The Second International Conference on the Roles of the Humanities and Social Sciences in Engineering 2010

"BRIDGING THE GAP BETWEEN THEORY AND PRACTICE"

PROGRAMME BOOK & COLLECTION OF ABSTRACTS

12 - 14 NOVEMBER 2010
BAYVIEW BEACH RESORT, PULAU PINANG, MALAYSIA
INTERNATIONAL CONFERENCE ON
THE ROLES OF HUMANITIES AND SOCIAL SCIENCES IN ENGINEERING
(ICoHSE 2010)

November 12 – 14, 2010
BAYVIEW BEACH RESORT, BATU FERRINGHI, PENANG, MALAYSIA

Organised by
School of Business Innovation and Technopreneurship
&
The Centre for Communication Skills and Entrepreneurship, Universiti Malaysia Perlis, Malaysia

In Association with
The Ministry of Higher Education, Malaysia

Sponsored by
KONSORTIUM PAUH INDAH (Perlis) Sdn. Bhd.
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HMD Sports Enterprise
B1 Utara Trading
Kangar Office Automation & Photographic Sdn Bhd
Zam Automasi Sdn Bhd
MZ Design Consultancy
In the name of Allah, Most Compassionate and Merciful.

I hereby would like to congratulate UnimAP, especially the Centre of Entrepreneurship and Communication (PKKK) and School of Business Innovation and Technopreneurship (PPIT), Universiti Malaysia Perlis.

It is not easy making all of this possible. The theme of this conference, "Bridging the Gap between Theory and Practice" is very significant and relevant to the field of engineering and technical education today. Therefore it is hoped that this intellectual gathering will bring insights on pragmatic humanities and social science needs and theoretical purity.

It is with great pleasure that I wish all of you a satisfying and successful conference. I would like to congratulate the Vice Chancellor and the organizing committee led by the Dean of Centre for Communication Skills and Entrepreneurship (PKKK) and School of Business Innovation and Technopreneurship (PPIT) for channelling their efforts in making all of this possible. My deepest appreciation also goes to the international and national speakers, paper presenters, participants and everyone involved in making this conference possible.

To the organizers, I express my deepest gratitude for a job well done.

Daulat Yang Teramat Mulia
Tuanku Hajah Lailah Shahreen Akashah Khalil
S. P. M. P., Honoris Causa in Health Sciences
(Universidad Nacional Pedro Henriquez Urena, DR)
Raja Puam Muda Perlis
Pro Chancellor UnimAP
Bismillah Hirrhaman Nurrham
Assalamualaikum Warahmatullahi Taala Wabarakaatuhu dan Salam Sejahtera

In gearing ourselves to stand against the challenges put forth in our journey towards excellence, we acknowledge the vital role of various aspects of humanities and social science that contribute towards the development of human capital. Hence this commendable effort in organizing the second International Conference on Roles of the Humanities and Social Sciences in Engineering (IcoHSE 2010) undertook by the Centre of Entrepreneurship and Communication (FKKK) and School of Business Innovation and Technopreneurship (PPIPT), Universiti Malaysia Perlis is truly admirable.

This conference will serve as the impetus for UniMAP in embracing the relevance and importance of everyday lived human experience. The power and sophistication of contemporary humanities and social science could generate well rounded and multidimensional engineering graduates. Therefore it is hoped that this intellectual gathering will bring insights on pragmatic humanities and social science needs and theoretical purity.

Therefore, I would like to congratulate UniMAP for its efforts in making all of this possible.

It is with great pleasure that I wish all of you a satisfying and successful conference. To the organizers, thank you and well done.

