

MARCH 22-23, 2022 | ONLINE FROM TOKYO, JAPAN

# The 7th Asian Undergraduate Research Symposium



PROGRAMME & ABSTRACT BOOK

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Organised by The International Academic Forum (IAFOR) in association with the IAFOR Research Centre at Osaka University and IAFOR's Global University Partners



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IAFOR has entered into a number of strategic partnerships with universities across the world to form the IAFOR Global Partnership Programme. These academic partnerships support and nurture IAFOR's goals of educational cooperation without borders, connecting the organisation with institutions that have an international and internationalising profile, and a commitment to interdisciplinary research.

The IAFOR Global Partnership Programme provides mutual recognition and scope for Global Partner institutions and organisations to showcase their research strengths, as well as engage in the development of projects and programmes with IAFOR.



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# Letter of Welcome

Dear Participants,

Welcome to the 7th Asian Undergraduate Research Symposium (AURS). Now in its seventh year, AURS has become an exciting addition to IAFOR annual schedule. We are very excited to welcome you all to AURS.

We are looking forward to meeting you all online and hearing about your research studies. During the two days we will be discussing with you the benefits and challenges of presenting at an international conference. We will also be providing workshops to assist you in presentation skills and techniques for how to answer the questions that you may be asked.

During our time together, you will have plenty of time for discussion with us, with each other, and with other professors who will come to see your presentations. We hope that you can make many new friends from around the globe and network with those in similar fields.

Kind regards,  
**Yvonne Masters, José McClanahan, Joseph Haldane, Grant Black, Christian Klink**  
AURS Facilitators

# AURS Facilitators



## Yvonne Masters

Yvonne Masters is an independent researcher in Australia. She has been involved with IAFOR for several years as a member of The Asian Conference for Education Organising Committee, as co-facilitator of The Asian Undergraduate Research Symposium, and as a member of the International Academic Advisory Board. Yvonne is the current Editor-in-Chief of the *IAFOR Journal of Education*, a Scopus-indexed, open access journal on education.

Yvonne was a teacher and teacher educator for over 40 years and is still passionate about education. She was a senior lecturer in Professional Classroom Practice in the School of Education, University of New England (UNE), Australia, a position that she accepted after five years as Director of Professional Experience in the same school. Prior to taking up her position at UNE, she had 30 years' experience in secondary schools including in the roles of Curriculum Coordinator, Deputy Principal and Principal. Her teaching experience spans three Australian states. Her research interests centre on undergraduate research, academic publication, teacher education and policy, professional experience, teacher identity, online learning and virtual worlds. Yvonne was awarded her PhD, focused on school principalship, from Deakin University.

Yvonne serves as a reviewer for several education journals and is a senior reviewer for IAFOR conferences. She presents on a variety of education topics including publishing as an academic, teacher education policy, undergraduate research, and online teaching at a range of conferences, both Australian and international.



## José McClanahan

Joseph (José) McClanahan, PhD, is Chair of the Department of Modern Languages and Literatures and an Associate Professor of Spanish at Creighton University Omaha, Nebraska. There, he teaches at all levels of the curriculum, including language, literature and culture. He has taught in Spain, Latin America and Japan. Recently, his research interests have focused on the area of teaching courses related to Languages for Special Purposes, in particular courses related to teaching Spanish to future healthcare professionals. He also has a strong interest

in curricular development and design from a language perspective and also focuses on new students entering the university. He has had several summer research grants to work with undergraduate students who are doing research in the Humanities. He has also led student educational trips to every continent on the globe.

# AURS Facilitators



## Joseph Haldane

Joseph Haldane is the Founder, Chairman and CEO of IAFOR. He is responsible for devising strategy, setting policies, forging institutional partnerships, implementing projects, and overseeing the organisation's international business and academic operations, including research, publications and events.

Dr Haldane is a founding Co-Director of the IAFOR Research Centre, an interdisciplinary think tank situated at The Osaka School of International Public Policy (OSIPP), Osaka University,

where since 2015 he has also been a Guest Professor, teaching on the postgraduate Global Governance Course.

A Member of the World Economic Forum's Expert Network for Global Governance, Professor Haldane's research and teaching is on history, politics, international affairs and international education, as well as governance and decision making.

