



Joint Higher Degree Research Conference 2023

co-hosted by

James Cook University Singapore &
Taylor's University Malaysia

16th – 17th October 2023

Conference eBooklet



The Joint Higher Degree by Research Conference 2023 (JHDRC 2023) is the inaugural initiative of Ph.D. candidates at James Cook University Singapore and Taylor's University Malaysia.

The conference theme references the shared experience of all Higher Degree by Research (HDR) candidates of tracking their candidature milestones towards completion; it also references our shared aim to foster social and research collaboration amongst candidates in our closely neighboring countries.

We also aim to celebrate the variety and diversity of research topics being explored by candidates in disparate and/or cognate disciplines and to develop a supportive and collaborative research community both locally and regionally.

Table of Contents

1. Conference Schedule	pg. 1
2. Keynote Speaker	pg. 4
3. Networking Session	pg. 5
4. Presenter's Abstracts	pg. 6
5. JHDRC 2023 Organizing Committee	pg. 20
6. About the Hosts	pg. 23
7. Sponsor	pg. 24

Conference Schedule

16 OCTOBER 2023 - MONDAY

TIME	EVENT
0900 - 0915	Arrival & Registration
0915 - 0930	Introduction and Housekeeping Venue : MAS 2 Studio, Level LG, Block E, Taylor's University Emcee - Mr Bruce Lee Xia Sheng
0930 - 1020	Keynote Address: Research in the Era of AI by Associate Professor Dr Keith Tan Kay Hin
PANEL 1 MAS 3 Studio (Session chair : Zhan Juan Leona)	
1020 - 1040	Afsaneh Rostami Exploring Muslim Iranian women's motivations, constraints, and negotiation strategies for solo traveling
1040 - 1100	Tesfaye Fentaw Nigatu Dynamics of Museum Visitors' Experiences Studies: A Bibliometric Analysis
1100 - 1120	Zhang Jimin Graffiti writers in Fujian Province: Graffiti Subcultural Behaviour
1120 - 1140	Nicholas Seet Wei Kiat L2 anxiety in Singapore: An assigned official "Mother-tongue language"
1140 - 1200	Khor Ching Yuet The role of motivations among Malaysians to select vegetarian restaurant: An empirical investigation using integration of Theory of Planned Behavior and Norm Activation Model
1200 - 1330	Lunch Break (1 hr) MAS 2 Studio

PANEL 2

MAS 3 Studio (Session chair : Sze-ee Lee)

Khalil Hussain

1300 - 1320

Impact of Social Media Influencers on Viewers' Inspiration and Engagement Behaviors Towards Tourism Destinations

Wang Xin

1320 - 1340

Research on brand image design based on Chinese Grotesque Art

Lin Yingxuan (Celina)

1340 - 1400

An Inquiry into Values Education in Singapore Preschools: Knowledge, Perceptions and Current Practices

Liang Lok Mei

1400 - 1420

Spatial practice in migrant workers' accommodation: A theoretical framework

Pamela Arumynathan

1420 - 1440

Capturing the Linguistic Journey: Chinese Students' Pursuit of English in Singapore's Transnational Higher Education Landscape

Felicia Luvena Albert

1440 - 1500

Antifungal Evaluation of Silver Nanoparticles against The Biofilms of Candida Glabrata

Tea Break (40 mins)

1500 - 1540

MAS 2 Studio

PANEL 3

MAS 3 Studio (Session chair : Josiah Poon)

Lu Meijun

1540 - 1600

A study on the impact of visual aesthetics of China Chic Visual Design from an experiential design perspective

Jeffrey Ling

1600 - 1620

Scale Drop Disease Virus Super Dodgers

Leong Boon Tik

1620 - 1640

Exploring Supply Chain Dynamics of Prefabricated Prefinished Volumetric Construction (PPVC) Projects in Malaysia

Tesfaye Fentaw Nigatu

1640 - 1700

Investigating Millennial Visitor Experiences and their Engagement with Heritage Interpretation Practices at the National Museum of Ethiopia (NME): A Qualitative Case Study

1700 - 1710

Adjourn

17 OCTOBER 2023 - TUESDAY

TIME

EVENT

0900 - 1100

Networking Session / Potential Collaboration

Venue : MAS 2 Studio, Level LG, Block E, Taylor's University
Facilitated by Zhan Juan (Leona) & Sze-ee Lee

