





ELLTA 2012: Asian Perspectives on Transforming Societies through Creativity, Innovation and Entrepreneurship (Dec 11-13)

ELLTA 2012: Interactions and Engagement Plan (Conference Schedule)

Asian Perspectives on Transforming Societies through Creativity, Innovation and Entrepreneurship (December 11-13, 2012)

Key Features of ELLTA Conference 2012

ELLTA envisages conferences as spaces for meaningful interactions and networking (as a means to engage with the community of scholars). This is the most critical, significant and valued aspect of conferences, and adds a lot of value to the whole experience.

Keeping in view the high significance and usefulness that ELLA attaches to such interactions, the schedule offers a variety of innovative sessions that are interactive and provide social spaces for talk, networking, socializing, discussing, debating, extending ideas, synthesizing, meeting up with people you want to meet, etcetera.

Given that the conference is taking place at the exotic island (Langkawi), with the beach in sight and within reach all the time, with its beautiful mornings and evenings, and enticing food – the interactions may turn into one of your most memorable events in life! However, please, come prepared to make the most out of it -3 days may get over so soon, before you even realize it!

Day 1

December 11, 2012 (Tuesday)

Time Activity

	Connectovation
08:30 – 10:00	The word 'Connectovation' is an integrated form of connection and innovation. The term is coined to underline the intention of the session – connecting with each other innovatively! This will be a welcome session (welcome by everyone to every one). On Day 1, over 'Morning Tea' and 'Registration', the session may include the following: • Ice breaking with each other • Saying 'Warm Greetings' to each other using their native language Note: Please suggest activities for this session – as 2/3 minutes energizing activity
10:00 – 11:30	Formal Inauguration Ceremony & Inaugural Keynote Address
	 Recitation Welcome note Conference Overview Partners Address
	Keynote Address One – Inaugural
11:30 - 01:00	Theme-based Discussions
	The individual paper presentations have been re-conceptualized/ re-designed as theme-based discussions. This is a space where participants can engage in focused, meaningful and deeper discussions on the identified thematic areas, and based on the paper presentations. The specific format details are provided below.
	Parallel Streams of Paper Presentations
	The theme-based discussions would start around some key questions within the specific thematic areas. The impetus and trigger would be provided by the individual paper presentations. However, in place of the regular format of 30 minutes allocation for one paper, which includes presentation followed by question-answers (15+15), each paper presenter would be allowed 15 minutes for paper presentation. And, instead of question answer session at the end of each paper, the floor will be opened after the presentations for discussion (specific to general).
11:30 – 01:00 Ball Room1	Creativity, Innovation & Entrepreneurship - Learning/ Education
Dan ROOMII	35 - Avoiding the Student response of "Here we go again" syndrome in teaching games employing creative and innovative and sustainable technologies
	Thomas Browne
	44 - Developing and Evaluating Teaching Material for Entrepreneurship Management Course

	Chen Su Chang
	257 - Social Responsibility and Sustainability Programme: The Case of Malaysian Universities
	Francis Dumaing
11:30 – 01:00 Ball Room 2	Leadership & Organizational Context for Creativity, Innovation & Entrepreneurship
	16 - Using best practice case-studies to envision organisational transformation in the Indonesian Tax Office
	Katherine Collier
	27 - How Effective managerial leadership style in excellence public school
	Gooh Mo Lee
	49 - Examining the Relationship between Emotional Intelligence, Organizational Commitment and Job Satisfaction: A Study of Academics in Brunei Darussalam
	Hj Afzaal H Seyal
11:30 - 01:00	Innovation Management & National Innovation System
Chenang 3	109 - Place based approach in order to increase effectiveness of national middle term budgets
	Maris Pukis
	114 - Facilitating local innovative entrepreneurs by local government
	Andris Jaunsleinis
	118 - Assessing the Climate for Innovation: A Case of a Malaysian University
	Fauziah Noordin
11:30 - 01:00	Business Innovation in Asia
Chenang 4	139 - A User Innovation as a Model for the Development of Handicraft
	Aracha Krasaein
	140 - The exceptional role played by creative and innovative SME entrepreneurs in transforming society in India- a study
	Mathew Joseph Mampra

