

# **2011 International Conference on Business, Engineering and Industrial Applications**

**(ICBEIA 2011)**

**Kuala, Lumpur, Malaysia  
5-7 June 2011**



**IEEE Catalog Number: CFP1178P-PRT  
ISBN: 978-1-4577-1279-1**

# TECHNICAL PROGRAM

Time	Room A	Room B
<b>Monday, June 6</b>		
09:00	Keynote: <i>Business and Engineering in Malaysian Region</i> (Alan Harvey)	
10:00	MB1: Morning Break	
11:00	A12: <i>Banking, Finance &amp; Economics</i>	B12: <i>Human Capital Development</i>
13:00	LUNCH1: Lunch Break	
14:00	EX: <i>Excursion to Putrajaya</i>	
<b>Tuesday, June 7</b>		
08:40	A21: <i>Engineering &amp; Industrial Applications</i>	B21: <i>Management, Business &amp; Logistics</i>
10:40	MB2: Morning Break (Foyer)	
11:00	A22: <i>Engineering &amp; Industrial Applications (cont)</i>	B22: <i>Management, Business &amp; Logistics (cont)</i>
13:00	LUNCH2: Lunch Break	
14:00	A23: <i>Information &amp; Communications Technology</i>	
16:00	A24: <i>Information &amp; Communications Technology</i>	

## Monday, June 6

<b>SESSION</b>	:	<b>Keynote 1</b>
<b>TITLE</b>	:	<b>Business and Engineering in Malaysian Region</b>
<b>PRESENTER</b>	:	<b>Alan Harvey</b>
<b>CHAIR</b>	:	<b>Mustafar Kamal Hamzah (Universiti Teknologi Mara, Malaysia)</b>
<b>TIME</b>	:	<b>09:00 - 10:00</b>
<b>ROOM</b>	:	<b>A</b>

### SYNOPSIS

High Technology Semiconductor, IT and Electrical Engineering businesses in can make up a third of the economy. This presentation examines the role of multinational companies in the development of Semiconductor/IT high technology sector and the role of government policy. Some observations on future directions of these business sectors are given.

10:00 - 11:00

**MB1: Morning Break**

**B12: Human Capital Development**

**Room: B**

**Chairs: Ahmad Nizam Mohd Yusof (Universiti Teknologi Mara & Puncak Alam, Malaysia), Ramon Solves Pujol (Tokyo Institute of Technology, Japan)**

**11:00 Employer Branding in IT/ITES Units - an Empirical Study 001**

Vaijayanthi Panchanathan Kumar (SASTRA University, India); Shreenivasan Kuppa Ananthan (SASTRA University, India)

**11:20 Training Transfer: Training Characteristic, Training Design and Work Environment Evaluation 007**

Ahmad Nizam Mohd Yusof (Universiti Teknologi Mara, Malaysia)

**11:40 Development of Affective Management Concept and Scorecard 012**

Waratta Authayarat (Tokyo Institute of Technology, Japan); Hiroyuki Umemuro (Tokyo Institute of Technology, Japan); Kensuke Murata (Tokyo Institute of Technology, Japan); Arisara Jiamsanguanwong (Tokyo Institute of Technology, Japan)

**12:00 Mental Health Assessment Based on Personality of Individual and Associated Workers in Workplace 016**

Ramon Solves Pujol (Tokyo Institute of Technology, Japan); Hiroyuki Umemuro (Tokyo Institute of Technology, Japan); Kensuke Murata (Tokyo Institute of Technology, Japan); Kazuo Yano (Hitachi, Ltd., Japan); Koji Ara (Hitachi, Ltd., Japan)

**A12: Banking, Finance & Economics**

**Room: A**

**Chairs: Vaijayanthi Panchanathan Kumar (SASTRA University, India), Geetha Subramaniam**

**Case Study of Jigsaw Cooperative Learning Effect within Electrical Engineering Courses 020**

Nooritawati Tahir, Kama Azura Othman and Faieza Hanum Yahaya

**11:00 Evaluation on International Unit Trust Funds: A Case for Malaysia**

Abdul Halmie (Universiti Teknologi MARA, Malaysia)

