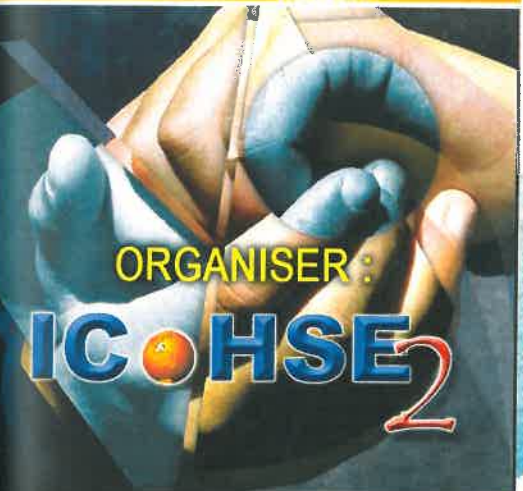




ICOHSE²

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

UNIVERSITI MALAYSIA PERLIS
www.unimap.edu.my



The Centre for Communication Skills
and Entrepreneurship
&
School of Business Innovation
and Technopreneurship



Unimap JUARA PERPADUAN

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

Knowledge | Sincerity | Excellence

**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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MZ Design Consultancy**

Daulat Tuanku



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 high effort in organizing the second International Conference on Roles of Humanities and Social Sciences in Engineering (ICoHSE 2010) undertaken by its Centre for Communication Skills and Entrepreneurship (PKKK) and School of Business Innovation and Technopreneurship (PPIPT), Universiti Malaysia Perlis.

In gearing ourselves to stand 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 "Bridging the Gap between Theory and Practice". Integration of these different merits is 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 sciences 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 (PKKK) and School of Business Innovation and Technopreneurship (PPIPT) 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.

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

Duli Yang Teramat Mulia
Tuanku Syed Faizuddin Putra Ibnu Tuanku Syed Sirajuddin Jamalullail
D. K., S. P. M. P., P. A. T.
Raja Muda Perlis
Canselor UniMAP

Daulat Tuanku



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 (PPIPT), for the tremendous effort of organizing the second International Conference on Roles of the Humanities and Social Sciences in Engineering (ICoHSE 2010).

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 (PPIPT) for channelling all their efforts in making all of this possible.

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

Duli Yang Teramat Mulia
Tuanku Hajah Lailatul Shahreen Akashah Khalil
S. P. M. P., Honoris Causa in Health Sciences
(Universidad Nacional Pedro Henríquez Ureña, DR)
Raja Puan Muda Perlis
Pro Canselor UniMAP

Message



Bismillah Hirrahman Nirrahim

Assalamualaikum Warahmatullahi Taala Wabarakatuh 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) undertaken by the Centre of Entrepreneurship and Communication (PKKK) 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

Message



Bismillah Hirrahman Nirrahim
Assalamualaikum Warahmatullahi Taala Wabarakatuh 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 (PKKK) 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 Hussin
Naib Canselor, Universiti Malaysia Perlis

Message



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 "Bridging 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 globalisation, 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 challenge in their careers.

This conference aim 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

PAGE NUMBER

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	2
-	Message from the Pro Chancellor of Universiti Malaysia Perlis DYTM TUANKU HAJAH LAILATUL SHAHREEN AKASHAH KHALIL The Crown Princess of Perlis, Malaysia	3
-	Message from the Minister of Higher Education Y.B. DATO' SERI MOHAMED KHALED NORDIN	4
-	Message from the Vice Chancellor of University Malaysia Perlis Y.BHG.BRIG. GEN. DATO' PROF DR. KAMARUDIN HUSSIN	5
-	Message from the Conference Chairmen 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	6
II.	CONFERENCE ORGANISATION	9
-	Advisory Council	
-	Organizing Committee	
-	Outstanding Paper and Poster Awards Committee	
-	International Advisory Board	
III.	CONFERENCE INFORMATION	13
-	Financial Contribution	
-	Registration	
-	Conference Logistics	
-	Special Programme: Conference Dinner	
-	Local Arrangements	
IV.	LOCAL INFORMATION	14
-	Local Attractions and Tour	
-	Local Information	
-	Transportation	

