

2012 International Conference on Innovation Management and Technology Research

(ICIMTR 2012)

**Malacca, Malaysia
21-22 May 2012**



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Technical Program

Monday, Day 1 21 MAY 2012

- 9.30 - 10.30am Keynote Address 1
Professor Trevor Bond
"Changing the Face of Innovation,
Management and Technology
Research: A Role for Rasch Measurement"
- 11.15 - 12.30am Keynote Address 2
Professor Klaus Georg Oestreicher
"Disruptive Innovation and the Lock-in"

Parallel Session 1A - Management Research

Room : Melaka 1
Time : 14:00 pm – 15:30pm
Chair : Professor Dr. Hazman Shah Abdullah/Prof. Robert Schmitt

- 14:00 pm Raja Suzana Raja Kasim (Accounting Research Institute, Universiti Teknologi MARA, GERIC-UMK, Universiti Malaysia Kelantan), Nurul Fasha Mohd. Shamsir (Universiti Teknologi Mara, MY)
[Innovative Governance Framework for Global Islamic Microfinance Institutions](#) 1
- 14:15 pm Haidy Henry (Universiti Teknologi Mara Universiti Teknologi Mara Sabah, MY)
[Evaluation of Affordable Housing Initiative for Lower Income Sabahans: A Case of Kota Kinabalu](#) (****)
- 14:30 pm Teoh Wei Lin, Michael Khoo Boon Chong (Universiti Sains Malaysia, MY)
[A Preliminary Study on the Double Sampling X-bar Chart with Unknown Parameters](#) (****)%\$
- 14.45 pm Heinz Marx; Hazman Shah Abdullah (Universiti Teknologi Mara, MY)
[Culture and Communication Practices: A Study of Expatriate and Local Managers in Malaysian Freight Forwarding Industry](#) (****)%\$
- 15.00 pm Robert Schmitt; Sebastian Stiller
(Laboratory for Machine Tools and Production Engineering WZ)
[Designing Quality Control Loops for Stable Business Processes within the Field of Entrepreneurial Quality](#) (****)&%
- 15.15 pm Maria Cabrita, Virgílio Machado, António Grilo (Faculty of Science and Technology of Universidade Nova de Lisboa, Portugal)
[Linking Knowledge Management and Intellectual Capital: An Evidence Based on Portuguese Banks Study](#) (****)&*

Parallel Session 1B - Technology Research

Room : Melaka 4
Time : 14:00 pm – 15:30pm
Chair : Dr. Hossein Hamidi/Mr. Rashidi Che Beson

- 14:00 pm Noorzalaniee Ghazali; Wan Shahidan; Zuraini Din; Khairulazhar Zainudin
(Universiti Teknologi Mara, MY)
[Prohibited Manoeuvre in Automobile Navigation System Development](#) (****) &
- 14:15 pm Fazreil Amreen (MIMOS Berhad, Kulim, MY)
[Implementing Continuous Integration towards Rapid Application Development](#) (****) +
- 14:30 pm Mohd Rashidi Che Beson; Syed Alwee Aljunid (Universiti Malaysia Perlis, MY)
[New Code with Non-Zero Cross Correlation for Spectral Amplitude Coding Optical Code-Division Multiple- Access Systems](#) (****) ('

- 14.45 pm Wenrui Li; Jaehwan Kim; Jong-Wha Chong (Hanyang University, Seoul, Korea, KR)
[A Novel Congestion Estimation Model and Congestion Aware Floorplan for 3D Ics](#) (,
- 15.00 pm Ch. Hamrouni; A Abraham; Adel M. Alimi (University of Sfax National Engineering
School of Sfax, Sfax, Tunisia)
[Both Sides Linked Antenna Array for Ultra Small Satellite Communication Subsystem](#) ((
- 15.15 pm Hossein Hamidi; Roozbeh Rafati (Universiti Teknologi MARA, MY)
[Prediction of Oil Reservoir Porosity Based on BP-ANN](#) (*****\$

Parallel Session 1C - Innovation Research

Room : Melaka 5

Time : 14:00 pm – 15:30pm

Chair : Professor Dr. Klaus G. Oestreiche/Prof. Bala Subrahmanya Mungila
Hillemane

- 14:00 pm Raja Suzana Raja Kasim (GERIC-UMK, Universiti Malaysia Kelantan); Ismayaza Noh
(Universiti Teknologi MARA, MY)
[The impact of organizational innovativeness on the performance of the university: an analysis
among selected Malaysian private universities](#) (*******)
- 14:15 pm Bala Subrahmanya Mungila Hillemane (Indian Institute of Science, Bangalore, India)
[External Support and Innovation Performance of SMEs in Bangalore: Role of Firm level Factors](#) (****+%
- 14:30 pm Klaus G. Oestreiche (University of Worcester, United Kingdom)
[The Implication of Path-dependence on Industrial Survival](#) (******++)
- 14.45 pm Nigel Walton (University of Worcester, United Kingdom)
[Four-Closure: How Amazon, Apple, Facebook & Google are Driving Business Model Innovation](#) (****, *
- 15.00 pm Mohd Faiz Hilmi; Shahrier Pawanchik (Universiti Sains Malaysia, MY)
Yanti Mustapha; Nurazree Mahmud (Universiti Teknologi MARA, , MY)
[Innovative Behavior of Malaysian Employees: An Exploratory Study](#) (****, ,
- 15.15 pm Fazli Wadood (Universiti Teknologi Tun Hussein Onn, MY)
[Key Factors Enhancing Innovativeness Among VSMEs of Pakistan](#) (****- &