1100 - 1120

Presentation of Awards

Presented by Dr Siti Norzaini Zainal Abidin & Dr Chai Chang Sa'ar

1120 - 1130

Closing Speech

by Dr Denise Dillon

1130 - 1230

Campus tour + Vortex lab

Guided by Mr Bruce Lee Xia Sheng / Dr Charles

1230

CLOSING

Keynote Speaker



**Associate Professor Dr Keith Tan Kay Hin
Programme Director of Doctor of Philosophy (PhD) in Architecture
Hub Leader (Conservation), Liveable Urban Communities Impact Lab
School of Architecture, Building and Design, Taylor's University, Malaysia**

Dr Keith Tan has over twenty-five years of experience in the construction industry and academia, with a career spanning the UK and Malaysia. Prior to choosing an academic career path, he worked as a project architect on large commercial buildings in London, where he also completed his Part III exams to become a registered architect with the Architects' Registration Board of the United Kingdom. He later returned to Malaysia to work in the construction industry on a variety of different buildings in West Malaysia and Borneo before joining Taylor's University in 2006.

Dr Tan's research interests cover the tangible and intangible heritage of minority communities in Malaysia, as well as the post-colonial narratives of urban spaces, and the legacy of colonial architecture in Southeast Asia. He is the author of two well-received books on the heritage of the Catholic Mission Schools of West Malaysia and Singapore, a topic which also served as the basis of his own PhD in 2017. He has published over 20 research articles in peer-reviewed indexed journals and book chapters, and has been the editor of a number of book publications and special issues.

Dr Tan has also been the lead researcher for various grants, including research dealing with public art and its contribution to place-making and identity in ASEAN; the pre-colonial heritage of Lembah Bujang in Malaysia, and the industrial heritage of tin-mining in Selangor. As a co-researcher he has also been involved in research about industrial space in the United Arab Emirates and the creation of a sustainable urban heritage index for Malaysia. He is the hub leader for Protecting Cultural Heritage under the liveable Urban Communities Impact Lab of Taylor's University, where he has recently been appointed the Programme Director of its Doctor of Philosophy in Architecture Programme.

Networking Session



Ms. Zhan Juan (Leona)
PhD candidate (Tourism & Hospitality)
Taylor's University, Malaysia

Leona is currently a second-year PhD student in Hospitality and Tourism at Taylor's University. She teaches an innovative undergraduate course called "Social Innovation Project," which focuses on addressing Sustainable Development Goals (SDG) related issues. She leads cross-disciplinary activities for postgraduate students in her role on the Executive Committee (EXCO) of the Post-Graduate Student Committee. Prior to her PhD, Leona spent five years in Changsha, Hunan, contributing to international aid and human resources training programs, promoting sustainable development and effective governance in partner countries. Her dedication to academia and global development renders her a valuable asset to both her academic and international communities.

This networking session aims to encourage attendees to interact with one another within the PhD fraternity. The activities will move from individual to group and lastly work together as one whole unit. Activities include: (1) Two Truths and A Lie; (2) Lightning Round Introductions; (3) Speed Networking; and (4) World Cafe Discussion



Presenters Abstracts

Panel 1

Session Chair : Zhan Juan (Leona)

Afsaneh Rostami (Year 2)

**Exploring Muslim Iranian women’s motivations, constraints,
and negotiation strategies for solo traveling**

This abstract outlines an intersectionality study investigating how Iranian women perceive and practice female solo travel, a rising global trend often obstructed by gender-based barriers. These constraints indicate broader issues related to gender inequality and women's empowerment, aligning with Sustainable Development Goal 5. The research, guided by constraints-negotiation propositions, the constraints-effect-mitigation model, and intersectionality theory, delves into Iranian women's motivations, constraints, and negotiation strategies for solo travel, considering the intersectional effects of factors like age, marital status, employment, education, and rural or urban life background. The study recruits Iranian women over 18 in Malaysia for creative interviews, including photo-elicitation and serial interviews, with the researcher participating in autoethnography to gain solo travel experience. This research contributes to leisure constraint theories and intersectionality theory in the context of female solo travel, potentially among Iranian Muslim women, a Muslim country with a high gender gap. The findings can lead to tailored services for women's safety during solo travel, challenging societal stigma, empowering Iranian women through the tourism sector, promoting social justice and gender equality, and increasing tourism revenues.