V.	Keynote Address	15
VI.	Floor Plan	15
VII.	Program Schedule and Session Time table	15
VIII.	Poster Presentations	23

Collection of Abstracts

Communication and Languages	24
Occupational Safety and Health	33
Soft skills and Leadership/ Civilization and Religions	36
Culture, Education and Arts	39
Psychology and Sociology	43
Strategic Management	50
Operation Management	54
Economics, Engineering Mathematics and Statistics	61
Technology Management	64
Information and Communication Technology	66
Entrepreneurship and Technopreneurship	69
Papers in Bahasa Melayu	72
Human Resource Management	81
Consumer Behavior	83

Acknowledgements	87
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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. Kamarudin Bin Hussin
 Prof. Dr Sazali Bin Yaakob (Deputy Vice Chancellor - Academic & International)

B. Organizing Committee

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 Ms. Tunku Salha Tunku Ahmad (Deputy Dean, School of Business Innovation and Technopreneurship)
 Dr Shahrudin Hassim

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 Nur Syafarina Ibrahim
 Nor Hazliza Ibrahim
 Rosman Ramli
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 Wan Khairul Faiz Kamaruddin
 Mohamad Hasani Bin Kamis
 Zulkefly Wahab
 Mordani Bin Morni
 Mohd Alif Zakaria
 Siti Azura Abdullah
 Shubri Salleh
 Norain Abdullah

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

Proceedings : Ku Amir Ku Daud
Mohd. Azrizal Mohd. Salleh
Suffian Hadi Ayub
Faharol Bin Zubir
Muhammad Izmer Yusof
Siti Nor Junita Mohd Radzi
Suraiya Ibrahim

Program Booklet : Suffian Hadi Ayub
Aminul Islam
Sharmini Abdullah
Muhammad Faisal bin Hamidi@ Abdul Rani
Atikah Nor Johari
Azlita Abdul Jalil
Junainor Hassan
Wan Sallha Yusoff

Speech Writers : Nurul Syazwani Zulkifli
Zuhairah Idrus
Mohd. Azrizal Mohd. Salleh
Azlini Che Hassan
Suhaidah Said
Wan Sallha Yusoff

Certificates : Suhaidah Said
Noor Salwani Hussin

Multimedia & Website : Ahmad Zulhusny Rozali
Mohd. Azrizal Mohd. Salleh
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- Faizal Yusup
- Munif bin Mohd. Marzuki
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Bimazlin Bidin (UKK)
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Nurul Akma Ab Halim
Dayang Hasliza Muhd Yusuf
Azizah Abdullah
Nurazrina Abdul Rahman
Isma Irini Shafie
Norshahrizan Nordin

Souvenirs : Siti Aisyah Mohd Nor
Azizah Abdullah
Sareepa Jearwae

Food and Beverage : Norhudi'n Danu
Zuhairah Idrus
Suhaidah Said
Noor Salwani Hussin
Siti Aisyah Mohd Nor

Conference Dinner : Norhudi'n Danu
Zuhairah Idrus
Suhaidah Said
Noor Salwani Hussin
Siti Aisyah Mohd Nor
Faharol Zubir
Ahmad hifzurrahman
Muhammad Izmer Yusof
Mohd. Azrizal Mohd. Salleh
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- Mohd. Shauqy Azami Mohamad
- Faizal Yusup
- Munif bin Mohd. Marzuki
- Syaifullah Borhan
Pusat Kejuruteraan:
- Muhammad Fathehi Ahmad Fuad
- En. Rosiswardi Rusli

Reception : Lt. Kol.(B) Azuddin Bahari
Assoc. Prof Mohariff Shariff
Nor Azmi Johari
Razli Ahmad
Adi Anuar Azmin
Hirwan Jasbir Jaafar

Transportation, Logistics
and Accommodation :

