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, UGEC-UMK, Universiti Malaysia Kelantan), Nurul Fashah Mohd. Shamsir (Universiti Teknologi Mara, MY)  
  *Innovative Governance Framework for Global Islamic Microfinance Institutions*

- **14:15 pm**  
  Haldy 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**  
  Noorzalianee Ghazali; Wan Shahidan; Zuraini Din; Khairulazhar Zainudin (Universiti Teknologi Mara, MY)  
  *Prohibited Maneouvre in Automobile Navigation System Development*

- **14:15 pm**  
  Fazrul Amrreen (MIMOS Berhad, Kulim, MY)  
  *Implementing Continuous Integration towards Rapid Application Development*

- **14:30 pm**  
  Mohd Rashidi Che Beson; Syed Alwae 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  48

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  54

15.15 pm  Hossein Hamidi; Roozbeh Rafati (Universiti Teknologi MARA, MY)
Prediction of Oil Reservoir Permeability Based on BP-ANN  60

**Parallel Session 1C - Innovation Research**

**Room**:  Melaka 5

**Time**:  14:00 pm – 15:30pm

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

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  66

14:15 pm  Bala Subrahmanya Mungila Hillemance (Indian Institute of Science, Bangalore, India)
External Support and Innovation Performance of SMEs in Bangalore: Role of Firm Level Factors  71

14:30 pm  Klaus G. Oestreiche (University of Worcester, United Kingdom)
The Implication of Path-dependence on Industrial Survival  77

14:45 pm  Nigel Walton (University of Worcester, United Kingdom)
Four-Closure: How Amazon, Apple, Facebook & Google are Driving Business Model Innovation  83

15.00 pm  Mohd Faiz Hilmi; Shahriar Pawanchik (Universiti Sains Malaysia, MY)
Yanti Mustapha; Nurazree Mahmud (Universiti Teknologi MARA, MY)
Innovative Behavior of Malaysian Employees: An Exploratory Study  88

15.15 pm  Fazli Wadood (Universiti Teknologi Tun Hussein Onn, MY)
Key Factors Enhancing Innovativeness Among VSMEs of Pakistan  92

**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  96

16.00 pm  Nur Hidayah Che Ahmat; Mohd Salehuddin Mohd Zahari; Ahmad Hidayat Ahmad Riduan; Norina Din (Universiti Teknologi Mara, MY)
Dry Hotel and Syariah Compliant Practices: Concepts, Challenges and Reality in Malaysia  101

16:15 pm  Nur Hidayah Che Ahmat; Mohd Salehuddin Mohd Zahari; Ahmad Hidayat Ahmad Riduan (Universiti Teknologi Mara, MY)
Customer Awareness towards Syariah Compliant Hotel  106

16.30 pm  Uchenna Cyril Eze (Monash University, MY);
Chai Har Lee (Multimedia University, MY)
Conceptualizing Factors That Influence Consumers’ Mobile Phone Purchase  111

16.45 pm  Hsiao-Ming Chang (Chienkuo Technology University, TW)
Hai-Chu Wu (Hungkuang University, TW)
Tsi-Fu Tsal (Chienkuo Technology University, TW)
Study of Tourists’ Attention to Marine Sports: Attraction Importance and Performance  116
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The Correlation between Structural Capital and Innovation in Indonesian Manufacturing Industry  195

17.15 pm  Wee Shu Hui
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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  205

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  211

17:45 pm  Nadia Jamal, Maslin Masrom, Nik Hasnna Nik Mahmood, Muhammad Madi Abdullah, Lai Wan Hooi (Universiti Teknologi Malaysia, MY)
Ethical Issues in Information and Communication Technologies: Case of Malaysian Primary Schools  215

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  220

18:15 pm  Nor Irvoni Mohd. Ishar (Universiti Teknologi MARA, MY)
Mohd. Saidfudin Masodi (Accounting Research Institute, Universiti Teknologi MARA, MY)
Students' Perception towards Quality Library Service Using Rasch Measurement Model  224

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  229
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 234

17:25 pm  Siti Khairiyah Nordin; Norliya Ahmad Kassim; Kasmarini Binti Baharuddin Kasmarini
(Universiti Teknologi MARA, MY)
Assessing Users’ Satisfaction of Using Online Database 240

17:35 pm  Norshahidatul Hasana Ishak; Norasiken Bakar; Faajiah Shahbodin; Rabiah Ahmad; Sazilah Salam
(Universiti Teknikal Malaysia Melaka, MY)
Implementation of 3D Approach in Development of Electromagnetic Theory Courseware 246