**11:20 The Net Present Value of Mudharabah and Musharakah Model**

Maheran Mohd Jaffar (Universiti Teknologi MARA, Malaysia); Nora Mohd Isa (Universiti Teknologi Mara, Malaysia)

**12:00 Carbon Pollution Reduction Scheme - Sustainability and Financial Response to Rio Tinto Group**

Mohd Maasar (Universiti Teknologi MARA, Malaysia)

**12:20 Value Based Measure: An Application of EVA in Selected Indian Public and Private Banks.**

Shreenivasan Kuppa Ananthan (SASTRA University, India); Vaijayanthi Panchanathan Kumar (SASTRA University, India)

13:00 - 14:00

**LUNCH1: Lunch Break**

14:00 - 18:00

**EX: Excursion to Putrajaya**

**Tuesday, June 7**

**A21: Engineering & Industrial Applications**

**Room: A**

**Chairs:** Afarulrazi Abu Bakar (University Tun Hussein Onn Malaysia, Malaysia), Helmi Rashid (Universiti Teknologi MARA, Malaysia)

**08:40 Solar Tracker Robot Using Microcontroller**

Afarulrazi Abu Bakar (University Tun Hussein Onn Malaysia, Malaysia); Liew Kah Leong (University Tun Hussein Onn Malaysia, Malaysia); Wahyu Mulyo Utomo (Universiti Tun Hussein Onn Malaysia, Malaysia); Md Zarafi Ahmad (Universiti Tun Hussein Onn Malaysia, Malaysia)

**09:00 Preliminary Research in Characterization of Fatigue Load Parameters Using Fiber Optic**

Adli Adam (Universiti Teknologi MARA (UITM) Malaysia, Malaysia); Nor Jannah Muhd Satar (Universiti Teknologi MARA, Malaysia); Wahyu Kuntjoro (Universiti Teknologi MARA, Malaysia); Mohd Kamil Abd. Rahman (Universiti Teknologi MARA Malaysia, Malaysia)

**09:20 High Frequency Carrier Digital PWM for Non-Sinusoidal Modulating Waveforms**

M. S. Balakrishnan (Sathyabama University, India); R. Theagarajan (National Institute of Technical Teachers Training and Research, India)

**09:40 Interval Shift Variation's Effect on Modal Analysis Extraction Method Accuracy Using SSTD Technique**

Ahmad Fathi (Uitm Shah Alam, Malaysia)

**10:00 Study on the Possible Defects in Plastic Injection Molding for Different Designs of Studs for Football Boot Sole Using CAD and CAE Technologies and Applications**

Helmi Rashid (Universiti Teknologi MARA, Malaysia); Ahmad Hussein Abdul Hamid (Faculty Mechanical Engineering, University Technology MARA, Malaysia); Mohd Hafiz Mohd Noh (University Technology MARA, Malaysia); Nursalbiah Nasir (Universiti Teknologi MARA, Malaysia)

**10:20 Airframe Design for Modularity of the BWB Baseline II-E2 UAV**

Matzaini Katon (Universiti Teknologi MARA, Malaysia); Wahyu Kuntjoro (Universiti Teknologi MARA, Malaysia)

**B21: Management, Business & Logistics**

**Room: B**

**Chairs:** Shuib Basri (Universiti Teknologi Petronas, Malaysia), Lennora Putit (UiTM, Malaysia)

**08:40 Optimizing Unprecedented Maximal Covering Location Problem with Simulated Annealing Algorithm**

Reza Rabieyan (Qazvin Islamic Azad University, Iran); Nima Esfandiari (Qazvin Islamic Azad University, Iran)

**09:00 Examining the Effects of Shopping Orientation and Corporate Social Responsibility on Store Loyalty**

Jamaliah Mohd. Yusof (Universiti Teknologi MARA, Malaysia)

**09:20 Technology Readiness Impact on E-procurement Implementation**

Naseebullah Langove (Universiti Teknologi PETRONAS, Malaysia); Shuib Basri (Universiti Teknologi Petronas, Malaysia); Dhanapal Dominic (Universiti Teknologi PETRONAS, Malaysia)

