



GLOBALIZATION OF LEARNING MARATHON

EDUCATION MANAGEMENT
MAY 2015

Date	21 May 2015
Time	12:00 noon - 2:00 pm (MYT)
Venue	Training Room : Room 2-3-03, Monash University Malaysia.
Registration	https://goo.gl/j8wLQ4 (RSVP before 18 May 2015) - Space is limited to 15 people

Presentations will be on a topic of research and teaching that presenters are passionate about or one that poses a critical education challenge. Presentations are 5 - 10 minutes with 2 - 4 slides.

Speakers:
1. Professor Sunil Lal: *What Viruses do for a living!*

Abstract: To live or not to live - this is the question posed by viruses. Viruses are sometimes living and sometimes non-living. When they are living, they invade healthy cells of our body to convert them into a mini factory to produce thousands of identical offsprings. But viruses only come into our cells with a dowry of a few genes! How do they take over a living cell and order it to do exactly what they want it to do. This tells us that Viruses are very strategic and have a strategic blueprint on what they want to do. We as scientists use modern day technologies to unravel some of the hidden secrets of these tiny and mysterious agents that have left mankind clueless in most cases.

2. Dr Lin Yang: *The Role of Customer Perceived Value in Online Word-of-Mouth*

Abstract: In the age of newly emerging technologies and information about new products in the global market, consumer behavior is influenced at a rapid rate through frequent online communication with the social network. The influence of the online social network in purchasing products may be underestimated. This study focuses on customer perceived value and how it influences consumers' online word-of-mouth (WOM) behavior. In this presentation, the concept of customer perceived value is contextualized and explained. The outcome of a survey will be used to discuss the effect of customer perceived value on consumers' engagement in online WOM in China. The findings of the study suggest that there are two dimensions of customer perceived value instead of four as previous studies proposed. The study also suggests that there are implications of the cultural context on customer perceived value and online WOM.

3. Dr Long Chiau Ming: *Pharmacy students' preferences and perceptions of e-learning*

Abstract: The term e-Learning can be described as a method of using electronic devices with or without the help of the internet to conduct a learning environment that it can be beneficial to the student. Nowadays e-Learning is being actively practiced in tertiary education to provide a better learning environment for the student. The objective of this study is to focus on the factors that enable e-learning to facilitate learning and teaching processes and to investigate current practices of e-Learning in the Faculty of Pharmacy, Universiti Teknologi MARA (UiTM). Besides, this paper also describes the impact of e-Learning on the students focusing mainly on the differences in students' academic achievement before and after e-Learning intervention. In this research, the results from the quasi-experimental, pre and post-test design method, conducted previously by senior lecturers in Pathology, was used to analyse the impact of e-Learning on students. The results obtained from the Constructivist Online Learning Environment Survey (COLLES) were used to analyse student preferences and perceptions of the existence of an online social constructivist learning environment (SCLE). An understanding of the current e-Learning practice in Malaysian universities enables continuous improvements to be made to the e-Learning programs so that they can be beneficial for pharmacy education.

4. Vigneshvaran Sethuraman: *Fly for less on less fuel: Enhanced aeronautical engineering for the future*

Abstract: Everyone wants everything purchased to be cheap. What if your car could give you 30% more mileage? How about lower-than-low air fares? Current mechanical and aeronautical engineering research is geared to providing the average consumer with options to suit his pocket in a highly complex economic global market that fluctuates on an hourly basis. In this presentation, the concept of drag is introduced and explained briefly to demonstrate how this factor ('drag') increases or decreases the internal and external performance of planes, trains and automobiles. The presentation will also focus on the critical concerns in aeronautical engineering that obstruct efficient performance and recommend innovative solutions to enhance fuel performance so that travel in the future will be cheaper and more fuel efficient.

5. Abdullah Mahmud: *ELT in Bangladesh and Malaysia in the context of Neocolonial Power Relations: Finding benchmarks for a critical pedagogy*

Abstract: The supremacy of English due to the neocolonial or 'soft power' relations in recent decades has impacted English language teaching in countries like Bangladesh and Malaysia. This is perplexing in an era when democracies continue to emerge. This presentation will deliver a short overview of the presenter's research into the inequitable distribution of language power normalized and reinforced in ELT by varied utilitarian arguments compared with educational policy documents and textbooks of Malaysia and Bangladesh to find benchmarks for a critical pedagogy of English language. The presenter will focus on the key questions, methodology and framework behind the said critical approach to ELT, which will treat English as one of many other living languages free from extrinsic factors and partisan notions about the language that in any way causes submerging of other relevant languages of the two countries. The study therefore will take the process of linguistic decolonization further ahead.

6. Boon How Khoo: *Teaching students about constructive feedback and the outcome*

Abstract: MON2801 Leadership and Innovation has a topic on providing constructive feedback with students taking this unit. This topic is conducted in a 3-way interaction setup comprising students, a guest speaker and the unit lecturer. This presentation outlines the approach taken in MON2801 to deliver a learning and awareness session on providing constructive feedback. Students will subsequently demonstrate their ability to provide constructive feedback in the unit survey and an assessment will be shown in this presentation.