



ICoHSE

International Conference on the Roles of the Humanities
and Social Sciences in Engineering 2008

UNIVERSITI MALAYSIA PERLIS

www@unimap.edu.my



ORGANISER :

ICoHSE2008
Centre for Communication Skills
and Entrepreneurship
Universiti Malaysia Perlis,
Blok B, Kompleks Pusat Pengajian Jejawi,
02600 Arau, Perlis, Malaysia

IN COLLABORATION WITH :

**THE MINISTRY OF HIGHER
EDUCATION, MALAYSIA**

FOR FURTHER INFORMATION :

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<http://publicweb.unimap.edu.my/~ICoHSE2008>

PROGRAMME BOOK

“GLOBALISING the ENGINEERING PROFESSION”

Inaugural
International Conference on the
Roles of the Humanities and Social
Sciences in Engineering 2008

5 - 6 DECEMBER 2008
THE LEGEND HOTEL
KUALA LUMPUR, MALAYSIA

In Collaboration With :



THE MINISTRY OF HIGHER EDUCATION



Knowledge Sincerity Excellence

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

ICoHSE 2008

**“GLOBALISING THE
ENGINEERING PROFESSION”**

Opening by:

*The Honourable Minister of Higher Education
Ministry of Higher Education, Malaysia*

Daulat Tuanku



Message from the Chancellor

In the name of Allah, the Most Compassionate and Merciful,

It is the aim of Universiti Malaysia Perlis to be a World Class academic and research institution that produces prominent leaders for the country. Hence, this tall effort in organizing the first International Conference on Roles of Humanities and Social Sciences in Engineering (ICoHSE 2008) undertaken by its Centre for Communication Skills and Entrepreneurship.

In gearing ourselves to stand and against the challenges put forth in this journey towards excellence, we acknowledge the vital role of various aspects of humanities and social science that contribute to the development of human capital. This is reflected clearly in the conference's theme "Globalising the Engineering Profession". Integration of these different merits are the great importance to ensure the dynamics of our engineering graduates and the nation as a whole.

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.

Hereby, I would like to congratulate the Vice Chancellor and the organizing committee led by the Dean of Centre for Communication Skills and Entrepreneurship for channeling their efforts in making all of this possible. My deepest appreciation to both the international and national speakers, paper presenters, participants and everyone involved in making this conference 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.

DYTM TUANKU SYED FAIZUDIN PUTRA IBNI
TUANKU SYED SIRAJUDDIN JAMALULLAIL
The Crown Prince of Perlis, Malaysia,
Chancellor of Universiti Malaysia Perlis



Message from the Minister of Higher Education

In the name of Allah, Most Compassionate and Merciful,

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 tall effort in organizing the first International Conference on Roles of the Humanities and Social Sciences in Engineering (ICoHSE 2008) undertaken by the Centre of Entrepreneurship and Communication 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.

Y.B. DATO' SERI HJ MOHAMAD KHALED BIN NORDIN
The Minister of Higher Education
Ministry of Higher Education Malaysia



Message From The Vice-Chancellor

Bismillah Hirrahman Nirrahim

Assalamualaikum Warahmatullahi Taala Wabarakatuh dan Salam Sejahtera

Ladies and Gentlemen,

In line with the Universiti Malaysia Perlis' status as one of Malaysia's leading Engineering Institution of Higher Learning, it gives me great honour to warmly welcome international and national paper presenters and participants of the Inaugural International Conference on Roles of the Humanities and Social Sciences in Engineering (ICoHSE 2008). Congratulations to the Centre for Communication Skills and Entrepreneurship, Universiti Malaysia Perlis for organising their very first International Conference. They have managed courageously, despite all odds to organise the ICoHSE 2008.

The theme "Globalising the Engineering Profession" is very significant and relevant to the field of engineering and technical education today. With bigger challenges derived from this globalization era, engineering communities should now recognize the important roles that humanities and social sciences play in the engineering field to produce holistic engineering graduates. The challengers of the working environment today require engineering graduates to be competent not only in handling engineering issues but also sensitive to other generic aspects of the working environment. These generic aspects include having the knowledge of soft skills. In other words, engineers today need to have a balance of both soft and hard skills in order to perform and function skillfully in a globally networked working environment.