In 2020 Dr Haldane was appointed Honorary Professor of UCL (University College London), through the Bartlett School of Construction and Project Management. He also holds Visiting Professorships in the Faculty of Philology at the University of Belgrade, and at the School of Business at Doshisha University in Kyoto, where he teaches Ethics and Governance on the MBA programme. He is a Member of the International Advisory Council of the Department of Educational Foundations at the University of Hawai i at Mānoa.

Dr Haldane holds a PhD from the University of London in 19th-century French Studies, and has had full-time faculty positions at the University of Paris XII Paris-Est Créteil, Sciences Po Paris, and Nagoya University of Commerce and Business, as well as visiting positions at the French Press Institute in the University of Paris II Panthéon-Assas, The School of Journalism at Sciences Po Paris, and the School of Journalism at Moscow State University (Russia).

Dr Haldane has given invited lectures and presentations to universities and conferences around the world, including at the United Nations Headquarters in New York, and advised universities, NGOs and governments on issues relating to international education policy, public-private partnerships, and multi-stakeholder forums. He was the project lead on the 2019 Kansai Resilience Forum, held by the Japanese Government through the Prime Minister's Office and the Cabinet Office in collaboration with IAFOR.

From 2012-2014, Dr Haldane served as Treasurer of the American Chamber of Commerce in Japan (Chubu), and since 2015 he has been a Trustee of the HOPE International Development Agency (Japan). He was elected a Fellow of the Royal Asiatic Society in 2012, and the Royal Society of Arts in 2015.



# AURS Facilitators



## Grant Black

Dr Grant Black is an Associate Professor in the Faculty of Commerce at Chuo University, Tokyo, Japan, where he has taught Global Skills and Global Issues since 2013. Grant is engaged in diverse roles as a global manager, systems builder, executive leader and university professor. His research and teaching areas include global management skills, intercultural intelligence (CQ) and organisational management. He also has taught Japanese Management Theory at J. F. Oberlin University (Japan), and a continuing education course in the Foundations of Japanese Zen Buddhism at Temple University Japan.

Previously, he was Chair of the English Section at the Center for Education of Global Communication at the University of Tsukuba where he served in a six-year post in the Faculty of Humanities and Social Sciences. He holds a BA Honors in Religious Studies from the University of California, Santa Barbara; an MA in Japanese Buddhist Studies from the University of California, Los Angeles; and a Doctor of Social Science (DSocSci) from the Department of Management in the School of Business at the University of Leicester. Dr Black is a Chartered Manager (CMgr), the highest status that can be achieved in the management profession in the UK. In 2018, he was elected a Fellow of the Chartered Management Institute (FCMI) and Fellow of the Royal Society of Arts (FRSA). Grant is President of Black Inc. Consulting (Japan), a business & university global strategic management firm based in Tokyo which helps individuals and organisations achieve their global targets. He is the director of the newly formed Nippon Academic Management Institute (NAMI) and the author of the forthcoming *Education Reform Policy at a Japanese Super Global University: Policy Translation, Migration and Mutation* (Routledge, 2022). He serves as a Vice-President for The International Academic Forum (IAFOR).

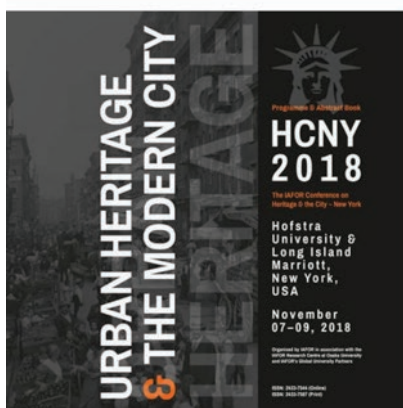
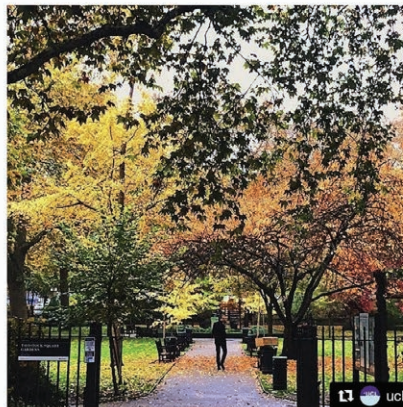
Dr Grant Black is a Vice-President (at large) of IAFOR. He is a member of the Business & Economics section of the International Academic Advisory Board.