Yang Berhormat
Dato' Seri Mohamed Khaled Nordin
Menteri Pengajian Tinggi Malaysia

Bismillah Hirrhaman Nurrham
Assalamualaikum Warahmatullahi Taala Wabarakaatuhu dan Salam Sejahtera

Ladies and Gentlemen,

I feel grateful towards Allah S.W.T because the Second International Conference on Roles of the Humanities and Social Sciences in Engineering (IcoHSE 2010) jointly organised by the Centre for Communication Skills and Entrepreneurship (FKKK) and School of Business Innovation and Technopreneurship (PPIPT), Universiti Malaysia Perlis has become a reality. We are all aware of the hard work needed to organise a conference of this nature. There is no doubt that organisers of this conference in order to ensure that it is a success. Due credit should be given to the organisers for their tireless efforts.

The theme of this conference "Bridging the Gap Between Theory and Practice" is very significant and relevant to the field of engineering and technical education today. The challenges of the working environment today require engineering graduates to be competent not only in handling engineering issues but also sensitive to other essential humanities aspects of the working environment. This conference aims to examine the past, present, and future roles of the humanities and social sciences in engineering and technical education and also 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.

Hopefully, given the number of paper presentations by featured speakers and academic researchers, we can benefit from this sharing of new ideas, experiences, collective wisdom and new insights in the current state of the role of the humanities and social sciences. May this conference continue to be strong and bristling with innovativeness in the years to come and my heartiest welcome to all the invited speakers, presenters and participants. I wish all of you an enjoyable and enriching conference.

Thank you.

Y. Bhg. Brig. Jen. Dato' Prof. Dr. Kamarudin Husin
Naib Canselor, Universiti Malaysia Perlis
In the name of Allah, Most Compassionate and Merciful,

The Centre for Communication Skills and Entrepreneurship (PKKK) and School of Business Innovation and Technopreneurship (PPiPT), Universiti Malaysia Perlis is pleased to welcome all presenters and participants to our second International Conference on Roles of the Humanities and Social Sciences in Engineering (ICOHSE 2010).

The conference’s theme is "Bringing the Gap between Theory and Practice”, reflects the role of theoretical and practical concepts, which is needed in engineering and social sciences. In this era of globalization, engineering graduates must be able not only to handle engineering issues but also to manage resources and to formulate policies. Students need to have both theoretical and practical knowledge in order to deal with future challenges in their careers.

This conference aims to 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.

It is our sincere wish and hope that this conference continues to provide an important venue, for intellects, researchers, practitioners and educators to meet and exchange ideas and keep abreast with the latest developments of engineering and technical education. We are confident that the participants will be enriched with new ideas and approaches.

We would also like to invite all our participants and international collaborators to Perlis. Perlis is the northernmost state in Malaysia and is rich with beautiful scenery and is the main gateway to Langkawi Island, as well as bordering Thailand. We welcome all of our participants and international collaborators.

We would like to thank and congratulate the organizing committee members of ICOHSE 2010 and all the parties involved in organizing and financing this conference for a job well done. We would also like to thank our sponsors. Last but not least, on behalf of the Centre for Communication Skills and Entrepreneurship (PKKK) and School of Business Innovation and Technopreneurship (PPiPT), once again welcome to our second international conference.

Wassalamualaikum
Warahmatullahi Wabarakatuh

Assoc. Prof. Dr. Hazry Desa
Dean
School of Business Innovation
& Technopreneurship

Assoc. Prof. Dr. Salleh Abdul Rashid
Dean
Centre for Communication Skills
& Entrepreneurship

TABLE OF CONTENTS

I. WELCOMING MESSAGES

- Message from the Chancellor of Universiti Malaysia Perlis
DYTM TUANKU SYED FAIZUDDIN PUTRA
IBNI TUANKU SYED SIRAJUDDIN JAMALULLAIL
The Crown Prince of Perlis, Malaysia

- Message from the Pro Chancellor of Universiti Malaysia Perlis
DYTM TUANKU BAJAH LAILATUL SHAHREEN AKASHAH KHALIL
The Crown Prince of Perlis, Malaysia

- Message from the Minister of Higher Education
Y.B. DATO' SERI MOHAMED KHALED NORDIN

- Message from the Vice Chancellor of University Malaysia Perlis
Y.B.HG.BRG. GEN. DATO' PROF DR. KAMARUDIN HUSSIN