It is hoped that this gathering of intellectuals would serve as a platform for the international and national participants to interact to discuss and exchange ideas on potential contributions of humanities and social sciences towards improving engineering and technical education. May this conference continue to be strong and bristling with innovativeness in the years to come. I hope that you all will have a thought-provoking time at this conference. Once again welcome and happy conferencing.

Y. BHG. BRIG. GEN. DATO' PROF DR. KAMARUDIN HUSSIN
Vice-Chancellor
Universiti Malaysia Perlis



Message From The Chairman

Assalamualaikum Warahmatullahi Taala Wabarakatuh,

Ladies and Gentlemen

The Centre for Communication Skills and Entrepreneurship is pleased to welcome all presenters and participants to our very first International Conference on Roles of the Humanities and Social Sciences in Engineering (ICoHSE 2008).

The conference's theme "Globalising the Engineering Profession", reflects the many roles humanities and social sciences play and which are pertinent to the development of the engineering and technical education. In this era of globalisation, engineering graduates must be able not only to handle engineering issues but also to manage resources and to formulate policies. As a result, engineering and technical education is no longer just for equipping the students with the hard engineering skills and knowledge, it has to be more holistic in nature. In other words, generic skills or soft skills now play a vital role in shaping and preparing our engineering graduates to function effectively in their working environment.

It is my 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.

I congratulate the organizing committee members of ICoHSE 2008 and all the parties involved in organizing and financing this conference. Well done and thank you. I am confident that the participants will be enriched with new ideas and approaches. On behalf of the Centre for Communication Skills and Entrepreneurship, once again welcome to our very first international conference.

Wassalamualaikum
Warahmatullahi Wabarakatuh

A handwritten signature in black ink, appearing to read "Huzili Hussin".

HUZILI HUSSIN
Dean
Centre for Communication and Entrepreneurship Skills
Universiti Malaysia Perlis
Conference Chairman

ICoHSE 2008 OPENING CEREMONY

Friday, 5th December 2008

- 10.15 a.m. - Arrival of the Honorable Minister of Higher Education
- 10.30 a.m. - Arrival of the Honorable Minister of Higher Education to Ballroom 2 & 3
- National Anthem '*Negaraku*'
 - 'WAWASANKU'
 - Recital of Doa
 - Welcome Speech by the Vice Chancellor of Universiti Malaysia Perlis
Y. Bhg. Brig. Gen. Dato' Prof. Dr. Kamarudin b. Hussin
 - Opening Speech by the Honorable Minister of Higher Education
Y.B. Dato' Seri Hj Mohamad Khaled bin Nordin
 - Officiating Gimmick
 - Presentation of Mementos
 - 'Semangat UniMAP'
- 11.30 a.m. - End of Ceremony

TENTATIVE CONFERENCE PROGRAMME

FIRST DAY (Friday, 5th December 2008)

- 7.30 - 8.45 am - Conference Registration
- 9.00-10.00 am - Keynote Address by Prof. Dr John Buckeridge
- 10.00-10.30am - Refreshments
- 10.30 - 11.30 am - Opening Ceremony
 - Welcome Speech by the Vice Chancellor of Universiti Malaysia Perlis
 - Officiating ceremony by the Honorable Minister of Higher Education
 - Officiating Gimmick
- 11.30 - 12.30 pm - Parallel Session One
- 12.30 noon - 3.00 pm - Lunch break
- 3.00 - 4.00 pm - Parallel Session Two
- 4.00 - 5.30 pm - Parallel Session Three
- 5.30 pm - Refreshments

SECOND DAY (Saturday, 6th December 2008)

- 9.00 - 10.00 am - Parallel Session Four
- 10.00 - 10.30am - Refreshments
- 10.30 - 11.30am - Forum
- 11.30 - 12.30 noon - Parallel Session Five
- 12.30 - 2.30 pm - Lunch
- 2.30 - 3.30pm - Parallel Session Six
- 3.30 - 4.30 pm - Plenary Session
- 4.30 - 5.00pm - Closing Ceremony
- 5.30pm - Refreshments