Keywords: Female Solo Traveling, Constraints, Motivation, Negotiation Strategies, Autoethnography

Tesfaye Fentaw Nigatu (Year 1)

Dynamics of Museum Visitors' Experiences Studies: A Bibliometric Analysis

Research on museums and the experiences of visitors has flourished in recent years, especially after museums became centers of edutainment beyond preserving heritage resources. This paper aims to comprehensively understand the changes, continuities, and future research development directions of museum visitors' experiences. To identify current research trends, the paper summarizes and analyses research article publications from 1986 to 2023 on museum visitors' experiences. Bibliometric analysis software VOSviewer and Harzing POP (Publish or Perish) were used to analyze 407 academic articles. The articles were generated from the Scopus database. The study attempted to map new insights for future scholars and academics to expand the scope of museum visitors' experience studies by analyzing keywords, citation patterns, influential articles in the field, publication trends, collaborations between authors, institutions, and clusters of highly cited articles. Accessibility to museums, social media usage within museums, aesthetics in museum settings, mixed reality experiences, sustainability issues, and emotions have emerged as key research areas in the study of museum visitors' experiences. The results benefit stakeholders and researchers in advancing the collective progress of considering recent research trends to stay informed about the latest developments and breakthroughs in the global academic landscape and visitors' experiences development in the museum.

Keywords: bibliometric analysis; museum; network analysis; visitors' experiences; visual analysis

Zhang Jimin (Year 2)

Graffiti writers in Fujian Province: Graffiti Subcultural Behaviour

Graffiti is becoming increasingly common in major cities worldwide (Daichendt, 2020). Past researchers have argued that graffiti is a subculture that young people use to express themselves (Cercleux, 2022). In European and American studies, the graffiti subculture has been seen as a rebellion and resistance to mainstream commercial culture (Malone, 2021) and a way for youth groups to gain excitement by experimenting with low-cost crime (Goldsmith & Wall, 2022). The development of graffiti in China is characterized differently than in Europe and the United States due to the cultural characteristics and regulatory measures in China (Zhang & Chan, 2022). A graffiti writer draws graffiti to earn the respect and approval of others in a subculture. In this study, graffiti writers in Fujian Province will be selected as the subject of study. This study aims to explore the motivations and identity constructions of graffiti artists in Fujian Province to help people better understand the characteristics of the development of graffiti subculture in Fujian Province. Triangulation will be used in this study. It includes quantitative research methods - questionnaires, qualitative research - semi-structured interviews and image content analysis. The study focuses on graffiti writers living and active in Fujian Province and their works. The expected outcome of the study hopes to be a guideline on the current situation and motivations of Fujian graffiti writers. The findings may help new graffiti writers understand the creative motivation and identity construction of Fujian graffiti writers. Furthermore, the research can serve as a resource for novice graffiti writers in terms of how they develop their own identities and what motivations they utilise to create graffiti.

Keyword: Graffiti, Graffiti subculture, Graffiti writer, Chinese graffiti

Nicholas Seet Wei Kiat (Year 1)

L2 anxiety in Singapore: An assigned official “Mother-tongue language”

Since 1966, a bilingual education policy was introduced in Singapore that required all students to learn English as the first language (L1) and an assigned Mother Tongue Language (MTL) as a second language (L2). However, a steady declining trend for MTL proficiency in Singapore has been observed over the past decade. Given the nationally unique definition of a MTL in Singapore, L2 anxiety in the form of an assigned official “MTL” is believed to be a significant contributing factor for a declining trend. With little relevant literature available, a literature review of local (Singapore) and international studies was conducted to better understand MTL in Singapore, L2 anxiety, and L2 (MTL) anxiety’s implications on local students’ MTL performance. Findings identified significant gaps in the literature relating to individual (age, gender, self-esteem) and parental (perceived parental expectations, perceived socioeconomic status) child factors, child mental health (childhood anxiety symptoms), and academic factors (L2 achievement, L2 literacy proficiency) for investigating L2 (MTL) anxiety. Noteworthy, language anxiety was found to have the strongest impact on elementary-aged children (9-10 years old) along with a possible language anxiety developmental process model relating to academic performance. Overall, each gap was observed to be illustrative of a possible contributing factor towards L2 (MTL) anxiety in Singapore with significant implications on the state of Singapore’s MTL education. At the point of writing, L2 (MTL) anxiety has yet to be examined despite the continuing efforts made by the Ministry of Education (MOE) towards addressing the MTL proficiency decline whilst maintaining national interest. The current study recommends investigating the contributing factors of L2 (MTL) anxiety further in a Singapore context to address the national MTL proficiency declining trend as well as both contributing to local MTL education literature and providing insights on the broader literature of language anxiety (e.g., foreign language anxiety).