- Message from the Conference Chairman
ASSOC. PROF. DR. HAZRY DESA
Dean, School of Business Innovation and Technopreneurship
Universiti Malaysia Perlis
And
ASSOC. PROF. DR. SALLEH ABDUL RASHID
Dean, Centre for Communication Skills and Entrepreneurship
Universiti Malaysia Perlis

II. CONFERENCE ORGANISATION

- Advisory Council
- Organizing Committee
- Outstanding Paper and Poster Awards Committee
- International Advisory Board

III. CONFERENCE INFORMATION

- Financial Contribution
- Registration
- Conference Logistics
- Special Programme: Conference Dinner
- Local Arrangements

IV. LOCAL INFORMATION

- Local Attractions and Tour
- Local Information
- Transportation
II. CONFERENCE ORGANISATION

A. Advisory Council

Y.B. Dato' Seri Mohamed Khaled Nordin (Minister, Ministry of Higher Education, Malaysia)
Ybhg. Brig. Gen. Dato' Prof. Dr. Kamaruddin bin Hussein
Prof. Dr. Sazali bin Yaacob (Deputy Vice Chancellor - Academic & International)

3. Organizing Committee

Chairmen:
Assoc. Prof. Dr. Hazry Dese (Dean, School of Business Innovation and Technopreneurship)
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Ms. Tunku Salha Tunku Ahmad (Deputy Dean, School of Business Innovation and Technopreneurship)

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Sharmini Abdullah (Deputy Dean, Centre for Communication Skills and Entrepreneurship)

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Sharifah Shereen Syed Aulaadali
Suzana Sulaiman
Zainuddin Bin Mustapha
Nur Syafawitha Ibrahim
Nor Hazliza Ibrahim
Roiman Ramli
Rosfindi Durus
Wan Khairul Faiz Kamardin
Mohd. Hasni Bin Kamis
Zulkifly Wahab
Mordani Bin Morni
Mohd. Alif Zakaria
Siti Azura Abdullah
Shuhri Salleh
Norsin Abdullah

Collection of Abstracts

Communication and Languages
Occupational Safety and Health
Soft skills and Leadership/Civilization and Religions
Culture, Education and Arts
Psychology and Sociology
Strategic Management
Operation Management
Economics, Engineering Mathematics and Statistics
Technology Management
Information and Communication Technology
Entrepreneurship and Technopreneurship
Papers in Bahasa Melayu
Human Resource Management
Consumer Behavior

Acknowledgements
Event Manager: Dr. Ku. Mohd. Nabil Ku Ismail

Proceedings:
- Ku Amir Ku Daud
- Mohd. Azriza Mohd. Salleh
- Suffian Hadi Ayub
- Farahol Bin Zubir
- Mohammad Imran Yusof
- Siti Nor Jumita Mohd Radzi
- Suraiya Ibrahim

Program Booklet:
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- Amninu Islam
- Sahrini Abdullah
- Muhammad Faisal bin Hamid@ Abdal Razi
- Atikah Nor Johari
- Azlita Abdul Jalil
- Junainor Hassan
- Wan Sallia Yusoff

Speech Writers:
- Nurul Syazwani Zulkifli
- Zuhairah Idris
- Mohd. Azriza Mohd. Salleh
- Azlina Che Hassan
- Suhaidah Said
- Wan Sallia Yusoff

Certificates:
- Suhaidah Said
- Noor Salwani Hussain

Multimedia & Website:
- Ahmad Zulhassan Rozali
- Mohd. Azriza Mohd. Salleh
- Repidah Ahmad
- Multimedia Unit:
  - Mohd Nasir Haron
  - Nurulaiizamazizi bin Norulhisham
  - Mohd. Shamsy Azami Mohmad
  - Faisal Yusup
  - Muiif bin Mohd. Marzuki
  - Syafiiolah Borhan