Parallel Session 2A - Management Research

Room : Melaka 1

Time : 15:45 pm – 17:15pm

Chair : Dr. Noorlaila Yunus/Dr. Uchenna Cyril Eze

- 15:45 pm Noorlaila Yunus; Che Norlia Hassan (Universiti Teknologi MARA, MY)
[The importance of emotional intelligence and soft skills in the workplace](#) (****- *
- 16:00 pm Nur'Hidayah Che Ahmat; Mohd salehuddin Mohd Zahari;
Ahmad Hidayat Ahmad Ridzuan; Norrina Din (Universiti Teknologi Mara, MY)
[Dry Hotel and Syariah Compliant Practices: Concepts, Challenges and Reality in Malaysia](#) (****%\$%
- 16:15 pm Nur'Hidayah Che Ahmat; Mohd Salehuddin Mohd Zahari; Ahmad Hidayat Ahmad Ridzuan
(Universiti Teknologi Mara, MY)
[Customer Awareness towards Syariah Compliant Hotel](#) (****%\$*
- 16.30 pm Uchenna Cyril Eze (Monash University, MY);
Chai Har Lee (Multimedia University, MY)
[Conceptualizing Factors That Influence Consumers' Mobile Phone Purchase](#) (****%\$%
- 16.45 pm Hsiao-Ming Chang (Chienkuo Technology University, TW)
Hai-Chu Wu (Hungkuang University, TW)
Tsai-Fu Tsai (Chienkuo Technology University, TW)
[Study of Tourists' Attention to Marine Sports: Attraction Importance and Performance](#) (****%\$*

17.00 pm Raja Suzana Raja Kasim(GERIC-UMK, Universiti Malaysia); Che Mah Thamby Chik; Fatima Selaman (Universiti Teknologi MARA, MY)
[Renewal Model in Academic Knowledge System](#) %&\$

17.15 pm Nisheeth Gupta, Eric Reberich, Warren Seering (Massachusetts Institute of Technology, Cambridge, USA)
[Success Factors for Meeting Operational Goals](#) %&*

Parallel Session 2B - Technology Research

Room : Melaka 4

Time : 15:45 pm – 17:15pm

Chair : Assoc. Prof. Zaiton Hamin/Mrs. Maimunah Mohd. Shah

15:45 pm Mohammad Ahmad Nasrul ; Khalil Md Nor (Universiti Kebangsaan Malaysia, MY); Maslin Masrom(Universiti Teknologi MARA, MY) ; Achmad Syarief (ITB, Indonesia)
[Website User Interface Characteristics for Multi-Racial settings in Malaysia](#) % \$

16:00 pm Md. Shafiqul Islam; Maher Arebey; M. A. Hannan Hannan; Hasan Basri Nor (Universiti Kebangsaan Malaysia, MY)
[Overview for Solid Waste Bin Monitoring and Collection System](#) % *

16:15 pm Nazrulazhar Bahaman ; Erman Hamid; (Univeristi Teknikal Malaysia, MY)
Anton Satria Prabuwono (Universiti Kebangsaan Malaysia, MY)
[Network Performance Evaluation of 6 to 4 Tunneling](#) % %

16:30 pm Mohd Farhan Mohd Mukelas; Emma Ahmad Zawawi (Universiti Teknologi MARA, MY)
[Theoretical Framework for ICT Implementation in the Malaysian Construction Industry: Issues and Challenges](#) % +

16:45 pm Ani Munirah Mohamad; Mohd Bahrin Othman; Zaiton Hamin (Universiti Teknologi MARA, MY)
[ICT Adoption by the Malaysian High Courts: Exploring the Security Risks Involved](#) % &

17.00 pm Maimunah Mohd Shah; Roshidi Hassan; Roslani Embi (Universiti Teknologi MARA, MY)
[Technology Acceptance and Computer Anxiety](#) % +

17.15 pm Muhammad Norazam Rahim; Ismail Musirin; Zulkiffli Abdul Hamid; Nor Azwan Mohamed Kamari (Universiti Teknologi MARA, MY)
[Fuzzy Bee Colony Approach to Mitigate Congestion Problems through TCSC Installation for Voltage Corrective Strategy](#) %* %

Parallel Session 2C - Innovation Research

Room : Melaka 5

Time : 15:45 pm – 17:15pm

Chair : Dr. Jen-Chia Chang/Dr. Rini Wijayanti

15:45 pm Fadhilah Zahari (Universiti Utara Malaysia, MY); Ramayah Thurasamy (Universiti Sains Malaysia, MY)
[Linking Green Product Innovation, Technological and Human Resource Capabilities: A Conceptual Model](#) % +