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Noor Rastina Johari
Sharmini Abdullah
Shafiq Hizwari Md. Hashim
Wan Norhaizar Harun
Ahmad Hifzurrahman bin Ridzuan
Faharol Bin Zubir
Muhammad Izmer Yusof
Mohd Rezal Hamzah
Muhammad Faisal bin Hamidi@ Abdul Ranj
Ku Amir Ku Daud
Pusat Kejuruteraan:
- Muhammad Fathehi Ahmad Fuad
- En. Rosiswardi Rusli

Recitation of Do'a : Ustaz Hassan Arshad

Master of Ceremonies :En. Shafiq Hizwari Mohd Hashim
Pn. Julinawati Suanda
Noor Asliza Abdul Rahim

C. Outstanding Paper and Poster Awards Committee

Paper and Poster Review Committee: Md Aminul Islam
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Assoc. Prof Abd Majid Bin Mohd Isa
Assoc. Prof Dr. Mustapah bin Daud
Assoc. Prof Ku Halim Ku Ariffin
Assoc. Prof Dr. Yoshifumi Harada
Assoc. Prof Abdul Aziz Mahmuddin

D. International Advisory Board

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Prof. Dr. Tufail A. Qureshi (Editor, Business Review, Pakistan.)
Prof. Dr. Moinuddin Ahmad Khan (Vice Chancellor of the ASA University Bangladesh and Editor,
ASA University Review)
Prof. Dr. Omar Masood (University of East London)
Prof. Dr. Nicholas Koumbiadis (Briarcliffe College, New York, USA)

E. Local Arrangement Committee

Md Aminul Islam
Sharmini Abdullah
Noor Asliza Abd Rahim
Rozilawati Mahadi
Raziff Jamaludin
Shafiq Hizwari Mohd Hashim
Dayang Hasliza Muhd Yusof
Suzana Sulaiman
Wan Norhaizar Harun
Mohd. Azrizal Mohd. Salleh
Ahmad Hifzurrahman bin Ridzuan
Faharol Bin Zubir

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.
RENET Asia Sdn Bhd
Tourism Malaysia Perlis
Tourism Malaysia Penang
HMD Sports Enterprise
BI Utara Trading
Kangar Office Automation & Photographic Sdn Bhd
Zam Automasi 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 Aminul Islam (amin@unimap.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 trishaw 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 limousines 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 Pengkalan Weld 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 charge 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 5-12 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, 2010, 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)

8.30 – 12.30 Noon	Conference Registration
2.15 – 3.15 pm	Keynote Address Bridging the Gap between Theory and Practice in Higher Education Prof. Ciarán Ó Catháin, President of the Athlone Institute of Technology, Ireland. Venue: Crystal Ballroom
3.15 – 3.45 pm	Refreshments
3.45 – 6.00 pm	Parallel Session One
6.00 pm	End of 1 st Day Sessions

SECOND DAY (SATURDAY, 13TH NOVEMBER 2010)

8.30 – 10.30 Noon	Parallel Session TWO
10.30 – 11.00 am	Refreshments
11.00 – 1.00 pm	Parallel Session THREE
1.00 – 2.00 pm	Lunch and Prayers
2.00 – 4.00 pm	Parallel Session FOUR
4.00 – 4.30 pm	Refreshments
4.30 – 6.00 pm	Parallel Session FIVE
7.45 – 10.30 pm	Conference Dinner and Officiating Ceremony

THIRD DAY (SUNDAY, 14TH NOVEMBER 2010)

8.30 – 10.30 Noon	Parallel Session SIX
10.30 – 11.00 am	Refreshments
11.00 – 1.00 pm	Parallel Session SEVEN
1.00 pm	END OF CONFERENCE

DINNER AND OFFICIATING CEREMONY ICoHSE2010

13th November 2010

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 Hussin
 - Arrival of the Honourable Yang Berhormat Dato' Azizan bin Hamid
- 8.00 – 8.15pm
- National Anthem 'NEGARAKU'
 - WAWASANKU
 - Recital of Doa
- 8.15 – 8.25pm
- Speech by Co-Chairman ICoHSE 2010, Assoc. Prof. Dr. Hazry Desa
- 8.25 – 8.45pm
- Welcome Speech by the Vice Chancellor of University Malaysia Perlis YBhg. Brig. Jen. Prof. Dato' Dr. Kamarudin Hussin
- 8.45 – 9.00 pm
- Opening Speech by the Honourable Yang Berhormat Dato' Azizan bin Hamid
 - Officiating Gimmick
 - Presentation of Mementos
 - Dinner
 - Culture Performance
- 10.30pm
- End of Ceremony