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- Ina Suryani Abdul Rahim
- Bimsulim Bidin (UKK)
- Suffian Hadi Ayub
- Nur Syahidah Bi Kamaruddin
- Syed Zulkarrain Syed Idrus
- Shazrith Sheeun Syed Aasaladali
- Julinawi Sianda
- Azlina Abdul Jalil
- Wan Salilla Yusoff
- Azlina Che Hassan
- Chumamas Chitithaworn
- Haiza Montaz
- Unit Media Canselor:
  - Suhaiya Abdul Mutalib
  - Nori Aida Ohman
  - Noor Farezmi Naim
- Unit Pembangunan Lestari:
  - Zakaria Othman

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- Noor Rastina Johari
- Sahrini Abdullah
- Tuanku Salhi Tunalah Ahmad
- Razli Ahmad
- Nor'izzah Ahmad
- Syafiq Hizwari Hashim
- Nurul Akma Az Hala
- Dayang Hasliza Mohd Yusuf
- Azlizah Abdullah
- Nurulimah Zaidah Rampah
- Isma Iriani Shafie
- Norshahrizan Nordin

Souvenirs:
- Siti Aisyah Mohd Nor
- Azlizah Abdullah
- Sureepa Jearwae

Food and Beverage:
- Norhidu’1n Danu
- Zuhairah Idris
- Suhaidah Said
- Noor Salwani Hussain
- Siti Aisyah Mohd Nor

Conference Dinner:
- Norhidu’1n Danu
- Zuhairah Idris
- Suhaidah Said
- Noor Salwani Hussain
- Siti Aisyah Mohd Nor
- Farahol Zubir
- Ahmad Idrus bin Kamar
- Mohd. Azriza Mohd. Salleh
- Wan Nor Hafizar Harun
- Repidah Ahmad
- UKK:
  - Bi Mazlum Bidin
- Multimedia Unit:
  - Mohd Nasir Haron
  - Nurulaiizamazizi bin Norulhisham
  - Mohd. Shamsy Azami Mohmad
  - Faisal Yusup
  - Muiif bin Mohd. Marzuki
  - Syafiiolah Borhan

Putrajurutera:
- Mohammad Fathabi Ahmad Fuad
- En. Rosniwardi Rusti

Reception:
- Lt. Kol (B) Anuddin Baharud
- Assoc. Prof Mohariz Shafieh
- Nor Azmi Johari
- Razli Ahmad
- Adl Amar Azmin
- Hirwan Jasbir Jaafar
III. CONFERENCE INFORMATION

A. Financial Contribution (ICoHSE 2010)
Companies and organizations listed below contributed to the financial support for ICoHSE 2010.

The Ministry of Higher Education, Malaysia
Chancellory, University Malaysia Perlis
KONSORTIUM PAUH INDAH (Perlis) Sdn. Bhd.
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Tourism Malaysia Penang
HMD Sports Enterprise
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Zam Automati Sdn Bhd
MZ Design Consultancy

B. Registration
All conference participants and presenters must register. If you have registered in advance, you can pick up your conference materials at the conference registration desk. The registration desk will operate from 8.00 am to 6 pm on Friday, November 12, 2010 – Saturday, November 13, 2010.

C. Conference Logistics
Audio-Visual Equipments
In each of the presentation rooms for all paper and poster presentation sessions and workshops, the conference will provide an LCD, a laptop and a microphone.

Session Synchronization
The paper presentation schedule of ICoHSE 2010 is organized in 3 parallel tracks for each session. Most session rooms are located close to each other. All parallel sessions are synchronized, allowing convenient switching between tracks. The session chairs and the speakers are asked to strictly adhere to the timetable.

D. Social Programs: Conference Dinner
There will be a social event during the conference. The Conference Dinner will be held on Saturday, November 13 from 8.00 pm – 11.00 pm at the Hotel Bayview Beach Resort, Batu Ferringhi, Penang. All ICoHSE 2010 invited speakers, honourable guests, paper presenters and participants are invited to the conference dinner. No additional payment is required to attend the conference dinner.