16:00 pm Kok Chung Chong (Universiti Tunku Abdul Rahman, MY)
[A Study of Computational Fluid Dynamics on Membrane Module in Membrane Distillation](#) %'

16:15 pm Jen-Chia Chang (National Taipei University of Technology, Taipei, TW);
Ya-Ling Tu (National Changhua University of Education, TW)
[Students' Perspective on Teachers' Innovative Teaching in Vocational High Schools](#) %+,

16.30 pm Maszalida Hamzah (Universiti Teknologi MARA, MY)
[Objectifying Subjectivity in Images through Aesthetics: a Bergsonian Approach](#) % '

- 16.45 pm Mokter Hossain (Aalto University, Finland)
[Users' Motivation to Participate in Online Crowdsourcing Platforms](#) -
- 17.00 pm Rini Wijayanti; Nani Berliana; Irene Nadhiroh; Erman Aminullah; Kusnandar Kusnandar; Trina Fizzanty; Tri Handayani; Rizka Rahmaida; Nur Laili; Kusbiantono Kusbiantono; Laksana T Handoko (Indonesian Institute of Sciences, Indonesia)
[The Correlation between Structural Capital and Innovation in Indonesian Manufacturing Industry](#))
- 17.15 pm Wee Shu Hui
[Important Enabler in the Knowledge Sharing Process: Top Management Support](#) -

Parallel Session 3A - Management Research

Room : Melaka 1

Time : 17:15 pm – 18:30pm

Chair : Professor Dr. Li Wei Liu/Mrs. Shereen Noranee

- 17:15 pm Shereen Noranee; Noormala Amir Ishak; Raja Munirah Raja Mustapha (Universiti Teknologi MARA Shah Alam, MY)
[Influence of Impression Management on Interpersonal Citizenship Behavior: Leader-Member Exchange as a Mediator](#) &)
- 17:30 pm Raja Suzana Raja Kasim (GERIC-UMK, Universiti Malaysia Kelantan; IBE, Universiti Teknologi MARA)
 Ab. Latiff Abd. Rahman (Universiti Teknologi MARA, MY)
[Test Validity and Rasch Measurement of Sustainable Quality of Life Items in Building and Environment Projects](#) &%%
- 17:45 pm'' Nadia Jamal, Maslin Masrom, Nik Hasnaa Nik Mahmood, Muhammad Madi Abdullah, Lai Wan Hooi (Universiti Teknologi Malaysia, MY)
[Ethical Issues in Information and Communication Technologies: Case of Malaysian Primary Schools](#) &%)
- 18:00 pm Li Wei Liu (Aletheia University, TW)
 Hui-Chuan Huang (Yu Da University, TW)
 Hsiao-Ming Chang (Chienkuo Technology University, TW)
[An Investigation of Involvement in Serious Leisure, Recreation Specialization, and Sport Tourism of Diving Participants in Taiwan](#) &\$\$
- 18:15 pm Nor Irvoni Mohd. Ishaq (Universiti Teknologi MARA, MY)
 Mohd. Saidfudin Masodi (Accounting Research Institute, Universiti Teknologi MARA, MY)
[Students' Perception towards Quality Library Service Using Rasch Measurement Model](#) &(&
- 18:30 pm Raja Suzana Raja Kasim (GERIC-UMK, Universiti Malaysia Kelantan); Adnan Omar (IBE, Universiti Teknologi MARA, MY)
[Leadership Professionals Competency in Managing Sustainable Tourism Events: Items Validity](#) &--

Parallel Session 3B - Technology Research

Room : Melaka 4
Time : 17:15 pm – 18:30pm
Chair : Ms Siti Khairiyah Nordin/Mr. Ramadoni Syahputra

- 17:15 pm Ramadoni Syahputra (Universitas Muhammadiyah Yogyakarta, Indonesia)
[Reconfiguration of Distribution Network with DG Using Fuzzy Multi-objective Method](#) & (
- 17:25 pm Siti Khairiyah Nordin; Norliya Ahmad Kassim; Kasmarini Binti Baharuddin Kasmarini
(Universiti Teknologi MARA, MY)
[Assessing Users' Satisfaction of Using Online Database](#) & (\$
- 17:35 pm Norshahidatul Hasana Ishak; Norasiken Bakar; Faaizah Shahbodin; Rabiah Ahmad; Sazilah Salam
(Universiti Teknikal Malaysia Melaka, MY)
[Implementation of 3D Approach in Development of Electromagnetic Theory Courseware](#) & (*
- 17:45 pm Salisu Dan'azumi; Supiah Shamsudin (Universiti Teknologi MARA, MY)
[Optimization of Active to Permanent Pool Volumes Ratio for Wet Ponds in Tropical Catchments](#) & (*)
- 17:55 pm Sze Shin Lee (Universiti Tunku Abdul Rahman, MY)
[A Study on Cooling of Concentrator Photovoltaic Cells using CFD](#) & (*)
- 18:05 pm Hassan Ali, LI; Mohd Zaidi Abd Rozan (Universiti Teknologi Malaysia, MY);
Abdullahi Sharif (Universiti Teknologi PETRONAS, MY)
[Identifying Challenges of Change Impact Analysis for Software Projects](#) & (*) \$
- 18:15 pm Hosam Faiq (Universiti Sains Malaysia, MY)
[Interpreter service development for new learners of the network simulation-2 \(ns2\) based on jee](#) & (*)