Keywords: Mother-tongue language, Second language anxiety, bilingualism, children, Singapore



Khor Ching Yuet (Year 4)

The role of motivations among Malaysians to select vegetarian restaurant: An empirical investigation using integration of Theory of Planned Behavior and Norm Activation Model

With today's health and ecological awareness becoming necessary for humans, vegetarian (plant-based) dining is a trendy lifestyle, especially after the COVID-19 pandemic. Humans are more conscious of what they have every day, for example, increasing the demand for vegetarian (plant-based) food. Vegetarian has been one of the popular topics in newspapers and magazines; however, the complex purchasing decision-making process and lack of vegetarianism literature contribution on the food and beverage market cause this area to have not been researched in Malaysia context. A merger model of combination between the theory of planned behavior (TPB) and norm activation model (NAM) will help investigate the relationship between different constructs and identify significant motives affecting the purchase behavior among Malaysia's vegetarians. It will help to have in-depth knowledge of this area. However, most research studies tend to overlook the importance of product knowledge. With the absence of product knowledge, most studies have lost the principal strength of the theory. Furthermore, this research study will investigate the influence of several moderating and mediating constructs on forming the actual behavior. Besides, the structural equation modeling (PLS-SEM) technique will test several hypotheses in this study. Then, again, the result will be presented, which includes evaluating the measurement and structural model and the evaluation of the model's goodness of fit—finally, the discussion and conclusion. In fact, by indicating the significant factors at the end of the research, multiple moderating and mediating will allow researchers to understand the intentions and the behaviors in different dimensions of purchasing in vegetarian restaurants.

Keywords: Consumer Intention; Vegetarian restaurants, Theory of Planned Behavior, and Norm Activation Model.

Panel 2

Session Chair : Sze-ee Lee

Khalil Hussain (Year 1)

**Impact of Social Media Influencers on Viewers' Inspiration and Engagement Behaviors
Towards Tourism Destinations**

Social media promotion has advanced because of the extensive number of social media users. Organizations utilize social media influencers' (SMIs) endorsements to approach their target customers. This study aims to examine the role of tourism destination influencers' endorsement impact on viewers' inspiration towards tourism destinations and visitor engagement behaviours (VEBs). Additionally, this study will investigate the mediating role of viewers' inspiration towards tourism destinations by following the underpinning stimulus organism response (S-O-R) theory. It will be a cross-sectional study, and purposive sampling will be employed for a questionnaire-based survey. The target sample size of 400 respondents will be selected at different tourist destinations (such as Chitral, Gilgit, Murry, Naran, etc.) comprising of domestic tourists coming from cities including Islamabad, Karachi and Lahore, who have knowledge of SMIs of Pakistan and based on the acquired information from SMIs' travel vlogs individuals travel to renown tourism destinations. Partial least squares structural equation modelling (PLS-SEM) will be used for analysis of the data. This study empirically tests the impact of social media tourism destinations' influencer attributes on viewers' inspiration towards tourism destinations and visitor engagement behaviours. In addition, this study will investigate the mediating role of viewers' inspiration in the relationship between SMIs' attributes and engagement behaviours. Results from this study will assist in formulating operational-based strategies to guide tourism industry stakeholders (including SMIs and DMOs) in productively engaging with travellers in an attempt to attract and increase destinations' tourist volume

Keywords: Social media influencers, inspiration, visitor engagement behaviours



Wang Xin (Year 1)

Research on brand image design based on Chinese Grotesque Art

The grotesque is a unique aesthetic category originating from the West that can arouse the audience's emotions of curiosity, awe, fear, and confidence, described as the most magical and intelligent visual art. These characteristics have been studied in more and more literature in recent years, but it has mainly focused on grotesque ads, while very little research has been done on grotesque brand image design. Based on the art infusion theory, brand visual identity design can be carried out by establishing a perceptual fit between the grotesque art and the target brand. The unique artistic attraction and emotional contagion of the grotesque can be used to create a narrative transportation, and this artistic perception can spill over from the visual design to the brand experience and brand image. At the same time, Chinese grotesque art has been very rich since ancient times, but it has gained a clear name and little in-depth research in recent decades. This paper will conduct research on brand image design based on Chinese grotesque art, trying to establish a theoretical model to guide grotesque brand image design.