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 252

17:55 pm  Sze Shin Lee (Universiti Tunku Abdul Rahman, MY)
A Study on Cooling of Concentrator Photovoltaic Cells using CFD 256

18:05 pm  Hassan Ali, U; Mohd Zaidi Abd Rozan (Universiti Teknologi Malaysia, MY); Abdullah Sharif (Universiti Teknologi PETRONAS, MY)
Identifying Challenges of Change Impact Analysis for Software Projects 260

18:15 pm  Hosam Faia (Universiti Sains Malaysia, MY)
Interpreter service development for new learners of the network simulation-2 (ns2) based on Zee 265

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 269

17:30 pm  Tien-Li Chen; Siek Hwee Ling National Taipei University of Technology, TWJ
The rationale of international students in choosing the Private Higher Education Institution in Malaysia 274

17:45 pm  Alvaro Figueira (University of Porto, Porto, PT)
Online News Relations as a Business Model 280

18:00 pm  Asmah Alia Mohd Bohari; Kumalasari Kipli; Noorsaidi Mahat (Universiti Teknologi MARA, MY)
Industrialised Building System (IBS) in Sarawak Construction Industry 285

18:15 pm  Noor Adilia Alwii Shakir; Wan Zuki Azman Wan; Muhammad 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 290

18:30 pm  Sanaz Morshif; Khairuzaman Wan (Universiti Teknologi Malaysia, MY);
Development: Role of organization structure and contextual factors 293
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
297

09:15 am
Amna Aqeel (Universiti Teknologi MARA, MY)
The Social Value Effect on Individual Characteristics of Saudi Women’s Purchase Intention towards Luxury Fashion Brand
301

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
307

09:45 am
Zainal Ariffin Ahmad (UNITEN, MY)
Leading Innovation: A Matter of Style
313

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
319

10:15 am
Mohd Redhuan Dzulkipli (Universiti Teknologi MARA Puncak Alam, MY)
Different mechanisms to contain the cost of pharmaceuticals in Malaysia
325

Parallel Session 4B - Technology Research
Room : Melaka 4
Time : 09:00 am – 10:30 am
Chair : Mr. Veerasamy Senthil/Mrs. Hazallia Kamaludin

09:00 am
Ali Reza Afshari (Islamic Azad University, Shirvan Branch, Seri Kembangan, IR);
Rosnain Yusuff (University Putra Malaysia, MY);
Amir Reza Derayatifar (Multimedia University, MY)
Project manager selection by using fuzzy simple additive weighting method
331

09:15 am
Peniel Ang Soon Em 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
336

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
342

09:45 am
Shahab Safaei (Qazvin Branch, Islamic Azad University, IR)
Abolfaz Torghi Haghighat (Qazvin Islamic Azad University, IR)
Replica Placement using Genetic Algorithm
347

10:00 am
Veerassamy 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
353

10:15 am
Hazallia Kamaludin; Shahreen Kasim; Norhanim Selamat; Bong Chiao Hui (University of Tun Hussein Onn, MY)
M-Learning Application for Basic Computer Architecture
359
### Parallel Session 4C - Innovation Research

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

09:00 am  
Mohd Syahrul Hisyam Mohd Sani; Fadhlinhartini Mustafah (Universiti Teknologi MARA Puncak Alam, MY)  
**Effect of drying method on compressive strength of special concrete with bottom ash**  
363

09:15 am  
Esmaeil Nourani; Amir Masoud Rahmani; Ahmad Habibizad Navin (Islamic Azad University, Iran)  
**Forecasting Stock Prices using a hybrid Artificial Bee Colony based Neural Network**  
369

09:30 am  
Mokter Hossain (Aalto University, Finland)  
**Crowdsourcing: Activities, Incentives and Users' Motivations to Participate**  
374

09:45 am  
Kay Hooi Keoy (UCEI University, MY)  
**What Can Go Wrong? Developing and Sustaining an Entrepreneurial and Entrepreneurship Eco-System within an Educational Institution**  
380

10:00 am  
Hawa Mohd Eksan; Siti Zulaiha Ahmad; Syafniadar 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**  
386

10:15 am  
Mohammad Mehdi Hossein pour; Ab Razak Che Husin; Halina Mohamed Dahan (University Technology Malaysia, MY)  
**BESTCASH: A new E-Cash for Micropayment**  
390

### 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; Mohktar Muhammad (Universiti Teknologi MARA, MY)  
**Management Communication Styles: Conceptualization and Scale Development**  
395

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**  
400

11:15 am  
Wan Mardiyatul Miza Wan Tahir (Universiti Teknologi MARA, MY)  
**Dividend Policy: Evidence of Government-Linked Companies (GLCs)**  
405