Parallel Session 3C - Innovation Research

Room : Melaka 5
Time : 17:15 pm – 18:30pm
Chair : Professor Dr. Alvaro Figueira/Mr. Tien-Li Chen

- 17:15 pm Rashidah Nural Anuar; Mohd Hassan Mohd Osman; Kamariah Ismail
(Universiti Teknologi Malaysia, MY)
[Innovation Centers in Malaysia: A Proposed Model](#) & (*)
- 17:30 pm Tien- Li Chen; Siek Hwee Ling National Taipei University of Technology, TW)
[The rationale of international students in choosing the Private Higher Education Institution in Malaysia](#) & (*)
- 17:45 pm Alvaro Figueira (University of Porto, Porto, PT)
[Online News Relations as a Business Model](#) & (\$
- 18:00 pm Asmah Alia Mohd Bohari; Kumalasari Kipli; Noorsaidi Mahat (Universiti Teknologi MARA, MY)
[Industrialised Building System \(IBS\) in Sarawak Construction Industry](#) & (
- 18:15 pm Noor Adila Aluwi Shakir; Wan Zuki Azman Wan (Universiti Teknologi Malaysia, MY); Muhamad;
Ahmad Kadri Junoh; Najah Ghazali (Universiti Malaysia Pahang, MY)
[Effect of Single Step Pretreatment on Cobalt Contents and Surface Roughness of Tungsten Carbide Substrate Prior to Diamond Coating](#) & - \$
- 18:30 pm Sanaz Monsef; Khairuzaman Wan (Universiti Teknologi Malaysia, MY);
[Development: Role of organization structure and contextual factors](#) & - '

Technical Program

Monday, Day 2
22 MAY 2012

Parallel Session 4A - Management Research

Room : Melaka 1
Time : 09:00 am – 10:30 am
Chair : Professor Dr. Zainal Ariffin Ahmad/ Dr. Wan-Jing Chang

- 09:00 am Wan-Jing Chang (National Hsinchu University of Education, TW)
[Differential Effects of Knowledge Diversity on Team Innovation: An Agent-Based Modeling](#) & +
- 09:15 am Amani Aqeel (Universiti Teknologi MARA, MY)
[The Social Value Effect on Individual Characteristics of Saudi Women's Purchase Intention towards Luxury Fashion Brand](#) %
- 09:30 am Normala Daud (Universiti Teknologi MARA, MY)
[The Influence of Quality of Work Life on Organizational Commitment: A Study on Academic Staff in Public Institution of Higher Learning in Malaysia](#) \$+
- 09:45 am Zainal Ariffin Ahmad (UNITEN, MY)
[Leading Innovation: A Matter of Style](#) %
- 10:00 am Noor Azlina Mohamed Yunus; Baharom Abd Rahman; Abdul Kadir Othman (Universiti Teknologi MARA Puncak Alam, MY)
[The Relationship between Service Quality and Customer Loyalty at a Telecommunication Company in Malaysia](#) %
- 10:15 am Mohd Redhuan Dzulklipli (Universiti Teknologi MARA Puncak Alam, MY)
[Different mechanisms to contain the cost of pharmaceuticals in Malaysia](#) &

Parallel Session 4B - Technology Research

Room : Melaka 4
Time : 09:00 am – 10:30 am
Chair : Mr. Veerasamay Senthil/Mrs. Hazalila Kamaludin

- 09:00 am Ali Reza Afshari (Islamic Azad University, Shirvan Branch, Seri Kembangan, IR);
Rosnah Yusuff (University Putra Malaysia, MY);
Amir Reza Derayatifar (Multimedia University, MY)
[Project manager selection by using fuzzy simple additive weighting method](#) %
- 09:15 am Peniel Ang Soon Ern Ang (Universiti Tun Hussein Onn Malaysia, MY); Narimah Kasim (ICIOB, MY)
[E-Readiness for Industrialised Building System \(IBS\) Components Management: Exploratory Study In Malaysian Construction Projects](#) *
- 09:30 am Marcel Korte (Murdoch University, AU); Kevin Lee (Murdoch University, AU)
Chun Che Fung (Murdoch University, AU)
[Sustainability in Information Systems: Requirements and Emerging Technologies](#) (&
- 09:45 am Shahab Safaee (Qazvin Branch, Islamic Azad University, IR)
Abolfazl Torghi Haghighat (Qazvin Islamic Azad University, IR)
[Replica Placement using Genetic Algorithm](#) (+
- 10:00 am Veerasamay Senthil (Thiagarajar School of Management, Madurai, IN)
S Kannan (Birla Institute of Technology and Science, Pilani - Pilani Campus, Pilani, IN)
[Digital Watermarking in Video Broadcasting Using a Random Walk Method: Towards Proprietorship](#))'
- 10:15 am Hazalila Kamaludin; Shahreen Kasim; Norhanim Selamat; Bong Chiao Hui (University of Tun Hussein Onn, MY)
[M-Learning Application for Basic Computer Architecture](#)) -