ICoHSE 2008 DINNER SCHEDULE

Friday, 5th December 2008

- 8.00 a.m. - Arrival of the Conference Participants
- Arrival of Head of Departments & Honourable Guests
- Arrival of the Vice Chancellor of Universiti Malaysia Perlis
Y. Bhg. Brig. Gen. Dato' Prof. Dr. Kamarudin b. Hussin
- Arrival of the Chairman of Universiti Malaysia Perlis's Board
of Directors
Y.Bhg. Tan Sri Dato' Seri Dr. Hj. Zainul Ariff Hj Hussain
- 'WAWASANKU'
- Speech by ICoHSE 2008 Chairman, Huzili Hussin
- Launching of the 'Mock-up-Newsletter of Centre for
Communication Skills and Entrepreneurship by
Y.Bhg Tan Sri Dato' Seri Dr. Hj. Zainul Ariff Hj. Hussain
- Presentation of Mementos
- Cultural Performance
- '*Semangat UniMAP*'
- 10.30 p.m. - End of Ceremony

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

ICoHSE 2008

ORGANISING COMMITTEE

- Patron** : **Y. Bhg. Brig. Gen. Prof. Dato' Dr Kamarudin Hussin**
Vice Chancellor, Universiti Malaysia Perlis
- Advisor** : **Prof. Dr. Ali Yeon Md Shakaff**
Deputy Vice Chancellor
(Academic & International)
Universiti Malaysia Perlis
- Chairman** : **Huzili Hussin**
- Co-Chairman 1** : **Assoc. Prof. Dr. Syaharom Abdullah**
- Co-Chairman 2** : **Ms. Tunku Salha Tunku Ahmad**
- Secretary** : **Ms. Ina Suryani Dato' Ab. Rahim**
- Asst. Secretary** : **Ms. Noor Asliza Abdul Rahim**
- Treasurers** : **Ms. Nurazrina Abd. Rahman**
Ms. Noor Rastina Johari
- Technical & Website** : **Ms. Normaizatul Akmal Ishak**
Mr. Hanif Suhairi Abu Bakar
Mr. Muhammad Shahar Jusoh
Ms. Ropidah Ahmad
Mr. Rosman Ramli
Mr. Wan Nor Haizar Harun
- International Affairs** : **Prof. Dr Zuraidah Mohd Zain**
Ms. Nur Isyalliena Bt Ishak
- Working papers & Proceedings** : **Assoc. Prof. Ahmad Nazri bin Abdullah**
Prof. Dato' Dr. Jamaludin Mohaiadin
Assoc. Prof. Dr. Salmah binti Haji Ayob
Assoc. Prof. Dr Mustapah bin Daud
Assoc. Prof. Ku Halim Ku Ariffin
Assoc. Prof. Mohd Murray Hunter
Mr. Abdul Aziz Mahmuddin

- Programme Booklet** : **Ms. Sharmini Abdullah**
 Ms. Rozilawati Mahadi
 Ms. Irma Ahmad
 Mr. Ahmad Hifzurrahman bin Ridzuan
 Mr. Wan Nor Haizar Harun
 Mr. Shafiq Hizwari Md. Hashim
- Abstract Book** : **Ms. Sharmini Abdullah**
 Ms. Rozilawati Mahadi
 Mr. Wan Nor Haizar Harun
- Food and Refreshments** : **Ms. Zuhairah Idrus**
 Ms. Noor Salwani Hussin
- Usherette** : **Lt. Kol. (B) Azuddin Haji Bahari**
 Mr. Abdul Shukor Shamsuddin
 Ms. Irma Ahmad
 Ms. Sharmini Abdullah
 Ms. Ropidah Ahmad
 Ms. Faridah Wahab
- Souvenir and Certificate** : **Ms. Rozilawati Mahadi**
 Ms. Noor Salwani Hussin
 Ms. Ropidah Ahmad
 Ms. Sharmini Abdullah
- Transportations, Accommodation,
 Logistics** : **Mr. Zukime Mat Junoh**
 Mr. Wan Nor Haizar Harun
 Mr. Shafiq Hizwari Md. Hashim
 Mr. Ahmad Hifzurrahman Ridzuan
- Sponsorship** : **Ms. Tunku Salha Tunku Ahmad**
 Prof. Dato' Dr. Jamaludin Mohaiadin
 Haji Abdul Shukor Shamsuddin
 Ms. Nurazrina Abdul Rahman
 Ms. Isma Iriani Shafie
 Ms. Hanum Hassan
 Ms. Noor Rastina Johari
- Promotion, Publicity** : **Ms. Hanum Hassan**
 Ms. Suhana Abdul Mutalib (Canselori)
 Ms. Nurul Aida Othman (Canselori)
 Mr. Noor Fazemil Naim (Canselori)
 Mr. Bimazlim Bidin (UKK)
 Ms. Norjumida Mat Isa