11:30 am  
Mohd Zakhir Md Nor (International Centre for Education in Islamic Finance, MY)  
**Cross-Country Analysis of Islamic Finance Dispute Resolution: Malaysia and Saudi Arabia**  
410

11:45 am  
Poh Kiat Ng; Jee Kian Song; Nurul Izah Anuar (Multimedia University, MY)  
**The Role of TQM in a Malaysian Manufacturing Firm**  
416

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**  
422

12:15 pm  
Roaimah Omar; Rachel Samuel (Universiti Teknologi MARA, MY)  
**Ecological Concerns and Environmental Orientation amongst Malaysian Manufacturing Firms**  
427

12:30 pm  
Nadia Nurul Najwa Mohd Hassan; Rosilna Mohamad Shafi; Suhana Mohamed (Universiti Teknologi MARA, Johor Branch, MY)  
**The Determinants of Capital Structure: Evaluation Between Shariah-Compliant and Conventional Companies**  
431

12:45 pm  
Irfa Najha Basir Malan; Norhana Salamudin; Noryati Ahmad (Universiti Teknologi MARA, MY)  
**Modelling Agency Problems in Malaysian Pyramid Structures**  
436
Parallel Session 5B - Technology Research
Room: Melaka 4
Time: 10:45 am – 12:45 pm
Chair: Dr. Wan Ahmad Yusofwiza Wan Yusof/Mr. Sajad Khorsandoo

10:45 am
Wan Ahmad Yusofwiza Wan Yusofw (International Islamic University Malaysia, MY)
Fabrication of Surgical Cranialplasty Biomodel Using Fused Deposition Modeling

11:00 am
Issarapong Khukhrue (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 Baradarani Rohani
Web 2.0 Embedded E-Learning: A Case Study

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 Sani (Universiti Teknologi MARA, MY)
The Development of Librarian Emotional Intelligence Assessment Tool

11:45 am
Nor Azwan Mohamad Kamari; Ismail Musirin; Zulkifli 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

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12:30 pm  Muhammad Irwanto; Ismail Daut; Mohd Irwan; Gomesh Nair; Noor Syafawati (Universiti Malaysia Perlis, MY); Saseongko Hadi (Gadjah Mada University, ID)
*Maximum Voltage Angle Optimization of Uninterruptible Power Supply on Three-Level Transformerless Photovoltaic Inverter*  524

12:45 pm  Zulkifli Abdul Hamid; Ismail Mustin; Muhammad, Norazam Rahim (Universiti Teknologi MARA, MY)
*Hybrid Ant Colony Technique for Reactive Generation Tracing in Deregulated Power System*  529

**Parallel Session 6A - Management Research**

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

14:00 pm  Cheng-Yu Tsai (Aietheia University, TW); Ming-Tsang Wu (National Tainan Institute of Nursing, TW); Chiung-En Huang (Aietheia University, TW)
*Research on the relationship among lifestyle, leisure motivation and leisure interests of college students in Taiwan*  535

14:15 pm  Zaharah Elias, Zaiton Hamin, Mohd Bahrin Othman (Universiti Teknologi MARA, MY)
*Risky Society, Chaotic Life; Disaster Management Laws Timely?*  539

14:30 pm  Zaiton Hamin, Zaharah Elias, Habibah Omar (Universiti Teknologi MARA, MY)
*Conceptualising Corruption and Its Legal Control*  544

14:45 pm  Sili Hafsyah Idris, Abu Bakar Majeed, Zaiton Hamin (Universiti Teknologi MARA, MY)
*Public Engagement in Biosafety Decision-Making Process: Appraising the Law in Malaysia*  550

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*  554

15.15 pm  Mazlin Mohamad Mangor, Zaiton Hamin (Universiti Teknologi MARA, MY)
*Controlling Media Ownership in Malaysia: Lessons from the USA*  559

15.30 pm  Zaharah 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*  565

**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; Norfazilina Ghazali (Universiti Teknologi MARA, MY)
*Perceived Trustworthiness and the Behavioral Intention to Use Internet Banking Service among Bank Users in Shah Alam, Selangor*  570

14:15 pm  Chee-Ming Chan (Research Centre for Soft Soils (RECESS), MY)
Alina Shamsuddin (Universiti Tun Hussein Onn Malaysia, MY)
*Talent Pool Cultivation for Succession Planning in IHEs: A Dynamic Close-loop Cycle*  575