E. Local Arrangements
For information on local arrangements, see the conference web site or contact the local arrangements contact person – Mr Anizul Islam (amino@minap.edu.my). Requesting for meeting rooms should be made in advance with details regarding room specifications, date, time, the number of attendees and special requirements. Such requests will be accommodated on a space-availability basis.
IV. LOCAL INFORMATION

A. Local Attractions and Tour

Just mention the word Penang, and many thoughts come to mind. Either it’s the great beaches and seaside or heritage and historical elements; however the ultimate thing that would strike anyone’s mind would be the great Penang Food. It is undeniable that plenty of tourists, coming from regional states or even neighboring countries, take time off their busy schedule to make a journey across the majestic Penang Bridge into the Pearl of the Orient. There are also other ways to access this charming island, and on top of that, there are even more ways to get around the island itself. Penang’s public transport system is efficient, and offers plenty of interesting modes of transport such as the taxi while having the usual taxis and buses. Listed below are some of the interesting places around Penang that you must visit:
- Penang Butterfly Farm
- Khoo Kongsi
- Penang Hill
- Penang Bazaar
- Fort Cornwallis

B. Travel

The Penang International Airport is about 20 km from the city center. To get to the city, you can choose the air-conditioned limousine plying the route using the coupon system by which fares between the airport and various destinations in Penang are fixed. The other alternative is using the Rapid Penang Bus 401E which operates between the Airport and Gurney Drive main bus terminal. The fare is RM 2.00 and departs every 30 minutes from 0600 to 2330. For those that wish to drive, there are rental car booths in the airport.

If flight isn’t an option for you, there is always the road and expressway! The North-South Expressway connects Penang to major states of Peninsular Malaysia. Once you reach Butterworth, which is the entry point to the island, you may either take the Penang Bridge or a ferry to cross from the mainland. The opening of the Penang Bridge linking the mainland of Peninsular Malaysia to Penang Island has facilitated driving to Penang. A village of RM 7.00 is levied on all classes of cars at the toll plaza in Perai on the mainland. No payment is required for traveling from the island to the mainland.

Do consider taking a ride in the historical ferries that transmute between Penang Island and Butterworth. From Butterworth, it is necessary to take the ferry to Penang Island. Operated by the Penang Port Commission, the ferry service is available for both passengers and vehicles. The ferry service is available for both passengers and vehicles; tickets are purchased at the Butterworth terminal. From Butterworth, visitors can take the ferry to Penang Island. Fares for passengers and vehicle charges are collected at the Butterworth terminal. An adult ticket cost RM1.20 while children between 3-12 years old have to pay a fare of RM0.60. No payment is required for the return journey.

C. Passport and Visa

Any Foreign visitor wishing to enter Malaysia must have a valid passport. Please confirm the requirement of visas.

V. KEYNOTE ADDRESS

Bridging the Gap between Theory and Practice in Higher Education

Prof. Ciarán Ó Catháin
(President, Athlone Institute of Technology, Ireland)

2.15 – 3.15 pm (November 12, 2019, Crystal Ballroom)

VI. FLOOR PLAN:

**Please refer to the attachment**

VII. PROGRAM SCHEDULE AND SESSION TIMETABLE

A. Program Schedule

FIRST DAY (FRIDAY, 12TH NOVEMBER 2010)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30 – 12.30 Noon</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>2.15 – 3.15 pm</td>
<td>Keynote Address</td>
</tr>
<tr>
<td>3.15 – 3.45 pm</td>
<td>Refreshments</td>
</tr>
<tr>
<td>3.45 – 6.00 pm</td>
<td>Parallel Session One</td>
</tr>
<tr>
<td>6.00 pm</td>
<td>End of 1st Day Sessions</td>
</tr>
</tbody>
</table>

SECOND DAY (SATURDAY, 13TH NOVEMBER 2010)