- Multimedia** : **Syed Muhammad Firdaus Syed Putra**
Mohd Syauqy Azamy
Nurul Aizam Azizi Nurul Hisyam
Faizal Yusup
Izuddin Abi Jamrah
Mohd. Nasir Haron
- Liaison Officer** : **Mr. Hirwan Jasbir**
Mr. Wan Nor Haizar Harun
Mr. Ahmad Hifzurrahman Ridzuan
- Special Tasks** : **Mr. Mustaffa Ismail**
Ms. Nor Azmah Abdul Karim
Ms. Bimazlim Bidin
Ms. Julinawati Suanda
Ms. Sharmila Saidin
Mr. Raja Shah Erman Raja Ariffin
Ms. Rohazami Dato' Bahari
Ms. Muhaizan Murad
Ms. Mohd Basri Basir
- Doa Reciter** : **Mr. Ahmad Fahmi Mahamood**
- Secretariat** : **Ms. Isma Iriani Shafie**
Mr. Shukor Samsuddin
Ms. Rozilawati Mahadi
Ms. Sharmini Abdullah
Ms. Irma Ahmad
Ms. Zuhairah Idrus
Ms. Noor Salwani Hussin
Mr. Kamal Baharin Baharuddin
Mr. Zulkefly bin Wahab
Ms. Nur Syafarina Che Ani
Ms. Nor Hazliza Ibrahim
Mr. Rosman Ramli
Mr. Rossefendi Darus
Ms. Suhaidah Said
Ms. Siti Aisyah Mohd Nor
Ms. Norhudi'in Danu
Ms. Chuthamas Chittihaworn

CONFERENCE PARALLEL SESSION SCHEDULE

CONFERENCE PARALLEL SESSION SCHEDULE

FRIDAY 5TH DECEMBER 2008

7:30 - 8.45 am	CONFERENCE REGISTRATION		
9.) - 10.00 am	<p style="text-align: center;">KEYNOTE ADDRESS BY PROF. DR JOHN BUCKERIDGE Chairperson : Assoc. Ahmad Nazri Abdullah Venue: Ballroom (2&3)</p>		
10.00 - 10.30 am	REFRESHMENTS		
	<p style="text-align: center;">WELCOMING SPEECH BY THE VICE- CHANCELLOR OF UNIMAP OPENING CEREMONY OFFICIATED BY THE HONOURABLE MINISTER OF HIGHER EDUCATION OFFICIATING GIMMICK Venue : Ballroom (2&3)</p>		
	BALLROOM (2 & 3)	MERAK	HELANG
Parallel Session 1 (11.30 - 12.30 noon)	<p style="text-align: center;">Chairperson : Ms. Irma Ahmad</p> <p style="text-align: center;">The Usage of Semiotics in Engineering Drawings Alireza Beglari</p>	<p style="text-align: center;">Chairperson : Ms. Sharmini Abdullah</p> <p style="text-align: center;">A Survey on Digital Librarie and its Important Role on the Development of E-Learning and Life- Long Education Abdol Majid Mosavinia</p>	<p style="text-align: center;">Chairperson : Ms Rozilawati Mahadi</p> <p style="text-align: center;">Gandhi versus Technology or Gandhi for Technology Dr Rashmi Chaturvedi Dr Deeptima Shukla</p>
11.30 - 11.50 am			RAJAWALI
			<p style="text-align: center;">Chairperson : Mr. Zukime Mat Junoh</p> <p style="text-align: center;">Influence of Demographics on Entrepreneurial Motivation Among Students, an Empirical Study based on K-S tests Assoc. Prof . Vasantha Kumara</p>

