widyatama University Students Segments
Taufik Rachim, and Zulganef

16:20 – 16:40 TPM2-3-3 The Role of Ethnocentrism in Higher Students Behavior to Consume (The Study of Made in China Fashion Products in Bandung)
Zulganef, and Taufik Rachim

16:40 – 17:00 TPM2-3-4 The Comparative Analysis of Academic Advisor Pattern I and Pattern II Considered from Student’s Interest in Business and Management Faculty of Widyatama University
Sri Wiludjeng Sp, and Lasmanah Ina

17:00 – 17:20 TPM2-3-5 Determinants of Work Performance of Stakeholders: An Evaluation of the Human Resource Short Term Training Program of the University of Mindanao
Reynaldo O. Cuizon, and Michelle Y. Acledan