14:30 pm  Marzie Karimi (Faculty of Engineering, Shahid Bahonar University, IR)
Fatollah Mozfarzadeh (Amirkabir University of Technology, IR)
Amin Pakzad (Faculty of Engineering, Shahid Bahonar University, IR)
Ali Beynaghi (Amirkabir University of Technology, IR)
Masoud Mozfari (Oklahoma State University, US)
*Application of Fuzzy TOPSIS for group decision making in evaluating financial risk management*  580
14.45 pm Farhad Shirani (University Teknologi Malaysia, IR), Khalil Md Nor (UTM, MY)  
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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  590

15.15 pm Nor Azua Mhd Riffin; Noryati Ahmad (Universiti Teknologi MARA, MY)  
A Conceptual Paper on Factors Affecting Investment Decision of Malaysian Investor  595

15.30 pm Md Khairu Amin Ismail; Norhana Salamudin; Nik Muhammad Nazimun Abd. Rahman; Badril Kamaruddin (Universiti Teknologi MARA, MY)  
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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 ailia Mohd Bohari; Balkhiz Ismail; Faviilla Zaini (Universiti Teknologi MARA, Sarawak, MY)  
The Knowledge of Alternative Dispute Resolution in Sarawak, Malaysia  604

14:15 pm Rohana Othman (Universiti Teknologi MARA, MY)  
The Influence of Investment and CEO International Experience on Corporate Social Responsibility (CSR) Disclosure  608

14:30 pm Doaa Bamasoud (Universiti Teknologi Malaysia, MY)  
Anchors of Designing E-Shopping Portals for Adolescents  614

14.45 pm Hasliza Hassan; Muhammad Sabib Rahman (Multimedia University, MY)  
Transformation of Hypermarket Retailing Industry in Malaysia  618

15.00 pm Ammar Jalalimanesh; Saeed Majid Yaghoubi; Bahbeh (Iranian Research Institute for Information Science and Technology, Iran)  
Organizational Knowledge Explorer: Architecture, Designing and Prototyping IRANDOC Case Study  622

15.15 pm Fazal Malik (Universiti Teknologi Petronas, MY)  
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15:45 pm Norhidayah Ali; Zuraidah Mohamed Ida; Dahlia Ibrahim; Rabitah Harun (Universiti Teknologi MARA Kedah Campus, MY), Mohd Norhisam Awang (Centre of Graduate Studies, KUIS, MY)  
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16:00 pm Seriwan Assegaff (Universiti Teknologi Malaysia, MY)  
Pre-Adoption of KMS: User Acceptance from Knowledge Worker Perspectives  640

16:15 pm Uchenna Cyril Eze (Monash University, MY), Tan Chew Beng (Multimedia University, MY), Joanne Tay Hueh Siang (Multimedia University, MY)  
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16.30 pm Roshayani Arshad; Siti Aishah Md Sallah; Rina Fadhilah Ismail (Universiti Teknologi MARA, MY)  
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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  657

17.00 pm Elia Syuhada Omar; Norliza Aminudin (Universiti Teknologi MARA, MY)  
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Chair : Che Maznah Mat Isa/Mrs. Norlinha Mohamed Noor

15:45 pm  Norlinha Mohamed Noor; Raja Munirah Raja Mustapha; Rudzi Munap (Universiti Teknologi MARA Shah Alam, MY)
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16:00 pm  Farhanah Mohd Noor; Alina Shamsuddin (Universiti Tun Hussein Onn Malaysia, MY)
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16:15 pm  Nur Lailatul Husna Mohammad Yusof; Abdul Malek A. Tambi (Universiti Teknologi MARA, MY)
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16.30 pm  Nazirah Aziz; Shu Hui Wee; Radiah Othman (Universiti Teknologi Mara, MY)
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16.45 pm  Audrey Mariadass; Siew Choy (Tunku Abdul Rahman College, MY)
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17.00 pm  Che Maznah Mat Isa; Nur Mustaffa (Universiti Teknologi MARA, MY)
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Parallel Session 7C - Management Research
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16.00 pm  Yusrinta Hayati Nik Muht Naziman; Norhusniyati Husin; Rosidah Musa; Syukuriah Idrus; Nik Muhammad Nazimian Abd. Rahman; Nadia Farleena; Azmahani Yaacob (Universiti Teknologi MARA, MY)
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16.15 pm  Hai-Chu Wu (Hunghong University, TW), Li-Chu Chang Liao (Chungchou University of Sciences and Technology, TW), Tsai-Fu Tsai (Chienkuo Technology University, TW)
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Elham Afshar (Islamic Azad University Branch Mamasani, IR)
Hamid Najj (Kerman Graduate University of Technology, IR)
Mohdi Maleknasab Ardekani (Islamic Azad University Branch Sepidan, IR)
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