11.50 - 12.10 am	<p>Quality and Productivity Linking Methodologies For Industrial Using SPSS (Statistical Package for Social Sciences)</p> <p>S.P. Untawale S.S Akant</p>	<p>The Essential Role of Tutors in Supporting Students of Distance and Learning Universities Educational Technology, the Case of Payame Noor University of Iran (PNU)</p> <p>Hashim Newati</p>	<p>Towards a Civilized Global Village</p> <p>Niyatee Ayyar</p>	<p>Role of Construction Sector in Economic Growth: Empirical Evidence from Pakistan Economy</p> <p>Assoc. Prof. Raza Ali Khan</p>
12.10 - 12.30 noon	<p>Information Systems Auditing Towards Purchase Application</p> <p>Hj Henny Hendarti, S.Kom, MM Dr. Natasya Hilman Hanafi</p>	<p>University Teacher's Attitude and Ability Towards the Practice of Using Computer Technology in Classrooms with Special Fokus on Pakistan</p> <p>Dr Ghulam Rasool Memon</p>	<p>The Role of Dr Mahathir Mohamad in the Economic and Technological Development of Malaysia</p> <p>Dr Syed Waseenudin</p>	<p>Efficient Farm Management in Pakistan: A Case Study of Hyderabad District</p> <p>Assoc. Prof. Dr Sobho Khan Jamali Prof. Dr. Pervez A. Pathan</p>
12.30 - 3.00 pm	LUNCH / PRAYER			
Parallel Session II (3.00 - 4.00 pm)	<p>Chairperson : Ms. Ina Suryani</p> <p>Autonomous Maintenance Program for Job base in Technical University</p> <p>Wan Hasruinizzam Wan Mahmood Ab. Rahman Mahmood, Ilyana Abdullah</p>	<p>Chairperson : Ms. Chutamas</p> <p>School Principal as a Change Facilitator in ICT Integration</p> <p>Mojan Afshari Kamariah Abu Bakar Wong Su Luan Bahaman Abu Samah Foo Say Fooi</p>	<p>Chairperson : Ms. Evawaynie Mat Isa</p> <p>The Analysis of the Transition From University to Work After Graduation in Social Science Subjects with Special Fokus on Pakistan</p> <p>Dr Ghulam Rasool Hadri</p>	<p>Chairperson : Ms. Normaizatul</p> <p>Management Skills of Technical and Supervisors' Perspectives Technology Interns: Interns'</p> <p>Subarna Sivapilan Rohana Salleh Azrai Abdullah</p>
3.00 - 3.20 pm				

3.20 - 3.40 pm	<p>MACHINE-MADE PRODUCTS: A Reflection of Pleasure And the Affection of Form in Visual Design</p> <p>Prof. Ismail Abdullah</p>	<p>Usage of Online Journal by Engineering Faculty Members in Two Malaysian Universities</p> <p>Jama'yah Zakaria Dr Narimah Ismail Abd Aziz Mahmuddin</p>	<p>Assessing and Propagating Workers Safety and Health in Flood Disasters: An Exploratory Study in Perlis, Malaysia</p> <p>Tunku Salha Tunku Ahmad Lt Kol(b)Azuddin Bahari Faridah Wahab</p>	<p>Success Factors And Knowledge Management Implementation in Tunku Abdul Rahman College (TARC) in Malaysia</p> <p>Dr.Yip Mum Wai</p>
3.40 - 4.00 pm	<p>Improving The Academic Achievement of Engineering Undergraduates through The Intervention of a Bio-Feedback Training Protocol</p> <p>Dr Muhammad Nubli Mohd Ghani Awang Suriya Kumar Sinandurai Roshasliza Samat</p>	<p>Students' Competency and Their Perception on Engineering Communication : Study in Malaysian University</p> <p>Faruk Muhamad Hashim Fauzy Yaacob</p>	<p>A Study of the Working Environment of Chemical Technologist : Universiti Malaysia Perlis Perspective.</p> <p>Hanum Hassan Kol Azuddin bahari Faridah Wahab</p>	<p>Employees Empowerment and Gender Differences</p> <p>Dr Tabssum Sultana</p>
Parallel Session III (4.00 - 5.00 pm)	<p>4.00 - 4.20 pm</p>	<p>Chairperson : Ms. Noor Saiwani</p> <p>Penggunaan dan Penilaian Kualiti Laman Web Agensi Pertanian Oleh Para Pengawai Pertanian Di Malaysia</p> <p>Ahmad Fahmi Mahamood</p>	<p>Chairperson : Ms. Suhaidah Said</p> <p>Hubungan Personaliti, Kemahiran Sosial, Kebimbangan dan Rakan Sebaya dengan Tingkat Laku Devian do Kalangan Pelajar Universiti</p> <p>Wan Su Hj Haron</p>	<p>Chairperson : Ms. Zuhairah Idrus</p> <p>Employment Opportunities for the Disabled in Malaysia : Issues, Problems and Challenges</p> <p>Kamal Baharin Baharuiddin Nurulisma Ismail</p>