	186 - Factors Influencing the Purchase Intentions of Consumer's Toward Counterfeit Luxury Brands: an emerging entrepreneurial perspective of Pakistan.
	Humera Imtiaz; Khurram Jawad
11:30 - 01:00	Sustainability & Sustainable Development in Asia
Chenang 5	
	271 - Iranian traditional dolls, expression of traditional lively cities
	Tareef Hayat Khan
	269 - Popular Education and Rural Development in India and Bangladesh
	Dip Kapoor; Bijoy Buara
	227 - Economic and Environmental Implications of Flood Early Warning System using Multi Model Ensemble Prediction System for Small Scale Entrepreneurs in Pakistan
	Bushra Khalid
01:00 - 02:00	~ Eating, Greetings and Meeting ~
	(Lunch, Prayer)
	Even spaces like lunch and tea have been conceived in such a way that they help in extending the interactions – taking the initial introductions to the next level, with each interaction!
02:00 - 03:30	Interactive Panel Discussion
	A panel of experts will engage in interactive conversations and discussions with the audience. 3-4 such parallel panels on different themes have been organized to take place in different rooms. The panelists are expected to kick start conversations on the identified theme and generate useful debates and discussions through raising critical questions. The following are some possible themes for these sessions:
	Interactive Panel Discussion 1
	Role of Social Media in Societal Transformation in Asia
	• Interactive Panel Discussion 2 Sustainability and Sustainable Development in Asia
	• Interactive Panel Discussion 3
	Interactive Panel Discussion 3 National Innovation Systems – Asian perspectives
	• Interactive Panel Discussion 4 Future Learning Spaces for Nurturing Creativity, Innovation and Entrepreneurship in/ for Asia
	• Interactive Panel Discussion 5
	Globalization, Education and Development in Asia and Australia

03:30 - 4:00	~ Re-energizing Tea ~
04:00 - 06:30	Exploring Langkawi Together – Sight Seeing (City Tour)
	Education and travel are so integrally linked that the value of this event does not
	require any further reiteration. Langkawi is one of the most sought after tourist spots
	in Malaysia – and travelling together would be an exciting and fun-filled opportunity
	to learn more about each other, about each other's perspectives, ideas and theories
	while exploring Langkawi together!
	A city tour is being organized for all interested.

Book-a-Talk

This is a space (and mechanism) where interested conference delegates can book a talk in advance with the scholar they want to get in touch with. ELLTA provides the necessary structure and mechanism through which this can be done.

Invite-an-Audience

This is another exciting space (and mechanism) where you can announce any talk/ conversation and invite an audience to meet up with you in any open spaces available on this beach hotel (it could be a relaxed evening conversation on a beach side)! . ELLTA provides the necessary mechanism through which this can be facilitated.

Day 2
December 12, 2012 (Wednesday)

Time	Activity
08:30 – 10:00	Keynote Address Two 'National Innovation System for Societal Transformation in Asia' (With a focus on highlighting prospects and challenges of developing and studying NIS in Asia)
10:00 – 10:30	~ Revitalizing Tea ~
10:30 - 01:00	Theme-based Discussions

	In place of the regular format of 30 minutes allocation for one paper, which includes presentation followed by question-answers (15+15), each paper presenter would be allowed 15 minutes for paper presentation. And, instead of question answer session at the end of each paper, the floor will be opened after the presentations for discussion (specific to general).
10:30 – 01:00	Creativity, Innovation & Entrepreneurship - Learning/ Education
Ball Room1	80 - Can Multimedia Learning Materials Enhance Creative Performance?
	Hafizoah Binti Kassim
	90 - Training abroad program in assisting excellence cluster school leaders to lead and manage educational institutions in Malaysia
	Quah Cheng Sim (Dr); Wan Azmiza Wan Mohamed
	99 - Creating a sustainable teaching and learning environment for leadership in science and technology education
	Shaheed/ Mogamat Hartley
	102 - Knowledge as a Focal Point of Present and Future
	Valery Meskov
	247 - Is an Asian perspective possible?
	Tayyab Zaidi
10:30 – 01:00 Ball Room2	Leadership & Organizational Context for Creativity, Innovation & Entrepreneurship
	69 - Leadership Insights - Leadership Attributes and Qualities required in the developing world
	Amer Qureshi
	104 - The influence of organizational culture on leadership and trust in Malaysian schools
	Dr Hj Sazali Yusoff; Dr Thiyagarajan
	129 - Transformational Roles of Academic Leaders in Malaysia
	Zuraina Dato Mansor, Chun Kwong Han
	272 - On the Society of "Harmony-ism"
	Tadoa Onaka
	91 - The Development of Principal Change Leadership Competency Model: A