## Christian Klinke



Christian earned a Masters' in history, politics, and philosophy at the Technical University Darmstadt, Germany, and an MBA degree in education and knowledge management, specialising in organisational development in higher education from Carl-von-Ossietzky-University of Oldenburg, Germany.

In the past, Christian worked in different branches in the private industry f.ex. as a project manager for the ministry of education of his state and ran his own start-up company in the education sector.





A grayscale photograph of a woman with long hair, wearing glasses and a knitted sweater. She is smiling and resting her chin on her hand. The image is dark and serves as a background for the text.

# Symposium Guide

**Symposium Schedule**

**General Information**



## Tuesday, March 22, 2022 | Online from Tokyo

# Shaping and Presenting Ideas

- |                    |   |
|--------------------|---|
| <b>15:00-15:10</b> | <b>Welcome Announcements and Introduction</b>   |
| <b>15:10-15:25</b> | <b>Student Introductions</b><br>Ice-breaker activities that make use of Zoom's breakout rooms to encourage students to get to know each other and share their stories.  |
| <b>15:25-15:50</b> | <b>Professional Development/Capacity Building Session 1</b><br>This session is aimed at students considering further study and a possible career in academia.   |
| <b>15:50-16:00</b> | <b>Break</b>  |
| <b>16:00-16:30</b> | <b>Professional Development/Capacity Building Session 2</b><br>In this session, students have the chance to bring their own questions in small groups and discuss their own feelings about future career paths.   |
| <b>16:30-16:40</b> | <b>Break</b>  |
| <b>16:40-17:10</b> | <b>Professional Development/Capacity Building Session 3</b><br>Students learn how to conduct themselves at conferences, during solo presentations, panels, and roundtables. How to ask and answer questions, deal with difficult situations and disagreements will also be covered. |





## Tuesday, March 22, 2022 | Online from Tokyo

# Shaping and Presenting Ideas

- |                    |   |
|--------------------|---|
| <b>17:10-17:40</b> | <b>Professional Development/Capacity Building Session 4</b><br><b>Roundtable Sessions</b><br>Students with research in similar fields engage in discussions based on themes decided by a session chair with knowledge of the relevant field.                      |
| <b>17:40-17:50</b> | Break   |
| <b>17:50-18:25</b> | <b>Professional Development/Capacity Building Session 5</b><br>This session will focus on the skills involved in communicating ideas publicly. Students will need to know how to effectively communicate their ideas in one-on-one scenarios and in small groups. |
| <b>18:25-18:30</b> | Closing Session   |





## Wednesday, March 23, 2022 | Online from Tokyo

# Poster Presentation

15:00-15:10	<b>Welcome Announcements and Introduction</b>
15:10-15:25	<b>Professional Development/Capacity Building Session 6</b> How to Present at an Academic Conference: Poster Power! This session will follow on from the previous session by focusing on the skills involved in communicating ideas publicly in the academic context, outlining the types of presentation one can engage in at conferences or academia, and looking at their particular features and functions.
15:45-16:00	Break
16:00-17:00	<b>Parallel Poster Presentations</b> Students present five-minute summaries of their research to each other, and seasoned academics.
17:00-17:10	Break
17:10-18:10	<b>Parallel Poster Presentations Feedback and Q and A</b> Students present five-minute summaries of their research to each other. Following each presentation is a short Q&A session and feedback from field-specific experts.
18:10-18:20	Break



## Wednesday, March 23, 2022 | Online from Tokyo

# Poster Presentation

**18:20-18:50**

### **Professional Development/Capacity Building Session 7**

Students are given an opportunity to engage with one another and network. The networking chair will provide problems, discussion topics and activities in order to encourage students to work with one another and develop connections that will endure beyond the closing of the conference.