**09:40 Consumers' Online Repurchase Intentions: Perspectives From Malaysia**

Chai Har Lee (Multimedia University, Malaysia); Uchenna Cyril Eze (Multimedia University, Malaysia)

**10:00 Conceptualizing the Key Factors Influencing Internet Banking Adoption Among Young Adults**

Uchenna Cyril Eze (Multimedia University, Malaysia); Jeniffer Keru Manyeki (Multimedia University, Malaysia); Heng Yaw Ling (Multimedia University, Malaysia); Chai Har Lee (Multimedia University, Malaysia)

**10:20 The Role of Public Awareness & Government Regulations in Stimulating Sustainable Consumption of Malaysian Consumers**

Wan Kalthom Yahya (Universiti Teknologi MARA, Malaysia)

10:40 - 11:00

**MB2: Morning Break (Foyer)**

**A22: Engineering & Industrial Applications (cont)**

**Room: A**

**Chairs: Afarulrazi Abu Bakar (University Tun Hussein Onn Malaysia, Malaysia), Helmi Rashid (Universiti Teknologi MARA, Malaysia)**

**11:00 Dynamic Characterization of Epoxy Plate Using OMA with Free-Free End Conditions**

Haizuan Abd. Rahman (University of Technology MARA (UITM), Malaysia)

**11:20 Circuit Improvements of PWLL and Its Performance Analysis**

Akin Cellatoglu (European University of Lefke, Turkey); Karuppanan Balasubramanian (European University of Lefke, Turkey)

**11:40 Thermal Boundary Layer Flow on a Stretching Plate with Radiation Effect**

Siti Khuzaimah Soid (Universiti Teknologi MARA, Faculty of Computer and Mathematical Sciences, Malaysia); Anuar Ishak (Universiti Kebangsaan Malaysia, Malaysia)

**12:00 Committee of Artificial Neural Networks for Monthly Rainfall Prediction Using Wavelet Transform**

Nizar Ali Charaniya (Amravati University, India); Sanjay Dudul (Amravati University, India)

**12:20 Design and Switching Position Optimization of Multi-Stage Coilgun**

Mahdi Mahmoodi Vaneghi (Shahed University, Iran); Ahmad Ali Khatibzadeh (Tarbiat Modares University, Iran); Ghafur Ahmad Khanbeigi (Amirkabir University of Technology, Iran); Mohammad Reza Besmi (Shahed University, Iran)

**12:40 Impairment Aware Evolutionary Programming Algorithm for Transparent Optical Networks**

Urmila Bhanja (BPUT, ORISSA, India); Rajarshi Roy (Indian Institute of Technology, Kharagpur, India)

**B22: Management, Business & Logistics (cont)**

**Room: B**

**Chairs: Shuib Basri (Universiti Teknologi Petronas, Malaysia), Lennora Putit (UiTM, Malaysia)**

**11:00 Developing Soft Skills and Learning Outcomes of Business Management Students in Project Management**

Sariwati Shariff (Universiti Teknologi Mara, Malaysia); Zaimy Johana Johan (Universiti Teknologi Mara, Malaysia)

**11:20 Investigating the Relationship Between Service Quality and Customer Satisfaction: An Empirical Perspective on the Pharmaceutical Healthcare Sector**

Lennora Putit (UiTM, Malaysia); Nur Farahlinan Abd Karim (Alliance Bank Malaysia Berhad, Malaysia); Normaswati Zainuddin (TNT Express Worldwide (M) Sdn. Bhd, Malaysia)

**11:40 Construction Industry Payment and Adjudication Act Enhancing Security of Payment in the Malaysian Construction Industry**

Siti Suhaidah Sahab (Universiti Teknologi MARA, Malaysia); Zulhabri Ismail (Research Management Institute, Malaysia)

**12:00 Investigating the Impact of Destination Image on Total Tourists' Experience (TTE) and Destination Loyalty: Using Structural Equation Modelling Approach**

## An Overview of Budgetary Allocation on the Development of Women Entrepreneurs in Bangladesh: An Empirical Study

Ruba Rummana and Md. Iqbal Bahar Chowdhury

Abstract: The study aims to explore the budgetary allocation for the development of women entrepreneurs in Bangladesh. The study is based on a survey of 100 women entrepreneurs in Bangladesh. The study finds that the budgetary allocation for the development of women entrepreneurs is very low. The study also finds that the budgetary allocation for the development of women entrepreneurs is not sufficient to meet the needs of the women entrepreneurs.