	Structural Equation Modeling (SEM) Approach
	Tai Mei Kin; Omar Abdul Kareem; Mohamad Sahari Nordin; Khuan Wai Bing
10:30 – 01:00 Chenang3	Innovation Management & National Innovation System
	162 - The Effect of Workers Remittances on Public Expenditure on Education in Pakistan
	Kiran Hashmi
	164 - The Study of Chinese Values and Entrepreneurial Attitude: A Malaysian Perspective
	Choe Kum Lung
	222 - Again, Blueprint for Tranformation or Business As Usual?
	Han Chun Kwong
	231 - Measuring Malaysian Public Orientation towards Innovation using Rasch Model Analysis
	Norfarah Binti Nordin
	233 - Opportunity Recognition and Venture Selection :A Study of Small Enterprises in Karantaka, India
	Dr Vasudev Rao
10:30 - 01:00	Creativity, Innovation & Entrepreneurship - Learning/ Education
Chenang4	253 - Socio Economic Golden Age – The Social Enterprise Wealth Model
	Syed Ali Akbar Rizvi
	259 - Out-Of-The-Box Approach To Bridge The Gap Between Graduates' Employability Skills And Employers' Requirements
	Lim Ngat Chin
	188 - An Application based Framework for developing Entrepreneurship and Creativity Zeal in the University Students: The Bangladeshi Perspective
	Hafsa Maryam
	60 - A metaphorical study on teaching individual creativity in Asia: Indian Alap and Vietnamese Dao
	Gisa Jaehnichen; Chinthaka Prageeth Meddegoda
	113 - Modernism and Asian Learning Traditions: Integration & its Challenges

	Ejaz Akram
10:30 – 01:00 Chenang5	Creativity, Innovation & Entrepreneurship - Learning/ Education
C	219 - On the Job training- A innovative way of success for employee and employer: A case study of Liaquat National Hospital and Medical College, Karachi.
	Muhammad Kashif Ahsan
	236 - Enhancing learning through literature circles in a university language classroom
	Norhanim Abdul Samat
	242 - "Jacking Trades, Mastering Treads: Innovating Post-disciplinary English"
	Mashrur Shahid Hossain
	23 - Designing Critical Pedagogy to Counteract the Hegemonic Culture of the Traditional Chemistry Classroom Embodied in My Experiences
	Marlizah Yusuf
	29 - Report on development of STICK score card
	Shukla Ajit Kumar (Prof)
01:00 – 02:00	~ Linked In ~ (Lunch & Prayers)
02:00 - 3:00	Knowledge Café
	A Knowledge Café is an exciting, open space for extending interactions and engagements. This protected space and time provision has been created with a special aim to provide an opportunity to consultants, educators, scholars, entrepreneurs, innovators, techno-experts and techno-entrepreneurs, professors, writers, business/ corporate leaders and many others to do some of the following: Discuss your projects Present your work (books etc.) Present/ discuss your programmes with relevant audience/ institutional heads/ potential candidates Share your ideas/ concepts with colleagues
	As a consequence, we see a lot of collaborative ventures inspired by these seeds of conversations planted during the café talk.
03:00 - 05:00	Theme-based Discussions

	In place of the regular format of 30 minutes allocation for one paper, which includes presentation followed by question-answers (15+15), each paper presenter would be allowed 15 minutes for paper presentation. And, instead of question answer session at the end of each paper, the floor will be opened after the presentations for discussion (specific to general).
03:00 - 05:00	Creativity, Innovation & Entrepreneurship - Learning/ Education
Ball Room1	270 - Innovativeness in Task Assessment and Rubric Design: The 3H approach (Head-on, Heart-on and Hands-on)
	Tan Ai Mei
	255 - Showcasing, Innovation, Creativity and Entrepreneurship: Case of Hailey College of Banking & Finance, University of the Punjab, Lahore – Pakistan.
	Khawaja Amjad Saeed
	55 - Towards a policy for entrepreneurship Tunisian higher education
	Mohamed Rached Boussema
	263 - How The Pieces Fit Together: Technology plus Open Educational Resources plus International Educators equals a Global Curriculum Continuum
	Tracy Hanson
03:00 – 05:00 Ball Room2	Leadership & Organizational Context for Creativity, Innovation & Entrepreneurship
	146 - The enneagrammatic process of leadership and learning: A cross-cultural linking of traditional (non-Western) and modern modes of sustainable knowledge-building.
	Cameron Richards
	154 - Effectiveness of Leadership styles in small business: It depends on what you are looking for
	Hamid Hassan
	180 - Exploring the role of Asian leadership styles for the Asian society facing the influence of "global" hegemony
	Budi Santoso
	194 - Evaluating a creative HR practice in an Indian PSU: The "suggestion scheme" of Indian Oil Corp. Ltd.
	Nilesh Nekaljay; Dilip Hari