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.50 – 10.30 Noon</td>
<td>Parallel Session TWO</td>
</tr>
<tr>
<td>10.30 – 11.00 am</td>
<td>Refreshments</td>
</tr>
<tr>
<td>11.00 – 1.00 pm</td>
<td>Parallel Session THREE</td>
</tr>
<tr>
<td>1.00 – 2.00 pm</td>
<td>Lunch and Prayers</td>
</tr>
<tr>
<td>2.00 – 4.00 pm</td>
<td>Parallel Session FOUR</td>
</tr>
<tr>
<td>4.00 – 4.30 pm</td>
<td>Refreshments</td>
</tr>
<tr>
<td>4.30 – 6.00 pm</td>
<td>Parallel Session FIVE</td>
</tr>
<tr>
<td>7.45 – 10.30 pm</td>
<td>Conference Dinner and Officialising Ceremony</td>
</tr>
</tbody>
</table>
**THIRD DAY (SUNDAY, 14TH NOVEMBER 2010)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>8.30 – 10.30 Noon</td>
<td>Parallel Session SIX</td>
</tr>
<tr>
<td>10.30 – 11.00 am</td>
<td>Refreshments</td>
</tr>
<tr>
<td>11.00 – 1.00 pm</td>
<td>Parallel Session SEVEN</td>
</tr>
<tr>
<td>1.00 pm</td>
<td>END OF CONFERENCE</td>
</tr>
</tbody>
</table>

**DINNER AND OFFICIATING CEREMONY ICohSE2010**

Saturday, 13th November 2010

- **7.45 pm**
  - Arrival of the Conference Participants
  - Arrival of Head of Departments & Honourable Guest
  - Arrival of the Vice Chancellor of University Malaysia Perlis YBhg. Brig. Jen. Prof. Dato' Dr. Kamarudin Hussein
  - Arrival of the Honourable Yang Berhormat Dato' Azizan bin Hamid

- **8.00 – 8.15 pm**
  - National Anthem ‘NEGARAKU’
  - RIASANAKU
  - Recital of Doa

- **8.15 – 8.25 pm**
  - Speech by Co-Chairman ICohSE 2010, Assos. Prof. Dr. Hazy Desa

- **8.25 – 8.45 pm**
  - Welcome Speech by the Vice Chancellor of University Malaysia Perlis YBhg. Brig. Jen. Prof. Dato' Dr. Kamarudin Hussein

- **8.45 – 9.00 pm**
  - Opening Speech by the Honourable Yang Berhormat Dato' Azizan bin Hamid
  - Officiating Gimmick
  - Presentation of Mementos
  - Dinner
  - Culture Performance