Keywords: grotesque art; brand image design; brand visual identity; Chinese culture; design management

Lin Yingxuan (Celina) (Year 1)

**An Inquiry into Values Education in Singapore Preschools:
Knowledge, Perceptions and Current Practices**

In the 21st century, Values Education (VE) has gained growing emphasis in schools worldwide, recognized for its role in fostering character development. However, a lack of uniformity exists in how teachers understand and implement VE, leading to inconsistencies in educational outcomes. In Singapore, known for its high-quality educational system, various preschool operators maintain autonomy from the national curriculum and adopt a wide range of pedagogical approaches. As a result, VE delivery varies significantly across preschools. This inconsistency could lead to a haphazard development of values in young children, emphasizing the need for a comprehensive review of current practices. This proposed study aims to investigate teachers' perceptions, knowledge, and teaching methods related to VE in Singaporean preschools. By employing a phenomenological approach, the research will conduct qualitative interviews and classroom observations targeting teachers from diverse educational settings. The objective is to analyze these insights to identify gaps, potential areas for improvement, and best practices in VE. The study emphasizes the need for a more structured and unified approach to VE in preschools. This suggests that guidelines, resources, and professional development opportunities for teachers could be the solution to equip our young with values to build good character. By informing policymakers and educators, the research has the potential to shape future VE policies and practices, ultimately contributing to the holistic development of children and preparing them to become responsible and compassionate global citizens our world needs today.

Keywords: values education, preschool teachers, teaching, pedagogies, curriculum

Liang Lok Mei (Year 2)

Spatial practice in migrant workers' accommodations: A theoretical framework

As part of an investigation into the relationship between spatial practice and migrant workers' well-being in Malaysia's Centralised Labour Quarters (CLQ), this presentation discusses the process of establishing a theoretical framework and research method for investigating spatial practices within migrant workers' quarters. Poor living conditions of migrant workers have been a persistent problem globally and in Malaysia despite the implementation of minimum accommodation standards. This is due to existing guidelines and studies rarely addressing the spatial requirements of migrant workers. Aiming to improve migrant workers' living conditions, many studies on migrant workers' accommodations observed spatial practice as an indicator of the inhabitants' spatial requirements. This presentation first explores spatial practice as a concept within Lefebvre's theory of space production. Subsequently, various observations of spatial practices in prevailing studies are reviewed. Further to the literature review, a theoretical framework that establishes theoretical definitions and dimensions by integrating Lefebvre's theory of space production within the context of migrant workers' accommodations is proposed. The proposed research method for investigating spatial practices in migrant workers' accommodations is then discussed. This proposed theoretical framework and research method serve as a basis for future fieldwork in construction CLQs and at the same time provide a reference for future studies on other temporary accommodations.

Keywords: Migrant workers' accommodations, Spatial practice, Theory of space production

Pamela Arumynathan (Year 1)

**Capturing the Linguistic Journey:
Chinese Students' Pursuit of English in Singapore's
Transnational Higher Education Landscape**

International students venturing into higher education are frequently confronted with steep cultural and linguistic learning curves. To ensure these students, particularly those aiming for higher studies, are well-equipped with requisite English proficiency, Transnational Higher Education Institutions (THNEIs) have introduced English Preparatory Programs (EPP). This study charts the students' English language acquisition journey from their hometown to the multicultural backdrop of Singapore. In light of the challenges faced, a dedicated research initiative was launched, grounded in the theory of affordances and underpinned by Freebody and Luke's four resources model. This study primarily sought to pinpoint the challenges encountered by Chinese students within EPPs, aiming to propose enhanced teaching methodologies therein. Using the insights of Jiang & Zhang, the linguistic-ecological approach rooted in affordances highlights how Chinese students in EPPs actively perceive and engage with their learning environment, enhancing their English language acquisition. Applying this perspective helps clarify the challenges faced by Chinese students in Singapore's academic setting. Concurrently, Freebody and Luke's model, which includes code-breaking, text participation, text user, and text analysis, serves as a lens through which one can comprehend student interactions with academic undertakings. To glean deeper insights, qualitative techniques, encompassing interviews and classroom observations, were adopted. Initial findings reveal that Chinese students grapple with challenges ranging from divergent teaching styles, cultural nuances, to varying course engagement intensities. These initial findings help to illuminate the intricate relationship between language proficiency, educational aspirations, and individual growth, offering valuable insights for both academic discourse and pedagogical evolution in the realm of language education.