B. SESSION TIMETABLE

TIME ROOM	ORCHID	HIBISGUS	JASMINE
Friday 12 th November 3.45pm-6.00pm	SESSION 1A Paper Track: COMMUNICATION AND LANGUAGES Session Chairperson: Assoc. Professor Ku Halim Ku Ariffin	SESSION 1B Paper Track: OCCUPATIONAL SAFETY AND HEALTH Session Chairperson: Dr. Yushifumi Harada	SESSION 1C Paper Track: SOFT SKILLS AND LEADERSHIP/ CIVILIZATION AND RELIGIONS Session Chairperson: Dr. Shaharuddin Hassim
	175 Reconciling Efforts to Understand Engineering Intellect: Research Articles from Linguistic Perspective Budsaba Kanoksilapatham	165 Adherence to Occupational Safety and Health Management System Requirement Enhance Organizations Working Environment: a Case Study in UniMAP Lt Kol (B) Azuddin bin Bahari Hanum binti Hassan	127 Green Talent Development In Malaysia Noormaizatul Akmar Ishak Mohd Fisol Osman
	305 Social Sciences in technical Universities: The case study of the Department of General Studies at KFUPM Dr. Shafi Aldamer Dr. Dhaifallah Almatrodi	186 Mitigation strategies to improve safety conditions at fuel stations Mirza Munir Ahmed, S.R.M. Kutty Azmi Mohd Shariff Mohd Faris khamidi	243 Critical thinking dispositions of new intake engineering technology students Dr Afiza bt Mohamad Ali Muhammad Nadzri b. Abdul Aziz Assoc. Prof. Dr. Isarji b. Hj. Sarudin Assoc. Prof. Dr Ainoi Madziah bt. Zubairi
	242 The Beliefs of UITM Perlis' Engineering Students in Learning English as a Second Language Mohd Izwan Osman, Nazira Osman Mahani Mansor, Latisha Asmaak Shafie Surina Nayan	172 Managing occupational safety and health awareness amongst entertainer at show biz: Universiti Malaysia Perlis (UniMAP) perspective Husna Afifi binti Mohd Yusoff Lt Kol (B) Azuddin Bahari	304 Problems and progress of muslim education in bengal during the british colonial rule Dr Emran Hossian
	281 Basic Problems of Language for Communication between Civil Engineers and Construction Workers Sumalee Phonkhunsap Kantinan khunatham	166 Non-Government Service Sector Growth under the Third Industrial Master Plan: An Exploratory Study on Occupational Safety and Health Culture Practice in Perlis Lt Kol (B) Azuddin Bahari, Hanum binti Hassan Razil Ahmad	264 Socio-Religious Movement in the Muslim Society of Bengal during the British Colonial Period: Roles of Titumir (1782-1831) S.M. Mostafizur Rahman