4.20 - 4.40 pm	<p>Need and Importance of Soft Skills</p> <p>Dr. A. Muthumanickam</p>	<p>Engineers Employability Competency : Employer Perspective</p> <p>Hazmilah Hasan, Ian Dunn and Ray Jones</p>	<p>Memperkasakan Mahasiswa Kejuruteraan Menerusi Penerapan Kemahiran Insaniah (Soft Skills)</p> <p>Huzili Hussin Azman Zakaria Muhammad Shukri Salleh</p>	<p>Prospective Entrepreneurs Profile (PEP) - A Conceptual Model</p> <p>A.P.S.A Vasantha Kumara Prof. Dr. C. Sahasranam</p>
4.40 - 5.00 pm	<p>Nanotechnology Development in Malaysia: Current Status and Implementation Strategy</p> <p>Uda Hashim, Elley Nadia, Shahrir Salleh</p>	<p>Entrepreneurship and Innovation for Engineers: An Integrated Approach in Entrepreneurship education</p> <p>Mohd Zukime Hj Mat Junoh</p>	<p>Pembinaan Kemahiran Insaniah Dalam Diri Pelajar Kejuruteraan di UMP Melalui Modul Pengajaran Raksi</p> <p>Muhamad Zahim Sujod Haslinda Hashim</p>	<p>Labour and Industrial Productivity in Improving Economical Development</p> <p>R. Usubamatov M.M.H.M. Ahmad I. Abdul Rahman</p>
5.00 pm	REFRESHMENTS			

SATURDAY 6TH DECEMBER 2008

CONFERENCE PARALLEL SESSION SCHEDULE

	BALLROOM 2 & 3	MERAK	HELANG	RAJAWALI
Parallel Session IV (9.00 - 10.00 am)	<p>Chairperson : Mr. Wan Nor Haizar</p> <p>Application of Acoustic in Control of Automatic Pouring of Molten into Spin Casting Molding Machine</p> <p>Saiful Nizar Ahmad Noor Arib Md Rejab Sazali Yaacob Fauziah Mat</p>	<p>Chairperson : Mr. Ahmad Hifzurrahman</p> <p>Impact of Computer-mediated Communication on Virtual Teams' Performance : An Empirical Study</p> <p>Dr Nadeem Ehsan Ebtisam Mirza Muhammad Ahmad</p>	<p>Chairperson : Mr. Syafig Hizwari</p> <p>What Makes a Successful Engineer?</p> <p>Dato' Prof Jamaluddin Mohaidin</p>	<p>Chairperson : Mr. Hanif Suhairi</p> <p>A Cultural Comparison of Malaysia and Japan</p> <p>Assoc. Dr Yoshifumi Harada</p>
9.00 - 9.20 am	<p>Empowering Engineering Professionals through a Skills Specific Approach</p> <p>Brahm Raj Singh</p>	<p>ICT Computer Supported Cooperatives Learning in Architecture</p> <p>Dr Tsung Juan Wang</p>	<p>Social Aspects of Globalization and Internalization of socio-Economic Development</p> <p>Assoc. Prof Ahmad Ali Brohi</p>	<p>Social Institution's Potential Development on Enhancing of Rural Community Strengthening Processes in Southern Thailand</p> <p>Akom Chalkeaw</p>
9.20 - 9.40 am	<p>Method to Measure Reverberation Time For Different Mosque Structure</p> <p>Mohd Faiz Abd Halim Mohd Noor Arib Fauziah Mat</p>	<p>EQ Skills Strengthen Communication Competencies</p> <p>Dr Prasarna Kumar Dr J.B. David</p>	<p>The Role of Social Sciences in Innovations and Inventions</p> <p>Dr Iqbal Ahmad Panhwar</p>	<p>Urban Living : Living in the Blurring Place</p> <p>Ruth Sih Kinati</p>
9.40 - 10.00 am	REFRESHMENTS			
10.00 - 10.30 am	REFRESHMENTS			