- **10.30 pm**
  - End of Ceremony

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**B. SESSION TIMETABLE**

<table>
<thead>
<tr>
<th>TIME</th>
<th>ROOM</th>
<th>ORCHID</th>
<th>IRISHEE</th>
<th>CASOWEE</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.45pm – 6.00pm</td>
<td>SESSION 1A: Paper Track: COMMUNICATION AND LANGUAGES</td>
<td>Session Chairperson: Raja Ahmad, Professor Ku Halmu Ku Affiff</td>
<td>Session Chairperson: Dr. Yushriani Harahia</td>
<td>Session Chairperson: Dr. Shahevara Hossain</td>
</tr>
<tr>
<td>Friday 12th November</td>
<td>Paper Track: OCCUPATIONAL SAFETY AND HEALTH</td>
<td>175</td>
<td>166</td>
<td>120</td>
</tr>
<tr>
<td>1.30pm – 2.30pm</td>
<td></td>
<td>Reporting Efforts to Understand Engineering Intellect: Research Articles from Lingual Perspective</td>
<td>Adherence to Occupational Safety and Health Management System Requirement Enhance Organisations Working Environment: a Case Study in UnMAP</td>
<td>Green Talent Development in Malaysia</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Budsaa Kanokpatham</td>
<td>Lingadhamini (B) Azuddin bin Bahar</td>
<td>Normalisation Almair' Bina' Mohd Fadzil Daman</td>
</tr>
<tr>
<td>2.30pm – 3.30pm</td>
<td></td>
<td>365</td>
<td>356</td>
<td>234</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Social Sciences in Technical Universities: The case study of the Department of General Studies at KFUPM</td>
<td>Mitigation strategies to improve safety conditions at fuel stations</td>
<td>Critical thinking dispositions of new intake engineering technology students</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Dr. Shafie Alshemai</td>
<td>Mira Muir Ahmed, S.R.M. Kutty</td>
<td>Dr. Ali Akil Ahmad Al Mohammad Nabile b. Abdul Aziz Asos. Prof. Dr. Ismail H. Saifuddin Asos. Prof. Dr. Ali Almsbah B. Zubair</td>
</tr>
<tr>
<td>3.30pm – 4.30pm</td>
<td></td>
<td>242</td>
<td>172</td>
<td>304</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Beliefs of UITM Perak Engineering Students in Learning English as a Second Language</td>
<td>Managing occupational safety and health awareness amongst entertainers: all show biz</td>
<td>Problems and progress of muslim education in langal during the british colonial rule</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Mohd Jawed Osman, Nazira Osman &amp; Hanif Manzar, Latashia Azmaa Shahie Suhaini Nayan</td>
<td>Universiti Malaysia Perlis (UMP) perspective</td>
<td>Dr Enam Hasian</td>
</tr>
<tr>
<td>4.30pm – 5.30pm</td>
<td></td>
<td>261</td>
<td>166</td>
<td>264</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Basic Problems of Language for Communication between Civil Engineers and Construction Workers</td>
<td>Non-Government Service Sector Growth under the Third Industrial Master Plan: An Exploratory Study on Occupational Safety and Health Culture Practice in Perlis</td>
<td>Socio-Religious Movement in the Muslim Society of Bengal during the British Colonial Period: Roles of Thomc (1785-1831)</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Zumla (B) Khunwara Kasim @ Khunwar</td>
<td>Lingadhamini (B) Azuddin Bahar, Hanum bin Razi Ahmed</td>
<td>S.M. Motahar Rahman</td>
</tr>
<tr>
<td>Time</td>
<td>Venue</td>
<td>Session Title</td>
<td>Session Chairperson</td>
<td>Session Track</td>
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<tr>
<td>10am</td>
<td>1st</td>
<td>A Study of Viewers’ Attitude Towards TV Advertising in Thailand</td>
<td>Chhutumas Chhitthawon, Md. Aminul Islam, Orsolith Theobono</td>
<td>Paper Track</td>
</tr>
<tr>
<td></td>
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<td>Rejewari and Mufuzah</td>
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<td>213 Discretionary</td>
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<td>Accurate and Earning Management – A case of Bangladesh capital market</td>
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<td>Md. Aminul Islam, Dr. Fazilah Ali, Assoc. Dr. Zaini Ahmad</td>
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<td>216 Consumer Buying Behavior: The Filipino Style</td>
<td>Asst. Professor Dr. Femiin G. Castilla, Jr., Assoc. Professor Dr. Cernita G. Hernandez</td>
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<td>217 Corporate Social Responsibility: a culture of responsible business</td>
<td>Dr. Femiin G. Castilla, Jr.</td>
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<td>218 Relationship between sensation seeking, avoidance and crash involvement among young Malaysian Drivers</td>
<td>Ahmadic Thammasi Roi, Rozmi Ismail</td>
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<td>219 Voting The Underlining Theory in Quality Management Principles, Cost of Quality and Organizational Performance Research: An Overview in Construction Industry</td>
<td>Muhammad Shaker Jumon, Dr. Rizalman Zaini Yull, Dr. Zakaria Abas</td>
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<td>220 Perbandingan Telekomunikasi Sektoral dengan Sistem Akademik dan Sistem Awam Akademik: Keperluan Kesejahteraan Perkampunan Masyarakat Malaysia</td>
<td>Muhammad Razali Hamzah, Syahril Hadi Abu, Azmi M. Mafee, Nor'aini Ahmad, Norahmanan Norani</td>
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<td>221 Rehita Banking in North America: Scope and Challenges</td>
<td>Dr. Muhammad Muzammal Hossain</td>
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<td>222 A study of equality among medium sized companies</td>
<td>Siti Nor Jumah Mohd Hadi, Sulaiman Ibrahimi, Md. Aminul Islam</td>
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<td>223 The Comparison Of Uniswasta Malaysia Perlis Off-The-Job Training Effectiveness</td>
<td>Azlina Hassan, Azlina Abdul Jalil, Nur Syuhadah Kamaruddin, and Atikah Nor Johari</td>
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<td>224 A conceptual paper on factors influencing Financial Institutions on lending technologies to technology-based SMEs in the northern region of Malaysia</td>
<td>Wen Salha Binti Yusoff, Chhutumas Chhitthawon and Noor Azliza Binti Abdul Rahim</td>
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<td>Dr. Femiin G. Castilla, Jr.</td>
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<td>A conceptual tools and quality function deployment (QFD) framework for healthcare service</td>
<td>Norahmanan Norani, Dr. Rezai Che Razali</td>
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<td>226 Learning styles: an exploratory study of foreign learners learning styles preferences at University Malaysia Perlis, a case study</td>
<td>Sharmini Abdulrah, Sharifah Anis Zurifah, Rozliawati Mahadi and Ina Suryani Ab Rahim</td>
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</tbody>
</table>