TIME / ROOM	ORCHID	HIBISCUS	JASMINE	DAHLIA
Saturday 13 th November 8.30 am-10.30am	SESSION 2A Paper Track: CULTURE, EDUCATION AND ARTS Session Chairperson: Dr. I. Sundar	SESSION 2B Paper Track: PSYCHOLOGY AND SOCIOLOGY Session Chairperson: Assoc. Prof. Dr. Khairi Obaid Al-Zubaidi	SESSION 2C Paper Track: STRATEGIC MANAGEMENT Session Chairperson: Dr. K. Jeyachandran	SESSION 2D Paper Track: TECHNOLOGY MANAGEMENT Session Chairperson: Dr. Fermin G. Castillo, Jr.
	101 The 'Artifex': Synergies between Engineering and the Humanities Dr Luke Strongman	194 Mental Health Problems among Female Offenders and its Relation to Social Engineering Ms. Nurul Hazrina Mazlan Mr. Affizal Ahmad	261 Environmental Responsibility and Strategic Action Frame Ricardo C. Rezzónico Sebastián E. Antonini	212 Impact of Innovativeness on Small and Medium Enterprises Mohd faiz hilmi, T. Ramayah, Yanti mustapha, and Siti hasnah hassan
	197 Womens' participation in homestead agriculture as a rural culture: a micro level study on Barisal district in Bangladesh. Muhammad Muhibbullah	204 Perception Of Employees When Experiencing Computer Hassle And Computer Anxiety In Selected Commercial Banks Maimunah Mohd Shah Roshidi Hassan Roslani Embi	126 Awareness and Readiness of Commercialisation among UniMAP's Researchers Suffian Hadi Ayub Mohammad Rezal Hamzah Nor'izah Ahmad Zul Azhar Zahid Jamal	272 A Joomla! CMS Extension Integrated for Customer Relationship Management: A Case Study of Mantec Computer Service co.ltd in Songkla, Thailand Nattakun Chailor Watcharawalee Tangkuptanon
	221 Copping mechanism of the displaced population by the riverbank erosion of the meghna river at haimchar upazila, Chandpur district, Bangladesh Md. Abu Taleb, Md. Humayun Kabir	257 Role Of Physical Attractiveness And Proximity In Interpersonal Attraction Among Friends Sumaya Batool Najma Iqbal Malik	303 A proposed decision making model for Malaysia Dr. Yoshifumi Harada	291 Geographical Information Technology Approach And Model For Visualizing The Lifetime Value Of Customers In The Geographical Marketplace Abdul Manaf Bohari Professor Dr Ruslan Rainis Dr Malliga Marimuthu
	153 Cultural consequences with respects to housing reconstruction strategies following natural disasters Asal Kamani Fard, Professor Dr. Mohd Hamdan Ahmad, Dr. Dilshan Remaz Ossen	229 The role of Workplace Deviant Behaviors on organizations Hadi Farhadi	269 Trend Of Sustainability Disclosure Practices In Bangladesh: A Case Of Two Selected Banks Farid Ahammad Sobhani, Azlan Amran, Yuserrie Zainuddin	302 Be competitive through green innovation Noormaizatul Akmar Ishak Hartini ahmad, Ph.D
	188 The <i>Mise En Scene</i> : Analytical Filmmaking Techniques used in Art Film approach Dahlan Abd Ghani	244 The Winning Woman: In Light of Family and Social Harmony Emran Rahman Omar Nasif Abdullah	284 Innovation in development logics: towards more human, responsible, sustainable and inclusive models Ricardo C. Rezzónico Sergio Nirich Ronga Carolina Pierpaoli Gladys Muñoz	195 Interactive 3D Simulation for Cervical Cancer: Innovating Public Health Campaign for Awareness Rafidei Mohamad Fauzi Naeim bin Mohamed Dahlan Abd. Ghani Muhammad Hazwan Juhari
	130 Factors Affecting Service Satisfaction Among Students: The Case Of A Higher Learning Institution In Malaysia Alireza Jalali, Md. Aminul Islam Dayang Hasliza Muhd Yusuf Nurul Syazwani Zulkifli	255 A Sociological Analysis of Role of Social Sciences in Engineering: Problems and Prospects Dr Hamadullah Kakepoto		
REFRESHMENTS				