FORUM			
Chairperson : Prof. Dato' Dr Jamaludin Mohaiadin Venue :Ballroom (2&3)			
10.30 - 11.30 am	Parallel Session V (11.30 - 12.30 noon)	Chairperson : Ms. Hanum Hassan	Chairperson : Assoc. Prof. Dr. Salmah Haji Ayob
11.30 -11.50 am	Mr. Hirwan Jasbir The Level of Achievement of Lean Manufacturing Implementation Status Before and After the Development of KPIs at an Aerospace Manufacturing	What Do You Mean Engineering Students Can't Debate. Eunice Aclan	Electronic Media in Pakistani Society: A Sociological Analysis Dr Aijaz Ali Wassan
11.50 am - 12.10 noon	Effendi Mohamad Rohana Abdullah Comparison on Several Methods For Estimating Parameters of the Three Parameter Lognormal Distribution	BELF vs L1 in Communication During Cross Border Collaboration Project Activities. Ina Suryani Rozilawati Mahadi Sharmini Abdullah	The Role of Universities in Sustainable Development with Special Focus on Pakistan Assoc. Prof. Dr Sabir Michael
12.10 - 12.30 noon	Hazrul Abdul Hamid Managing Hazardous Materials accidents At the Workplace :A Study of the Emergency Response Team Vis-à-Vis the Occupational Safety and Health 1994	The Relationship of Performance in English Language Classes and Second Language Anxiety in a Technical University (University Malaysia Perlis) Shafiq Hizwari Irma Ahmad Ahmad Hifzurrahman Wan Norhaizar	How do Leadership and Strategy Influences Innovation? : A Multiple Case Studies of Innovative Firms in Western Australia. Dr. Izaidin bin Abdul Majid Mohd Shamsuri Md Saad Prof. Dr. Hj. Mohd Talb bin Dora
		Organizational Members Understanding of Receptiveness Towards Strategic Planning Abdul Aziz Mahmuddin Dr Narimah Ismail Nurani Kamaruddin	

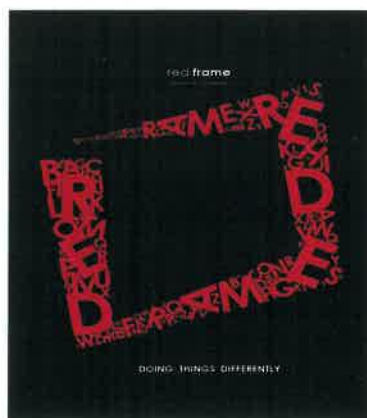
LUNCH / PRAYER			
12.30 - 2.30 pm	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah	Chairperson : Ms. Noor Asliza Enlivening the Engineering Classroom Through Popular Culture: A Survey of Usage Ahmad Nazri Abdullah Shafiq Hizwari Md Hashim Maznah Abu Hassan	Chairperson : Mr. Syafiq Hizwari Islamic Teaching and Civilisation Prof. Dr Gheyas Siddiqui
2.30 - 2.50 pm	Chairperson : Ms. Hanum Hassan High Tech Engineers: The Engines For Economic Growth Assoc. Prof. Dr Tasneem Usmani Tunku Salha Tunku Ahmad Zukime Mat Junoh	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah	Chairperson : Ms. Hanum Hassan High Tech Engineers: The Engines For Economic Growth Assoc. Prof. Dr Tasneem Usmani Tunku Salha Tunku Ahmad Zukime Mat Junoh
2.50 - 3.10 pm	Chairperson : Hanum Hassan Razli Ahmad Lt. Kol (B) Azuddin Bahri Kemahiran Insaniah dan Kepentingan Penerapannya dalam Program Baktisiswa Perdana UniMAP	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah
3.10 - 3.30 pm	Chairperson : Hanum Hassan Razli Ahmad Lt. Kol (B) Azuddin Bahri Kepimpinan Jurutera Dr Haji Syed Abdul Rahman Zain	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah	Chairperson : Ms. Northudi'in Danu Role of Organizational Culture in Stimulating Creativity and Innovation Among Engineering Students. Maz Jamilah Masnan, Noormaizatul Akmar Ishak Noor Asliza Abdul Rahim Siti Aisyah Mohd Nor Nor Hazadura Hamzah
3.30 - 4.30 pm	PLENARY SESSION Chairperson : Ms. Tunku Salha Tunku Ahmad Venue: Ballroom 2&3		
4.30 - 5.00 pm	CLOSING CEREMONY		
5.00 pm	REFRESHMENTS		

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