Parallel Session 4C - Innovation Research

Room : Melaka 5
Time : 09:00 am – 10:30 am
Chair : Assoc. Prof. Dr. Kay Hooi Keoy/Mr. Esmail Nourani

- 09:00 am Mohd Syahrul Hisyam Mohd Sani; Fadhluhartini Muffah (Universiti Teknologi MARA Puncak Alam, MY)
[Effect of drying method on compressive strength of special concrete with bottom ash](#) ***** *
- 09:15 am Esmail Nourani; Amir Masoud Rahmani; Ahmad Habibizad Navin (Islamic Azad University, Iran)
[Forecasting Stock Prices using a hybrid Artificial Bee Colony based Neural Network](#) ***** *-
- 09:30 am Mokter Hossain (Aalto University, Finland)
[Crowdsourcing: Activities, Incentives and Users' Motivations to Participate](#) ***** +(
- 09:45 am Kay Hooi Keoy (UCSI University, MY)
[What Can Go Wrong? Developing and Sustaining an Entrepreneurial and Entrepreneurship Eco-System within an Educational Institution](#) ***** , \$
- 10:00 am Hawa Mohd Ekhsan; Siti Zulaiha Ahmad; Syafnidar Abdul Halim; Jiwa Noris Hamid; (Universiti Teknologi MARA Puncak Alam, MY); Nurul Huda Mansor (Hewlett-Packard Company, MY)
[The implementation of interactive multimedia in early screening of dyslexia](#) ***** , *
- 10:15 am Mohammad Mehdi Hossein pour; Ab Razak Che Husin; Halina Mohamed Dahlan (University Technology Malaysia, MY)
[BESTCASH: A new E-Cash for Micropayment](#) ***** - \$

Parallel Session 5A - Management Research

Room : Melaka 1
Time : 10:45 am – 12:45 pm
Chair : Dr. Roaimah Omar/Mrs. Rozilah Abdul Aziz

- 10:45 am Rozilah Abdul Aziz; Mokhtar Muhammad (Universiti Teknologi MARA, MY)
Ismael Abu-Jarad (Universiti Malaysia Pahang, MY)
[Management Communication Styles: Conceptualization and Scale Development](#) ***** (-)
- 11:00 am Areeg Al-Mowalad (Universiti Teknologi MARA, MY)
[The Extension of TAM: The Effects of Social Media and Perceived Risk in Online Purchase](#) ***** (\$\$)
- 11:15 am Wan Mardiyatul Miza Wan Tahir (Universiti Teknologi MARA, MY)
[Dividend Policy: Evidence of Government-Linked Companies \(GLCs\)](#) ***** (\$)
- 11:30 am Mohd Zakhiri Md Nor (International Centre for Education in Islamic Finance, MY)
[Cross-Country Analysis of Islamic Finance Dispute Resolution: Malaysia and Saudi Arabia](#) ***** (%\$)
- 11:45 am Poh Kiat Ng; Jee Kian Siong; Nurul Izah Anuar (Multimedia University, MY)
[The Role of TQM in a Malaysian Manufacturing Firm](#) ***** (%*
- 12:00 pm Intan Waheedah Othman; Wee Ching Pok; Aziatul Waznah Ghazali (Universiti Teknologi MARA, MY)
[The Relationship between Economic Value Added and Malaysian Stock Market Performance](#) ***** (&&
- 12:15 pm Roaimah Omar; Rachel Samuel (Universiti Teknologi MARA, MY)
[Ecological Concerns and Environmental Orientation amongst Malaysian Manufacturing Firms](#) ***** (&+
- 12:30 pm Nadia Nurul Najwa Mohamad Hassan; Roslina Mohamad Shafi; Suhana Mohamed (Universiti Teknologi MARA Johor Branch, MY)
[The Determinants of Capital Structure: Evaluation Between Shariah-Compliant and Conventional Companies](#) ***** (%
- 12:45 pm Irfah Najiha Basir Malan; Norhana Salamudin; Noryati Ahmad (Universiti Teknologi MARA, MY)
[Modelling Agency Problems in Malaysian Pyramid Structures](#) ***** (* *

Parallel Session 5B - Technology Research

Room : Melaka 4
Time : 10:45 am – 12:45 pm
Chair : Dr. Wan Ahmad Yusmawiza Wan Yusoff/Mr. Sajad Khorsandroo