TIME / ROOM	ORCHID	HIBISCUS	JASMINE
Saturday 13 th November 11am-1pm	SESSION 3A Paper Track: CULTURE, EDUCATION AND ARTS Session Chairperson: Dr. I. Sundar	SESSION 3B Paper Track: OPERATION MANAGEMENT Session Chairperson: Dr. Afiza Bt. Mohamad Ali	SESSION 3C Paper Track: ECONOMICS, ENGINEERING MATHEMATICS AND STATISTICS Session Chairperson: Dr. Muhammad Mizan Muhammad Aslam
	296 The effect of web-based Thai language learning site on recalling Performance and motivation among undergraduate students Suriani Sukri Sharifah Raudzah Binti S.Mahadi Associate Professor Dr. Zarina Samsudin	129 Knowledge Management In Military: A Review For Malaysian Armed Forces' Communities Of Practices Puteri N.E Nohuddin Lt. Kol Reizal A. Ismail Mohd Rizal Isa	200 Allocation Marks Model For Examination By Using Linear Programming Model Ahmad Kadri Junoh, Shakila Saad Wan Nurhadani Wan Jaafar Wan Zuki Azman Wan Muhamad Najah Ghazali
	279 Assessment of a Technical Communication Course in a Technical University: Engineers' Perspectives Indra Devi, S. Noraini Husin, Subatira, B	247 Latent Semantic Analysis of Service Quality In The Airline Industry: A Consumer Perspective Dr. Muhammad Muazzem Hossain, Dr. Noufou Ouedraogo Dr. Davar Rezanía	209 The Effect Of Changes In Oil Price And Monetary Stance On Stock Market Performance – Evidence From Bursa Malaysia Abdul Razak Abdul Hadi, Abu Hassan Shaari Mohamed Hisham Yahya
	176 Boosting Homestay Tourism : A case study of English language needs among homestay operators at kampung paya guring, Perlis Shamini Abdullah Assoc. Prof. Dr Munir Shuib Dr Jabil Mapjabil Seri Rahayu	288 Green Marketing And Sustainable Consumerism D.J. Ajith Kumar Dr. I. Sundar	147 Implications of China's Growing Influence to ASEAN and US Interests Dr. Shahrudin bin Hassim
		262 Competitive Intelligence as a Strategy Key Tool Ricardo C. Rezzónico Luciana E. Fernández	109 The determinants of economic growth in Pakistan: Does stock market development play a major role? Prof. Mohammad Salahuddin
		270 Strategies And Issues In Sustainable Business Management Dr. I. Sundar D.J. Ajith Kumar	230 The Causes of Global Credit Crisis Suraiya Ibrahim Siti Norjunita Mohd Radzi
		295 To Address The Unearth Issues of Cost of Quality, Quality Management Principles and Organizational Performance Research Perspectives Muhammad Shahrar Jusoh Dr. Rushami Zein Yusuff Dr. Zakaria Abas	245 The impact of financial development on energy consumption in Pakistan: Ardl Bounds Test approach to cointegration Muhammad Shahbaz

TIME / ROOM	ORCHID	HIBISCUS	JASMINE
Saturday 13 th November 2pm-4pm	SESSION 4A Paper Track: COMMUNICATION AND LANGUAGES Session Chairperson: Assoc. Prof. Nazri Abdullah	SESSION 4B Paper Track: INFORMATION AND COMMUNICATION TECHNOLOGY Session Chairperson: Dr. Muhammad Muazzem Hossain	SESSION 4C Paper Track: ENTREPRENEURSHIP AND TECHNOPRENEURSHIP Session Chairperson: Dr. Noufou Ouedraogo
	184 The Use of Verb-Particle Constructions with <i>Engive</i> , <i>Information</i> and <i>Data</i> by EFL Students in Taiwan: A Corpus-based Study Dr. Siaw-Fong Chung	271 ICT And Rural Development: The Case Of Village Knowledge Centers In Pondichery India Dr. I. Sundar	237 "The Role of Entrepreneurship and Technopreneur under Global Competition" Dr. K. Jeyachandran
	152 A Foreign language Competence as a condition of a specialist's success Tatiana S. Petrovskaya Larissa V. Maletina,	191 The Adoption Of Wireless Classroom Technology Among Undergraduates Students Noraini Nasirun @ Hirun	251 Influence Of Social Networks In Facilitating Training Transfer And Goal Setting Amongst Small Businesswomen: A Conceptual Framework