**18:50-19:00**

**Closing Session**

## Notes

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# Parallel Poster Presentations

Watch pre-recorded Virtual Poster Presentations on the following webpages:

**[vimeo.com/channels/auris7](https://vimeo.com/channels/auris7)**

Abstracts appear as originally submitted by the author. Any spelling, grammatical, or typographical errors are those of the author.

# AURS7 Virtual Presentations (Poster)

63418

## *An Analysis of Corporate Social Responsibility, Leader Image, and Innovation on Consumer Purchasing Decision: A Study on Amazon*

Brigita Krista Angelica, Atma Jaya Catholic University of Indonesia, Indonesia  
Rosdiana Sijabat, Atma Jaya Catholic University of Indonesia, Indonesia

The e-commerce industry has become increasingly prosperous due to international business, significant consumer demand, and resourceful corporations. Amazon.com, Inc. is the most significant player in the industry; thus, it is responsible for consumer demand. Consequently, the rising number of factors influencing consumer purchasing decisions becomes highly important. Several studies have reported many factors that influence purchasing decisions; however, few have shown the influence of corporate social responsibility (CSR), leader image, and innovation on consumer purchasing decisions at large multinational corporations. Few studies have been done, especially on leader image in international business. This study provides a new perspective on consumer purchasing decisions by examining how Amazon's CSR, leader image, and innovation are perceived by consumers. This study uses a quantitative method, with non-probability purposive sampling to select samples due to the enormity of the population. The sampling criteria are consumers who are 15 years old and above, live in the Greater Jakarta area, and have purchased items on Amazon. One hundred respondents completed the survey questionnaire. The data is analyzed using multiple regression analysis, with three independent variables and one dependent variable. Contrary to what has often been assumed, the results show that CSR and leader image have no impact on consumer purchasing decision. Meanwhile, innovation has a significant impact on consumer purchasing decision. These findings are relevant for corporations' strategic resource allocation to increase consumer demand and enhance their competitive advantages amidst the highly competitive e-commerce industry.

63571

## *A Corpus-assisted Critical Discourse Analysis of News Reports on the Meng Wanzhou Case from People's Daily and Voice of America*

Manru Zhang, Xi'an Jiaotong-Liverpool University, China

This paper presents a corpus-assisted critical discourse analysis of news reports on the Meng Wanzhou case, the arrest of a Chinese tech giant's Chief Financial Officer. It aims to examine how the Chinese and American mainstream media describe this event linguistically, what hidden messages they convey behind words, and how they manipulate their readers implicitly. Two corpora were created from news texts of People's Daily (English-version) and Voice of America, from 2018 when Meng was arrested to 2021 when she was released. This analysis reveals that while the official Chinese press draws upon linguistic strategies such as transitivity, vagueness and lexical choice to emphasize Meng's innocence and evoke people's patriotism and sympathy towards Meng, the American press employs language by using passive voice, nominalization and referential choice to construct Meng as an upper-class professional who was accused of crimes but faced no serious punishment. Based on the findings, this paper uncovers different ideological positions upheld by China and America, and the antagonistic relationship between these two countries.

63572

## *Distribution of Covid-19 Cases in Saudi Arabia Compared to Educational Level*

Abdulrhman Alhasni, King Fahd University for Petroleum & Minerals, Saudi Arabia

The coronavirus pandemic (Covid-19) has spread globally including Saudi Arabia. The number of infections has rapidly increased since April 2020. As a result, closing the boundaries between regions has been considered as a tool to minimize the rate of infection. However, there were increasing cases inside each region even after the lockdown. Therefore, this paper investigates the variables of cause and effect including the variable of educational level compared to the number of confirmed cases in each administrative region in Saudi Arabia. This was done utilizing the geographic information system (GIS) and other statistical tools. Finally, the results are expected to aid the decision-makers in dealing with any similar epidemic in future, and to open the door for a further research in this regard.