03:00 - 05:00	Innovation Management & National Innovation System
Chenang3	82 - Research Evaluation Approaches and Place of New Metric
	Muzammil Tahira
	237 - Overseas trained South Asian doctors in the UK as entrepreneurs
	Ghazala Yasmin Farooq
	240 - Cracking the Nut of Innovation: What is in it?
	Lailawati Mohd Salleh
	47 - Using Trust-Based Framework for Effective Knowledge Management and Innovation
	Athar Qureshi
03:00 - 05:00	Business Innovation in Asia
Chenang4	197 - Islamic Model of Entrepreneurship: Insight from the Islamic Trade
	Syed Rafay Athar
	141 - A Role Model of Creativity and Entrepreneurship: Case Study on SQUARE Bangladesh
	Meghla Clara Costa
	88 - Introducing instrumental knowledge about financial cooperation for municipal banking and municipal funds in the Asian sub-regions while bridging alternative market access to barter networks with local participants
	Silvia Amato
	119 - Promising Approach towards Sustainable SMEs via Thai Philosophy of "Sufficiency Economy" and Government Support
	Siriluck Thongpoon
03:00 - 05:00	Sustainability & Sustainable Development in Asia
Chenang5	59 - Analysing current Malay social character traits in comparison to their inherited core social character traits: Diagnosis and prognosis
	Prof. Dr. Hashim bin Musa
	46 - Public Health Ethics for Donor and Aid Agencies
	Anant Kumar

	152 - Marginal Dry Land: a Recourse Curse or an Opportunity for Agribusiness Development Sugiharto; Gumbira-Sa'id, Endang Prof.; Arif Imam Suroso 203 - R & D Pattern for Biotechnology SMEs in Malaysia Nor Ashikin Mohamed Yusof
05:00 – 05:30	~ Chatting Tea ~
	~ Preparation (for GALA DINNER) ~
08:00 – 10:00	GALA Dinner & Cultural Evening
	This is an event worth waiting for!
	A 'Cultural Evening' has been planned in your honor. Please, do not forget to pack into your luggage your Cultural Dress for this event. Feel very welcome also to bring any cultural artifacts and items which you would like to put on display.
	This was one of the most memorable events for most of the ELLTA Conference 2011 delegates. We are sure YOU will also make the most out of this event, most relevant and closely linked to the core of the ELLTA conferences.
	This is YOUR events (like all others), please, do suggest/ share with colleagues interesting and innovative ideas for this event.

Day 3
Thursday: December 13, 2012

Time	Activity
08:30 - 10:00	Keynote Address Three
	'Leadership Creativity, Innovation and entrepreneurship – Asian Perspectives'
	(to be finalised)
10:00 - 10:30	~ Revitalizing Tea ~
10:30 - 01:00	Theme-based Discussions
	In place of the regular format of 30 minutes allocation for one paper, which includes
	presentation followed by question-answers (15+15), each paper presenter would be

	allowed 15 minutes for paper presentation. And, instead of question answer session at the end of each paper, the floor will be opened after the presentations for discussion (specific to general).
10:30 – 01:00 Ball Room1	Creativity, Innovation & Entrepreneurship - Learning/ Education
	21 - Analysis of Managing Creativity for Entrepreneurs
	Ati Cahayani
	193 - Preparing teachers for social change: A historical perspective from Pakistan
	Parvaiz Ahmed Seehar
	196 - What, Why and How of Educational Programmes For Social Innovations in Asia
	Unaeza Alvi; Farah Huma
	172 - Entrepreneurship: New Ventures for New Oman
	Maryam Alhinai
	246 - Curriculum Reform Paradoxes: Philosophies, Policies and Practices
	Rana Hussain
10:30 – 01:00 Ball Room2	Leadership & Organizational Context for Creativity, Innovation & Entrepreneurship
	250 - Organizational change in Pakistani context
	Muhammad Adeel
	266 - Leadership Self-efficacy, Leadership Behavior, Tenure and Managerial Job Performance: Applying the Self-efficacy Theory and Adaptive Self-Regulation Model in Nigeria Commercial Banks
	Shehu Galoji
	189 - Leadership through inspiring and influencing: military leaders vs. business leaders
	Hamid Hassan
	191 - Temporary disconnect - creating the right environment for managing transformation
	Syed Irfan Nabi
	145 - Instructional leadership' behavior and teachers' job performance in Khyber