Felicia Luvena Albert (Year 1)

Antifungal Evaluation of Silver Nanoparticles against The Biofilms of *Candida Glabrata*

Candida species are a group of yeast-like fungi commonly found in human mucosal surfaces as commensal organisms. While their presence is harmless, factors such as weakened immunity, antibiotic use, and diabetes can lead to overgrowth and infections. These infections can range from superficial conditions like oral thrush and vaginitis to life-threatening systemic infections such as candidemia. Among the various *Candida* species, *Candida albicans* is the most prevalent, but emerging pathogens like *Candida glabrata* are becoming a significant concern due to their increased resistance to antifungal drugs. The growing problem of antifungal resistance necessitates the exploration of alternative treatments. In recent years, silver nanoparticles (AgNPs) have gained attention for their unique physicochemical properties and broad-spectrum antimicrobial activity. AgNPs have shown promising results against various fungal pathogens, making them a potential candidate for combating *Candida* infections. To assess the antifungal activity of AgNPs, the Clinical and Laboratory Standards Institute (CLSI) guidelines for antifungal susceptibility testing were adapted. *Candida* strains, including reference strain *CG ATCC 2001* and three clinical isolates, were used for experimentation. Both planktonic cells and biofilms of *C.glabrata* strains were exposed to AgNPs and fluconazole at different concentrations. Antifungal assays were conducted for 24 and 48 hours on planktonic cells and allowed biofilms to form for 24, 48, and 72 hours before treatment. The inhibition of cell growth and biofilm formation was evaluated and analyzed by determining their MIC₅₀ and MIC₈₀ values. The results revealed promising findings, indicating that AgNPs exhibited potent antifungal activity against both planktonic cells and biofilms of *C.glabrata* strains. The nanoparticles demonstrated significant inhibition of cell growth and biofilm formation, offering a potential solution to combat *Candida* infections. These findings are particularly relevant in the face of increasing antifungal resistance among *Candida* species.

Keywords: silver nanoparticles ; antifungal properties ; *candida* infection ; *candida* biofilms ; fungal infection ; candidiasis ; nanomedicine



Panel 3

Session Chair : Josiah Poon

Lu Meijun (Year 3)

**A study on the impact of visual aesthetics of China Chic Visual Design
from an experiential design perspective**

In recent times, 'China Chic' has surged in popularity within the Chinese market, embodying local cultural symbols. This trend mirrors consumers' desire to contemporize traditional culture visually, fostering a distinct cultural identity. However, China Chic's modern design, despite reflecting contemporary Chinese aesthetics, grapples with multifaceted challenges in content creation. Notably, hurdles include limited creative expression, deficient human capital, untapped cultural resources, and absence of experiential design frameworks. Regrettably, the incorporation of 'cultural elements' in Chinese Chic trademarks often amounts to superficial symbolism, lacking substantial impact on cultural heritage. These elements increasingly function as auxiliary marketing tools, eroding their distinctiveness. Additionally, China Chic design primarily centers on cultural belonging, employing aesthetic forms and cultural symbols to evoke positive psychological responses in consumers and drive purchasing behavior. This underscores the transition from a 'human-centered' to an 'experience-centered' design philosophy. This research seeks to explore the China Chic visual design paradigm through the lens of experience design, delving into consumer aesthetic experiences, emotional needs, and cultural perceptions. The study encompasses a comprehensive analysis of China Chic design from the experience design perspective, prioritizing consumer-centric design and immersive experiences. Employing multi-sensory design theory, the research designs immersive China Chic visual experiences for participants, employing data collection methods such as observation, interviews, and focus groups. Insights into consumer perceptions inform the construction of an experience design framework for China Chic visuals. The study's outcomes hold potential to advance postmodern design aesthetics theory in China, while influencing global perceptions of modern Chinese design. Ultimately, this research could catalyze the evolution of China Chic visual design, fostering a deeper understanding of its impact on an international scale and providing fresh concepts for its creation and exploration.