- 10:45 am Wan Ahmad Yusmawiza Wan Yusoff (International Islamic University Malaysia, MY)
[Fabrication of Surgical Cranioplasty Biomodel Using Fused Deposition Modeling](#) (&
- 11:00 am Issarapong Khuankrue (Chulalongkorn University, Thailand)
[Model of Cross-Culture Risk Prediction base on Bayesian Belief Networks for Software Project](#) (+
- 11:15 am Amir Mohammad Shahi; Biju Issac; Jashua Modapothala
 (Swinburne University of Technology Sarawak Campus, MY)
[Enhanced Intelligent Text Categorization using Concise Keyword Analysis](#) ()'
- 11:30 am Juliana Wahid; Naimah Mohd Hussin
[Constructing Population of Initial Solutions for Curriculum-Based Course Timetabling Problem](#) () -
- 11:45 pm Mahsa Baradaran Rohani
[Web 2.0 Embedded E-Learning: A Case Study](#) (*)
- 12:00 pm Ghassan Alnajjar; Massudi Mahmuddin (Universiti Utara Malaysia, MY);
 Ramayah Thurasamy (Universiti Sains Malaysia, MY)
[A Conceptual Model of Mobile Commerce Acceptance in Collectivist Cultures](#) (+ %
- 12:15 pm Sajad Khorsandroo; Rafidah Md Noor (Universiti Malaya, MY)
 Sayid Khorsandroo (Islamic Azad University, Iran);
[A Mobility Framework to Enhance Quality of Experience through Quality of Service](#) (++
- 12:45 pm Siti Amely Jumaat; Ismail Musirin; Muhammad Othman; Hazlie Mokhlis (Universiti Teknologi MARA, MY)
[Particle Swarm Optimization Techniques for Optimal Location and Sizing of Thyristor Controlled Series Capacitor](#) (, &

Parallel Session 5C - Innovation Research

Room : Melaka 5
Time : 10:45 am – 12:45 pm
Chair : Assoc. Prof. Dr. Noorman Masrek/Prof. Ismail Daut

- 10:45 am Caroline Peter Diman (Universiti Teknologi MARA, MY)
[Potential of Stagnant Water Due To Dam Flooding](#) (, ,
- 11:00 am Siti Hajar Mohamad Taher; Salamiah A. Jamal (Universiti Teknologi MARA, MY)
[Determinants of mountaineers' decision to climb: An innovative marketing for mountaineering tourism](#) (- &
- 11:15 am Muhammad Suryanegara (University of Indonesia, ID)
[An Evolutionary Model of Service Innovation in 4G Mobile Technology](#) (- ,
- 11:30 am Mohamad Noorman Masrek; Mad Khir Abdulah Sanj (Universiti Teknologi MARA, MY)
[The Development of Librarian Emotional Intelligence Assessment Tool](#) () '\$
- 11:45 am Nor Azwan Mohamed Kamari; Ismail Musirin; Zulkiffli Abdul Hamid;
 Muhammad Norazam Abdul Rahim (Universiti Teknologi MARA, MY)
[An Evolutionary Algorithm Approach to Design SVC-PI Controller for Angle Stability Improvement](#) () '\$,
- 12:00 pm Nor Azrina Mohd Yusof; Ming Ling Lai (Accounting Research Institute (ARI)
 Yap Bee Wah (Universiti Teknologi MARA, MY)
[Tax Non-Compliance: Evidence from Finalized Corporate Tax Audited Cases In 2010](#) () %
- 12:15 pm Luqman Azizan (Universiti Kebangsaan Malaysia, MY)
 Mohammad Syuhaimi Ab-Rahman (National University of Malaysia, MY)
[Analytical Approach on SNR Performance of Visible Light Communication for Modern Lighting Layout](#) () %

- 12:30 pm Muhammad Irwanto; Ismail Daut; Mohd Irwan; Gomesh Nair; Noor Syafawati (Universiti Malaysia Perlis, MY); Sasongko Hadi (Gadjah Mada University, ID)
[Maximum Voltage Angle Optimization of Uninterruptible Power Supply on Three-Level Transformerless Photovoltaic Inverter](#)) &
- 12:45 pm Zulkiffi Abdul Hamid; Ismail Musirin; Muhammad, Norazam Rahim (Universiti Teknologi MARA, MY)
[Hybrid Ant Colony Technique for Reactive Generation Tracing in Deregulated Power System](#)) &

Parallel Session 6A - Management Research

Room : Melaka 1
Time : 14:00 pm – 15:30 pm
Chair : Mr. Cheng-Yu Tsai/Mrs. Zahariah Mohd. Zain

- 14:00 pm Cheng-Yu Tsai (Aletheia University, TW); Ming-Tsang Wu (National Tainan Institute of Nursing, TW); Chiung-En Huang (Aletheia University, TW)
[Research on the relationship among lifestyle, leisure motivation and leisure interests of college students in Taiwan](#)) ')
- 14:15 pm Zaharah Elias, Zaiton Hamin, Mohd Bahrin Othman (Universiti Teknologi MARA, MY)
[Risky Society, Chaotic Life: Disaster Management Laws Timely?](#)) ' -
- 14:30 pm Zaiton Hamin, Zaharah Elias, Habibah Omar (Universiti Teknologi MARA, MY)
[Conceptualising Corruption and Its Legal Control](#)) ((
- 14:45 pm Siti Hafsyah Idris, Abu Bakar Majeed, Zaiton Hamin (Universiti Teknologi MARA, MY)
[Public Engagement in Biosafety Decision-Making Process: Appraising the Law in Malaysia](#))) \$
- 15:00 pm Rafizah Abu Hassan, Zaiton Hamin, Mohd Bahrin Othman (Universiti Teknologi MARA, MY)
[The Green, Green Grass of Home: Issues in Releasing Prisoners on Parole](#)) (
- 15:15 pm Mazlina Mohamad Mangsor, Zaiton Hamin (Universiti Teknologi MARA, MY)
[Controlling Media Ownership in Malaysia: Lessons from the USA](#)) -
- 15:30 pm Zahariah Mohd Zain, Yaacob Anas, Faridah Hassan, Habibah Lehar, Sofian Shamsuddin (Universiti Teknologi MARA, MY)
[Challenges, Opportunities and Performance of Bumiputera SMEs in the Food Industry: A Malaysian Perspective](#)) *)