Keywords: Women entrepreneurs, budgetary allocation, Bangladesh.

1. Introduction

Women entrepreneurs play a vital role in the economic development of Bangladesh. They are the backbone of the economy and provide employment opportunities for many people.

However, the budgetary allocation for the development of women entrepreneurs is very low. This is due to the fact that the government and the private sector do not give enough attention to the development of women entrepreneurs.

The study aims to explore the budgetary allocation for the development of women entrepreneurs in Bangladesh. The study is based on a survey of 100 women entrepreneurs in Bangladesh.

The study finds that the budgetary allocation for the development of women entrepreneurs is very low. The study also finds that the budgetary allocation for the development of women entrepreneurs is not sufficient to meet the needs of the women entrepreneurs.

2. Literature Review

There is a growing body of literature on the development of women entrepreneurs in Bangladesh. The literature shows that the budgetary allocation for the development of women entrepreneurs is very low.

Rosidah Musa (UiTM, Malaysia); Lennora Putit (UiTM, Malaysia); Yusrina Hayati Nik Muhd Naziman (Universiti Teknologi MARA, Malaysia)

13:00 - 14:00

**LUNCH2: Lunch Break**

**A23: Information & Communication Technology**

**Room: A**

**Chairs: Srinivasan Sivagama sundhari (Kuala Lumpur Metropolitan University College KLMU, Malaysia)**

**14:00 Investigation of Outdoor Fading Model Over Indoor Environment**

Mohd Raziff Abd Razak (, Malaysia); Abdul Halim Ali (Universiti Kuala Lumpur British Malaysian Institute, Malaysia)

**14:20 An Integrated Architecture for Notification System to Enhance the Efficiency of Mobile Marketplace**

Amer Farea (University of Hyderabad, India); Siba Kumar Udgata (University of Hyderabad, India)

**14:40 Comparative Analysis of PCA and LDA**

Sushma Niket Borade (MIT, DBAM University Aurangabad, India); Ramesh Adgaonkar (MIT, DBAM University Aurangabad, India)

**15:00 PCA Relay Strategies for Sensor Networks and Co-operative Communications Systems**

Sara Sahebdel (Azad University, Iran)

**15:20 A Novel Conceptual Framework for Mining High Speed Data Streams**

J Chandrika (VTU, Belaguam, India)

**A24: Information & Communication Technology**

**Room: A**

**Chairs: Srinivasan Sivagama sundhari (Kuala Lumpur Metropolitan University College KLMU, Malaysia)**

**16:00 Efficiency Evaluation of Physical Protection System**

Anton V. Filimonov (Moscow Institute of Physics and Technology, Russia); Andrey Leus (Moscow Institute of Physics and Technology (State University), Russia)

**16:20 Importance of Incorporating Fundamental Usability with Social & Trust Elements for E-Commerce Website**

Ashok Sivaji (Mimos Berhad, Malaysia); Alan G. Downe (Universiti Teknologi PETRONAS, Malaysia); Muhammad Fahmi Mazlan (Mimos Berhad, Malaysia); Shi Tzuaan Soo (Mimos Berhad, Malaysia); Azween Bin Abdullah (Universiti Teknologi Petronas, Malaysia)

**16:40 Interactive Parameter Estimator of a Superheater System: a GUI for Industrial Applications**

Razidah Ismail (Universiti Teknologi MARA, Malaysia); Noor Ainy Harish (Universiti Teknologi MARA, Malaysia); Rosenah A Halim (Universiti Teknologi MARA, Malaysia)

**17:00 A Knowledge Discovery Using Decision Tree by Gini Coefficient**

Srinivasan Sivagama sundhari (Kuala Lumpur Metropolitan University College KLMU, Malaysia)

**17:20**