Keywords: China Chic Visual Design, China Chic Visual Aesthetic, Experience design, Aesthetic Experience, Emotion

Jeffrey Ling (Year 2)

Scale Drop Disease Virus Super Dodgers

Scale drop disease virus (SDDV), the primary aetiology for Scale Drop Disease (SDD), leads to catastrophic losses in Barramundi, *Lates calcarifer* farms. In Singapore, one of the major Barramundi producers has ceased farming activities at one of its sites due to the disease. Earlier studies reported mainly clinical signs and pathology, such as scale loss, from field samples collected during outbreaks. The cross-sectional nature of these studies limited our understanding on the progression of the disease as field samples were typically collected at a single time point. Therefore, to further our understanding on pathology, pathogenesis, and potential route of transmission of the disease, SDDV challenge trials are to be conducted. In the pilot SDDV trial, we exposed the Barramundi to the SDDV via the intraperitoneal route. They began to develop clinical signs that were associated with SDD about two weeks after exposure. To prevent fouling of the recirculating aquaculture system, where we housed the fish, fish that became sick or died were removed regularly. Following the mortality peak at about two weeks post exposure, the remaining fish were largely clinically healthy. These fish, despite being infected with SDDV, could be considered as super dodgers, as they did not become symptomatic. Further research is warranted to better understand these fish, compared to those who succumbed to the disease. Such understanding is imperative in the development of control strategies to better SDD on farms.

Keywords: Scale Drop Disease Virus

Leong Boon Tik (Year 2)

**Exploring Supply Chain Dynamics of
Prefabricated Prefinished Volumetric Construction (PPVC) Projects in Malaysia**

Malaysia companies are reported as Prefabricated Prefinished Volumetric Construction (PPVC) supplier to Singapore's PPVC projects. At the same time, PPVC is recognised as a technology that can bring various benefits to the Malaysian construction industry. Unlike traditional labour intensive construction methods, PPVC is technology driven, enabling substantial shifts of construction activities to an off-site controlled environment, with on-site tasks primarily focused on installation. This paradigm shift technology has potential to significantly enhance the construction industry's performance in terms of time, cost and quality, while concurrently mitigating waste and pollution. Despite these evident advantages, PPVC has not garnered widespread adoption in Malaysia. To discern the underlying reasons for its limited popularity in Malaysia context, this research seeks to elucidate the evolving roles of various stakeholders within a construction project, consequently identify changes in supply chain dynamics specifics to PPVC projects. Qualitative research method is employed, involving in-depth interviews with experts possessing i) PPVC expertise and ii) extensive knowledge of the Malaysian construction industry. The primary objective of this study is to formulate a supply chain framework tailored to PPVC projects within the Malaysia construction context. A profound understanding of the PPVC project supply chain holds the potential to stimulate the adoption of this technology in Malaysia, thereby realizing its manifold benefits for both construction industry and nation. By shedding light on the understanding of the supply chain associated with PPVC projects, the results can facilitate informed decision-making and promote the integration of PPVC technology as a transformation force within the Malaysia construction landscape.

Keywords: PPVC, supply chain, Malaysian construction industry

Tesfaye Fentaw Nigatu (Year 1)

**Investigating Millennial Visitor Experiences and their Engagement with
Heritage Interpretation Practices at the National Museum of Ethiopia (NME):
A Qualitative Case Study**

Museums have significant functions including the preservation of tangible and intangible cultural heritage resources. In the 21st century, museums have increasingly become centers of both learning and entertainment to reach wider audiences and attract millions of visitors. Museums foster learning, transform experiences, and provide effective public and personal reflection by displaying historical artifacts, scientific breakthroughs, and cultural treasures in exhibitions. This study aims to assess the millennial (Generation Y) visitors' experiences and their engagement in heritage interpretation practices at the National Museum of Ethiopia (NME). The research will try to answer; How do millennial visitors experience and engage with heritage interpretation practices at the NME? This study will contribute to the existing theoretical, empirical, and practical implications of the growing body of knowledge regarding visitors' experiences in museum exhibitions and heritage interpretation practices. The findings of this study will contribute to museum tourism development, museum marketing, museum professionals, academia, policymakers, and heritage interpretation experts. Interpretivism philosophical paradigm and a qualitative approach will guide this study. To accomplish the study's objectives, a qualitative interpretive case study design will be employed. The study will involve sampling millennial (Generation Y) domestic visitors using purposeful sampling. Data will be collected through interviews, Profile Accumulation Technique (PAT), and observation. Thematic analysis, supported by the Nvivo qualitative data management tool, will be used to analyze the data. Quotations will be used in the data presentation and interpretation process whenever necessary.