Parallel Session 6B - Management Research

Room : Melaka 4
Time : 14:00 pm – 15:30 pm
Chair : Dr. Chee-Ming Chan/Ms. Norazuaniza Mohd. Yunus

- 14:00 pm Noorizan Mohamad Mozie; Raja Munirah Raja Mustapha; Norfazlina Ghazali (Universiti Teknologi MARA, MY)
[Perceived Trustworthiness and the Behavioral Intention to Use Internet Banking Service among Bank Users in Shah Alam, Selangor](#)) + \$
- 14:15 pm Chee-Ming Chan (Research Centre for Soft Soils (RECESS), MY)
 Alina Shamsuddin (Universiti Tun Hussien Onn Malaysia, MY)
[Talent Pool Cultivation for Succession Planning in IHEs: A Dynamic Close-loop Cycle](#)) +)
- 14:30 pm Marzie Karimi (Faculty of Engineering, Shahid Bahonar University, IR)
 Fathollah Moztarzadeh (Amirkabir University of Technology, IR)
 Ailin Pakzad (Faculty of Engineering, Shahid Bahonar University, IR)
 Ali Beynaghi (Amirkabir University of Technology, IR)
 Masoud Mozafari (Oklahoma State University, US)
[Application of Fuzzy TOPSIS for group decision making in evaluating financial risk management](#)) , \$

- 14.45 pm Farhad Shirani (University Teknologi Malaysia, IR), Khalil Md Nor (UTM, MY)
[Investigation of Antecedents of Knowledge Sharing Attitude](#) ()
- 15.00 pm Norazuaniza Mohd Yunus (Universiti Teknologi Mara, MY)
[Developing Financial Model Using Financial Ratios to Predict Business Performance of IBS Construction Company in Selangor](#) () - \$
- 15.15 pm Nor Azua Mhd Riffin; Noryati Ahmad (Universiti Teknologi MARA, MY)
[A Conceptual Paper on Factors Affecting Investment Decision of Malaysian Investor](#) () -)
- 15:30 pm Md Khairu Amin Ismail; Norhana Salamudin; Nik Muhammad Naziman Abd. Rahman; Badrul Kamaruddin (Universiti Teknologi MARA, MY)
[DEA Portfolio Selection in Malaysian Stock Market](#) () --

Parallel Session 6C - Management Research

Room : Melaka 5
Time : 14:00 pm – 15:30 pm
Chair : Professor Dr. Rohana Othman/Mr. Fazal Malik

- 14:00 pm Kumalasari Kipli; Asmah alia Mohd Bohari; Balkhiz Ismail; Favilla Zaini (Universiti Teknologi MARA, Sarawak, MY)
[The Knowledge of Alternative Dispute Resolution in Sarawak, Malaysia](#) () \$(
- 14:15 pm Rohana Othman (Universiti Teknologi MARA, MY)
[The Influence of Investment and CEO International Experience on Corporate Social Responsibility \(CSR\) Disclosure](#) () \$,
- 14:30 pm Doaa Bamasoud (Universiti Teknologi Malaysia, MY)
[Anchors of Designing E-Shopping Portals for Adolescents](#) () % (
- 14.45 pm Hasliza Hassan; Muhammad Sabbir Rahman (Multimedia University, MY)
[Transformation of Hypermarket Retailing Industry in Malaysia](#) () %
- 15.00 pm Ammar Jalalimanesh; Seyyed Majid Yaghoubi; Elaheh (Iranian Research Institute for Information Science and Technology, Iran)
[Organizational Knowledge Explorer: Architecture, Designing and Prototyping IRANDOC Case Study](#) () &&
- 15:15 pm Fazal Malik (Universiti Teknologi Petronas, MY)
[Quantized Histogram Color Features Analysis for Image Retrieval Based on Median and Laplacian Filters in DCT Domain](#) () &

Parallel Session 7A - Management Research

Room : Melaka 1
Time : 15:45 pm – 17:15 pm
Chair : Dr. Uchenna Cyril Eze/Assoc. Prof. Dr. Roshayani Arshad

