

INTRODUCTION

Humanities and Social Sciences play a unique and distinctive role in a society where the ethos of science and technology prevails. It is believed that engineering and science are, by their very nature, humanistic and socially derived enterprises. Hence a complete science and technology education must include liberal arts, economics, social and behavioral sciences where the students unites application of scientific principles along with human, moral and social understanding to provides themselves with a holistic understanding of socio-economic reality and the role of technology for sustainable development. Besides, the humanities and social sciences have an important role to play in the development of critical and independent thinking, which is key to a healthy and vibrant democracy. This conference will bridge the gap between academic discussion and public debate to envision ways of reconciling the innovative prospects of science with its much needed social accountability, credibility and utility to produce engineering graduates who have the skills to solve real-world problems, the flexibility to adapt to changing technology and markets, and a respect for intellectual and cultural diversity.

SEMINAR OBJECTIVES

This conference aims:

1. To examine the past, present, and future role of the humanities and social sciences in engineering and technical education.
2. To discuss the importance of the humanities and social sciences in engineering and technical education.
3. To share the view of the engineering and non-engineering industries on the importance of the humanities and social sciences in engineering and technical education.
4. To discuss issues related to the role of the humanities and social sciences in engineering and technical education.

THEME

BRIDGING THE GAP BETWEEN THEORY AND PRACTICE

SUB-THEMES

Papers pertaining to a broad array of issues on humanities, social sciences, values and patriotism, and soft skills and leadership in enhancing the engineering profession are invited. The conference sub-themes are as follows:

1. **Engineering mathematics and statistics**
2. **Operation management**
3. **Strategic management**
4. **Technology management**
5. **Communication and languages**
6. **ICT**
7. **Economics**
8. **Entrepreneurship and technopreneur**
9. **Co-curriculum education**
10. **Culture, literature and arts**
11. **Civilization and religions**
12. **Psychology and sociology**
13. **Occupational health and safety**
14. **Soft skills and leadership**
15. **Values and patriotism**

VENUE

Bayview Beach Resort, Pulau Pinang
Malaysia

DATE

12 – 13 November 2010

ORGANISER

The Centre for Communication Skills and
Entrepreneurship
Universiti Malaysia Perlis (UniMAP)

LANGUAGE

English

PRESENTATION FORMAT

- Plenary session
- Paper /Workshop/Poster session

ABSTRACT & FULL PAPER

An abstract of not more than 200 words in length should consist of the following items in sequence:

- author's name(s) and affiliation
- e-mail address
- seminar sub-theme
- title and abstract content

For research paper, the abstract should clearly state:

- research/paper objectives
- methodology
- scope of investigation/findings

The abstract in not more than 50 words should be submitted no later than **30 June 2010 with a biodata.**

The full paper should be submitted to the Secretariat by mail, fax or e-mail no later than **31 August 2010. Please refer to the paper submission guidelines in the conference web site.**

PROCEEDINGS

Conference proceedings will be published in CD format. If you wish to have your paper included in the proceedings, kindly submit a soft copy of your full paper to the Secretariat by the mentioned deadline. Hard copy of proceedings is available for purchase after the conference.

IMPORTANT DATES

Deadlines

- 30 June 2010** - submission of abstract
15 July 2010 - notification of acceptance
31 August 2010 - submission of full paper

FEES / REGISTRATION

The registration fee, which includes lunches, tea and conference materials, is payable in advance.

Payment before 31 August 2010

- RM550.00 Malaysian participants
USD185.00 International participants
RM750.00/USD250.00 Corporate participants
USD85 International students
RM200 Malaysian students

Payment after 31 August 2010

- RM600.00 Malaysian participants
USD200 International participants
RM800.00/USD275 Corporate participants
USD90 International students
RM250 Malaysian students

Payments should be:

1. **made payable to Bendahari, Universiti Malaysia Perlis and**
2. **sent directly to the Secretariat.**

BENEFITS OF PARTICIPATING IN ICOHSE 2010

1. Best Paper Award

Best papers will be selected from each discipline on the basis of Review Reports and Feedback from the nominated observers and award will be announced on the conference dinner. The winner will receive a citation and certificate.

2. Publication Opportunities

All outstanding papers will be considered for publication into a special edition of a print journal subject to revision of the paper as per comments of the editorial board of the journal. All best papers will be published within six months subject to compliance of the author to the guidelines of the journal.

3. Referred Conference Proceedings: CD-ROM

All peer-reviewed and accepted papers will be included the "Referred Conference Proceedings" with an ISBN and will be published in CD-ROM.

4. Networking with your international colleagues

This conference is an international forum to present your paper and an opportunity to meet and network with your local and international colleagues in a friendly environment.

SECRETARIAT

The Centre for Communication Skills and Entrepreneurship
Universiti Malaysia Perlis
Blok B, Kompleks Pusat Pengajian
Jejawi, 02600 Arau, Perlis
Malaysia

Dr. Aminul Islam
Tel: +604-979 8395
E-mail: amin_shanto@yahoo.com

Ms. Nurazrina Abd. Rahman
Tel. +604- 979 8171
Email: nurazrina@unimap.edu.my

Fax: +604-979 8175

FURTHER INFORMATION

Visit our website at:

<http://publicweb.unimap.edu.my/~icohse2010>

FIRST CALL FOR PAPERS AND INVITATION TO ATTEND



UniMAP

UNIVERSITI MALAYSIA PERLIS

www.unimap.edu.my

The Second International Conference on the Roles of the Humanities and Social Sciences in Engineering

ICoHSE2010

12 – 13 November 2010

at

Bayview Beach Resort, Pulau Pinang, Malaysia

organised by:

The Centre for Communication Skills and
Entrepreneurship
Universiti Malaysia Perlis