**Poster Presentation**

307 Repositioning the Electrical and Electronics Industry in the northern corridor economic region: a testing of porter’s model towards strategic alliances
Ku Amir bin Ku Daud, Mohammad Reza Zaman, Sufian Hadi Ayub, Adi Anuar Azmin, Professor Dr. Zul Azhar Zahid Jamal, Professor Dr. Syed Aswee Aljunid

287 Eufemismo dalam akillah berkebas Melayu
Noor Azliza Abdul Rahim

163 Human Resource Staff Perceptions Of Training Functions As practiced In Selected Hotels In Penang
Azlina Abdul Jalil, Azlina Hassan, Nur Syuhadah Kamaruddin, and Atikah Nor Johari

226 Fikas Osh commitments: Ert initial implementation
Muhammad Suaimi Sulung, Mohd Fadly Abd Razak, Suaimi Salim, Mohd Jaafar Che Soh

223 Humanities in Engineering Education: Integrating communication skills in engineering: enhancing the students learning experience
Helen Rogers and Veronica Goeke

222 A conceptual paper on factors influencing Financial Institutions on lending technologies to technology-based SMEs in the northern region of Malaysia
Wen Salha Binti Yusoff, Chhutumas Chhitthawon and Noor Azliza Binti Abdul Rahim

117 The Comparison Of Uniswasta Malaysia Perlis Off-The-Job Training Effectiveness Between Its Local And Foreign Academicians
Azlina Hassan, Azlina Abdul Jalil, Nur Syuhadah Kamaruddin, and Atikah Nor Johari

199 Learning styles: an exploratory study of foreign learners learning styles preferences at University Malaysia Perlis, a case study
Sharmini Abdulrah, Sharifah Anis Zurifah, Rozliawati Mahadi and Ina Suryani Ab Rahim
systems in North America. With the growing Muslim population and the collapse of numerous financial institutions that were founded on the conventional capitalism's philosophy, the interest-free banking not only is an alternative banking system to serve the Muslims but also has tremendous growth potential among the non-Muslims. To tap this market, the Lariba banking service providers need to assess the cultural, economic, political, and social mindset of North America and take advantage of the contextual factors affecting the present banking system. This paper explores the potential of interest-free banking in North America and provides a situational analysis of the socio-politico-economic challenges facing the Lariba banking in this region.

Keywords: Lariba banking, Islamic banking, Interest-free banking
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