- 15:45 pm Norhidayah Ali; Zuraidah Mohamed Isa; Dahlia Ibrahim; Rabitah Harun (Universiti Teknologi MARA Kedah Campus, MY), Mohd Norhisyam Awang (Centre of Graduate Studies, KUIS, MY)
[Knowledge Management at the Work Place](#) () (
- 16:00 pm Setiawan Assegaff (Universiti Teknologi Malaysia, MY)
[Pre-Adoption of KMS: User Acceptance from Knowledge Worker Perspectives](#) () (\$
- 16:15 pm Uchenna Cyril Eze (Monash University, MY), Tan Chew Beng (Multimedia University, MY), Joanne Tay Hueh Siang (Multimedia University, MY)
[Credit card debt among young Malaysians: A conceptual framework](#) () (*
- 16.30 pm Roshayani Arshad; Siti Aishah Md Sallah; Rina Fadhilah Ismail (Universiti Teknologi MARA, MY)
[Ownership Structure, Management Culture and Risk Reporting Practices in Malaysia](#) () () &
- 16.45 pm Wen-Cen Wan (Science and Technology Policy Research and Information Center, TW)
[The Complementary Environmentally Related Taxes and Emission Trading Systems Lessons from EU](#) () () + countries
- 17.00 pm Elya Syuhada Omar; Norliza Aminudin (Universiti Teknologi MARA, MY)
[A Conceptual Paper on Perceived Structural Constraints of Elephant Conservation Centre](#) () () * &

Parallel Session 7B - Management Research

Room : Melaka 4
Time : 15:45 pm – 17:15 pm
Chair : Che Maznah Mat Isa/Mrs. Norlina Mohamed Noor

- 15:45 pm Norlina Mohamed Noor; Raja Munirah Raja Mustapha; Rudzi Munap (Universiti Teknologi MARA Shah Alam, MY)
[The Role of Design Factors in Influencing Training Transfer among small businesswomen](#) ***** +
- 16:00 pm Farhanah Mohd Noor; Alina Shamsuddin (Universiti Tun Hussien Onn Malaysia, MY)
[Leadership Styles among Women Entrepreneurs: A Perspective](#) ***** +&***
- 16:15 pm Nur Lailatul Husna Mohammad Yusof; Abdul Malek A. Tambi (Universiti Teknologi MARA, MY)
[Gender Behavior in Managing Conflict within the Small Firms Context in Malaysia](#) ***** ++
- 16:30 pm Nazirah Aziz; Shu Hui Wee; Radiah Othman (Universiti Teknologi Mara, MY)
[The use of Performance Measurement System \(PMS\) in transforming public sector organization](#) ***** , '
- 16:45 pm Audrey Mariadass; Siew Choy (Tunku Abdul Rahman College, MY)
[The Sustainability of Multi-level Marketing in Malaysia: A Case Study](#) ***** , +
- 17:00 pm Che Maznah Mat Isa; Nur Mustaffa (Universiti Teknologi MARA, MY)
[Factors Influencing Malaysian Construction Firms in Venturing into International Market](#) ***** - '
- 17:15 pm Ramita Abdul Rahim, Nor Fazalina Salleh, Sharifah Fazirah Syed Ahmad, Raja Suzana Raja Kassim
[The Relationship between Knowledge Management Strategies And Innovation Performance Among Electronics, Foods And Beverages Organizations](#) ***** - -

Parallel Session 7C - Management Research

Room : Melaka 5
Time : 15:45 pm – 17:15 pm
Chair : Dr. Hai-Chu Wu/Mrs. Yusrina Hayati Nik Muhd Naziman

- 15:45 pm Wan Edura Wan Rashid (Universiti Teknologi MARA, MY)
[Supervisor Support, Work/Family Conflict and Employee Satisfaction among Nurses in Health Care Service](#) *****+\$)
- 16:00 pm Yusrina Hayati Nik Muhd Naziman; Norhusniyati Husin; Rosidah Musa; Syukuriah Idrus; Nik Muhammad Naziman Abd. Rahman; Nadia Farleena; Azmahani Yaacob (Universiti Teknologi MARA, MY)
[An Application of Importance- Performance Analysis \(IPA\) to the Management of Perhentian Island Resort](#) *****+%%
- 16:15 pm Hai-Chu Wu (Hungkuang University, TW), Li-Chu Chang Liao (Chungchou University of Sciences and Technology, TW), Tsai-Fu Tsai (Chienkuo Technology University, TW)
[A Study of Relationships among Consumer Cognition of Spa Hotel Brand, Service Quality, Experience, and Repurchase Intention](#) *****+%+
- 16:30 pm Ahmad Nizam Mohd Yusof; Nor Lela Ahmad (Universiti Teknologi Mara, MY)
[Quality and Effectiveness of Knowledge Management Transfer using of Mentor-Mentee Program and On Job Training In Work Place](#) *****+&%
- 16:45 pm Ibrahim Zakaria; Baharom Abd Rahman; Abdul Kadir Othman (Universiti Teknologi MARA, MY)
[The Relationship between Loyalty Program and Customer Loyalty in Retail Industry: A Case Study](#) *****+&+
- 17:00 pm Ehsan Amiri (Islamic Azad University Branch of Bushehr Science and Research, IR)
Elham Afshar (Islamic Azad University Branch Mamasani, IR)
Hamid Naji (Kerman Graduate University of Technology, IR)
Mahdi Maleknasab Ardekani (Islamic Azad University Branch Sepidan, IR)
[Survey on Network Access Control technology in MANETs](#) *****+' '

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.....The Relationship between Loyalty Program and Customer Loyalty in Retail Industry: A Case Study *****+' -
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