## AURS7 Virtual Presentations (Poster)

63544

*Rethinking the Vibrant Past of the Shitalakshya Waterfront, Narayanganj*

Asifur Rahman, Chittagong University of Engineering & Technology, Bangladesh

Early human history shows coastal regions attracted self-contained settlements with ritual, economic and defensive values, which have become heritage according to the timeline. Improvised urbanization & modern mode of transportation have driven back and degraded the vibrant past of the riverfront area. Because of land-use zoning, transportation problem, and inconsistent intrusion, the existing land use pattern hampers connectivity, which turns the river edge, the neglected fringe of the city. Of late, increasing commercial and tourism sector, the cities of urban settlements are envisaging challenges in creating connectivity with adjacent river and river-edge heritages, which initiated an opportunity to rethink the waterfront. This thesis is considered the Shitalakshya River, Bangladesh, as a case study. To retrieve the relationship amongst heritage structures, city fabric, and river edge, initially, the study peruses connectivity, based on empirical data through field survey, land-use pattern map analysis through GIS map study, and photographic documentation. Later the design decision is taken in terms of urban accessibility, visibility, amenities, user group, and blue-green areas in the proposed masterplan, which consists of various urban amenities associated with the site and public demand analysis. Hence, the proposed masterplan integrates between river and inhabitants with the rich archeological heritage and existing morphology of the area, combining required civic functions and amenities. Thus, the project concludes how the city fabric and waterscape, incorporating history, could create a tool to retrieve the vibrant past of the water edge of the city.

63369

*Demystifying the Structures of Multiple Partners: Exploring the Relationship Dynamics of Polyamory in the Philippines*

Robert Owen Ganado, Polytechnic University of the Philippines, Philippines

Charmaine Goto, Polytechnic University of the Philippines, Philippines

Ma. Camille Turalba, Polytechnic University of the Philippines, Philippines

Russel Ivan Bautista, Polytechnic University of the Philippines, Philippines

Consensual Non-Monogamy relationships, the practice of non-monogamous sexual relations that is distinguished from infidelity by the knowledge and consent of those involved, are deviations from the Philippine status quo, in which monogamy is the norm. These types of relationships take on many forms, of which polyamory relationships are one of the most prevalent. In these setups, multiple people engage in romantic and sexual relationships with each other. With the intention of shedding light to, thus filling the research gap of, the rarely explored reality of polyamory in the Philippines, this qualitative study, by way of semi-structured interviews, gathered data from 10 Filipino respondents currently engaged in a polyamorous relationship. Given the free-flowing nature of a semi-structured interview, the researchers formed 15 guide questions with which to investigate the dynamics within, and the misconceptions about, polyamorous relationships. After employing Interpretative Phenomenological Analysis as the main tool of analysis, the research results provided eight themes: agreement on the start of a polyamorous relationship, foundations of polyamorous relationships, challenges of being in a polyamorous relationship, needed for handling multiple relationships, basis for decision-making, misconceptions about polyamory, perception on polyamory, and perception on monogamy. Predictably, the research results suggest that Filipino polyamorous individuals suffer from sundry misconceptions and discrimination, negatively affecting their emotional and psychological state in the process. By way of concluding, the study provided recommendations that promote an environment that thrives on openness, in which emotional and psychological support are within reach even for those who have been historically mislabeled as taboo.



## Notes

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Visit the IAFOR Research Archive, where you can search and access the repository of research generated by IAFOR.

You can search by keyword(s), subject area(s), or specific conference proceeding(s) to access abstracts and full papers from past IAFOR conference proceedings, browse and read them online, or download them to your device.

# Introducing the IAFOR Research Centre at Osaka University, Japan

The IAFOR Research Centre (IRC) is a politically independent, international and interdisciplinary think tank based at the Osaka School of International Public Policy (OSIPP), at Japan's Osaka University, that conducts and facilitates international and interdisciplinary research projects. The main focus is to encourage mutual international and intercultural understanding and cooperation in line with IAFOR's mission of encouraging interdisciplinary discussion, facilitating heightened intercultural awareness, promoting international exchange, and generating and sharing new knowledge.

The IRC helps to nurture and capacity build by encouraging students to take part in international conferences and research projects, in line with the Osaka University's Global 30 commitments from Japan's Ministry of Education, Culture, Sports, Science and Technology (MEXT).

For more information about the IAFOR Research Centre visit:  
[www.osipp.osaka-u.ac.jp/iaforresearchcentre/](http://www.osipp.osaka-u.ac.jp/iaforresearchcentre/)



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