	Pakhtunkhwa, Pakistan
	Safdar Rehman Ghazi
10:30 – 01:00 Chenang3	Creativity, Innovation & Entrepreneurship - Learning/ Education
	105 - Collaboration in a Peer Response Group
	Sandra Sim Phek Lin
	110 - Knowledge-Based Economy Prospects in Developing World: Case of Pakistan
	Peter Mikulecky / Dr. M Saeed Lodhi
	131 - Constructing Country Through Talent Development is The Key Catalyst for Social Transformation <i>Xu Jianyi</i>
	162- Issues and Problems related to Teacher Education in Pakistan
	Kiran Hashmi
	20 - Learning relativity: creating knowledge in the cosmic world
	Arthur Male
10:30 - 01:00	Social Media – Role in Transforming Asian Societies
Chenang4	40 - Redefining 'Masculinity' and 'Manliness' - Social Transformation Through Popular Cultural Media Representation
	Farhat Tasannum Farah
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	 125 - Understanding direction of youth's transformation in the age of social media: Insights from Pakistan Erum Hafeez 183 - Social Media Marketing (SMM) in Pakistan, Transforming Businesses and
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	125 - Understanding direction of youth's transformation in the age of social media: Insights from Pakistan Erum Hafeez 183 - Social Media Marketing (SMM) in Pakistan, Transforming Businesses and Society Aasim Farooq 184 - Developing Creativity, Innovation and Entrepreneurship among budding engineers in Oman: Some initiatives.

	185 - Using Social Networks to Construct Knowledge
	Zaheeruddin Asif
10:30 – 01:00 Chenang5	Creativity, Innovation & Entrepreneurship - Learning/ Education
Chemangs	215 - Traditional Asian Education Value Systems and Education 2.0: How Close is the Fit?
	Ali Raddaoui
	25 - Adopting technologies in educating for creativity, innovation and entrepreneurship: It begins in schools and with teacher education
	Wan Ng; Ashraf Rahman
	153 - Harvesting Strategy of Teak (Tectona grandis L.f) Plantation and Its Impact on the Economic Evaluation
	Sugiharto Soeleman, Endang Gumbira-Sa'id, Heny K. Daryanto & Arif Suroso
	171 - Strategy Of Technology Research And Development In Supporting The Mp3ei Program And The Development Of Palm Oil Industrial Clusters In Indonesia
	E. Gumbira-Sa'id; Sapta Raharja; Iyung Pahan; A.S. Fahmil Qowim; Nur Afni Evalia; Lya Agustina
	187 - Assessing the Usage of Information Technology: Applying Unified Theory of Acceptance and Use of Technology
	Yassir Mahmood; Javed Iqbal
01:00 - 02:00	~ Communal Food & Prayer Time ~
02.00 02.20	
02:00 – 03:30	Future Research/ Development Projects - Collaborative Space for Designing Possibilities
	Knowledge Generation (research), Knowledge Dissemination (conferences, seminars, publications, etc.) and Knowledge Networking are among the core purposes and business of ELLTA. Research is, therefore, at the heart of ELLTA's work – i.e. promoting research in the Asian region, identifying future directions for research, capacity building for research, and inspiring research collaboration in Asia. Therefore, this session has been thoughtfully designed to serve as a space to inspire possibilities of collaborative research and/ or development projects, and facilitate this process.
	For this session, we invite all the interested delegates to bring their thoughts (concept notes, ideas, proposals – whatever form is possible) on research/ development projects where collaboration is being sought. In fact, if are not already working on an idea, we encourage you to think of some, conceived in terms of possible collaborative project. It will bring immense value in terms of, for instance, developing multi-perspective understanding of the phenomenon that you are

	 Collaboration could be of various kinds; for instance: Multiple countries – adding variety and diversity of contexts to the study Multiple disciplines/ fields/ sectors – sciences and social sciences; education, business, medicine, development, psychology, sociology, technology, media; public and private Multiple sites/ settings – e.g. studying a phenomenon schools, hospitals, factories, etc. The possibilities are immense – it all depends on how you organize yourself well in advance to take advantage of these! As a consequence, there may be a number of individual projects or some mega multi-site projects. Given the nature of turnout and outcomes, we may define later how ELLTA can possibly facilitate in taking these further and/ or, for instance, provide a platform for sharing the knowledge generation emerging out of these projects.
03:30 – 04:15	 Closing Ceremony Pulling-it-together (<i>Synthesis</i>) Vote of thanks Announcement of the next ELLTA Conference
04:15 – 05:00	~ 'Stay-in-Touch' Tea ~

~ Post Conference Dinner ~

(For selected conference delegates and other partners)