Keywords: Engagement, Exhibition, Heritage interpretation, Millennials, Museum, National Museum of Ethiopia, Visitors' Experiences

About the Hosts



James Cook University, Singapore (JCUS)

Creating a brighter future for life in the tropics world-wide through graduates and discoveries that make a difference.

The Singapore campus of James Cook University is fully owned by James Cook University Australia, which is ranked in the top 2%* of universities in the world. James Cook University Australia established its Singapore campus in 2003 as part of its expressed intent of internationalizing its activities and offers a suite of university level programs at the Singapore campus covering the areas of Business, Information Technology, Psychology, Education, Science, Commerce, Accounting, Aquaculture, Environmental Science, Games Design, Tourism and Hospitality. James Cook University offers Higher Degree by Research programs such as Doctor of Philosophy, Master of Philosophy and pathways to a higher degree. Additionally, the campus offers courses at the pre- university level, specifically designed to provide pathways for students who are unable to immediately meet university entrance standards.





Taylor's University

Taylor's University is a private university in Subang Jaya, Selangor, Malaysia. It was founded in 1969 as a college, was awarded university college status in 2006, and subsequently university status in 2010. Taylor's University is a member of the Taylor's Education Group, which also includes British University Vietnam, Taylor's College, Garden International School, Nexus International School, Australian International School Malaysia, and Taylor's International School

Taylor's University offers a myriad of courses in tertiary education, from diploma, to degree, post-graduate and professional programmes. Students can choose to enroll in courses encompassing fields such as Architecture & Construction Technology, Business & Entrepreneurship, Computing & IT, Culinary Arts, Design, Education, Engineering & Robotics, Food Science, Food Studies & Gastronomy, Hospitality, Interactive Spatial Design, Tourism & Events, Law, Medicine, Pharmacy, Psychology, Performing Arts, Quantity Surveying and Social Sciences.

Taylor's University is the No. 1 private university in Southeast Asia for 3 years in a row, ranked #284 in the QS World University Rankings 2023. This ranking place the university among the top 1% of the most influential universities globally.

The university equips its students to graduate in demand through Taylor's Sphere™, its well-balanced ecosystem and community comprising experienced lecturers, industry partners, alumni, and more, that nurture the students' intellect, creativity, and practical wisdom to graduate in demand.





JHDRC 2023 Organizing Committee

Co-chairs

Mr Nicholas Seet Wei Kiat, JCUS

Ms Sze-ee Lee, TU

Organizing Committee Members

Ms Chan Lymn Wei, JCUS

Ms Guo YueYun (Cassie), TU

Mr Jeffrey Ling, JCUS

Mr Josiah Poon, JCUS

Ms Loke Mei Liang, TU

Mr ShaoYuan Chen, JCUS

Ms Zhan Juan (Leona), TU

Committee Advisors

Ms Hafsa Imtiaz, TU

Mr Rupesh Selvaraj Arunasalam, JCUS

Committee Mentors

Associate Professor Dr Denise Dillon, JCUS

Associate Professor Dr Keith Tan Kay Hin, TU

OUR SPONSOR



KTC's story started as a modest earth moving contractor back in 1988. With a clear focus on delivering quality and reliable service, the venture that started in a rented shop house has grown into a multi-discipline civil engineering enterprise with operations in both Singapore and Indonesia. KTC Group's business units are categorized broadly into five main areas namely Transport Infrastructures, Aviation Infrastructure, Underground Infrastructures, Land Preparation/Earthworks & Deep Excavation. The Group has a current staff strength of 2550, with 450 Professional & Technical in Singapore. We also own a fleet of over 1000 heavy machinery including tipper trucks, one the largest fleet in Singapore.

KTC Civil Engineering & Construction Pte Ltd was set up in 1997 as a part of KTC Group. Since its conception, KTC has secured and successfully completed various challenging and increasingly complex government projects. In 2010, KTC Civil Engineering achieved financial grade A1 registration with BCA under Workhead CW02, which allows us to tender for government contracts of unlimited amount. KTC Group's business streams are synergistic in nature and help us to offer a comprehensive support to our elite clientele.