Yulia Yu, Kovalyova	Shaiful Annuar Khalid, Thi Lip Sam Zulaiha Ahmad	Norlina Mohamed Noor RajaMunirah Raja Mustapha Rudzi Munap
154 Privacy in Public Networked Sites of University Students in Malaysia Latisha Asmaak Shafie, Mahani Mansor Nazira Osman, Surina Nayan, Anis Maesin	193 The Antecedents of Satisfaction on migration to IPTV among Malaysians Ir. Saravanan Nathan Lurudusamy	278 What motivates women to start a business? Salmah Topimin Simon Sabut
161 Report Writing Skills of Engineering Students Dr Su-Hie Ting, Associate Professor Dr Syaharom bin Abdullah	290 A Literature Review On Marketing Information Systems For Managing Customer Value Of Hypermarket Business In Geographical Marketplace Abdul Manaf Bohari Professor Dr Ruslan Rainis Dr Malliga Marimuthu	110 The Significance Of Entrepreneurship From The Perspective Of Islam Associate Profesor Dr. Mustafa Daud Shafiq Hizwari B. Md. Hashim
150 Breaking bridges between sciences, engineering and business management: the role of translation Dr. M-Said Oukil	133 Improvement of ID-Based Digital Signature Scheme on the Elliptic Curve Cryptosystem Wan Suhana Wan Daud, Elyana Sakib, Eddie Shahril Ismail	140 Critical Success factors for Small Businesses:A case of Thailand. Chuthamas Chittithaworn, Md. Aminul Islam Thiyada Keawchana
179 Dialogue Journal Writing Features of beginners writers for self-expressions, socialization and learning in the classroom. Mahani Mansor, Latisha Asmaak Shafie, Anis Maesin, Surina Nayan, and Nazira Osman	136 The Understanding and Usage of Computer Among UniMAP's First Year Diploma Engineering Students Syed Zulkarnain Syed Idrus and Norshahrizan Nordin	131 Can Woman owned small business avail branding opportunity for market development? M. Sayeed Alam, Md. Aminul Islam Raziff Jamaluddin, Noor Asliza Abdul Rahim
TEA BREAK		

TIME ROOM	ORCHID	HIBISCUS
Saturday 13 th November 4.30pm-6pm	SESSION 5A Paper Track: COMMUNICATION AND LANGUAGES Session Chairperson: Dr. Siaw-Fong Chung	SESSION 5B Paper Track: PAPERS IN BAHASA MELAYU Session Chairperson: Associate Profesor Dr. Mustafa Daud
	254 The influence of Communication skills in lecturers teaching and learning towards communication absorption among engineering students Assoc. Prof. Dr. Salleh Abd Rashid, and Susan Impak Suzana bt Sulaiman	286 Pelan tindakan kerangka kerja strategik CRM-i : satu kajian kes di pusat pembangunan dan penyelidikan. Dr Nor Hapiza Mohd Ariffin, Prof Dr Abd Razak Hamdan Prof Dr Khairuddin Omar
	120 Genre analysis: identifying the move structure in the introduction section of mechatronic engineering research articles Shafiq hizwari b. Md hashim Sri Kandy Putri Naru Abdul Hamid Naru	241 Tinjauan Adaptasi: Beban Mengajar di Kalangan Pensyarah Muda Ina Suryani Ab Rahim, Azizah Abdullah, Sharmine Abdullah
	190 A Study of Students' Language Strategies Use and Difficulties during Group Discussions Anis Maesin, Surina Nayan, Nazira Osman Mahani Mansor, Latisha Asmaak Shafie	292 "UNIMAP 2002-2005: Persepsi dan impak ekonomi perlis Mohd Mizan Aslam Abdull Halim Abdul
	117 Games In Enhancing Pupils' Oral Interaction Sharifah Anis Zarith bt Syed Dziauddin, Ku Amir Ku Daud Nur Izzati bt Mohd Jakarni	293 Suara terpinggir di celah-celah kemiskinan dalam <i>laskar pelangi</i> : satu kajian <i>subaltern</i> Lt. Abdul Jalil Ramli Prof. Madya Dr. Sohaimi Abdul Aziz
	145 A comparative study of English language anxiety and math anxiety among first-year students in a technical based university Ahmad Nazri Abdullah, Ahmad Hifzurrahman Redzuan Shafiq Hizwari Hashim Wan Norhaizar Harun	285 Pembangunan kerangka kerja strategik CRM-i : kajian kes di institusi pengajian tinggi awam Dr Nor Hapiza Mohd Ariffin Prof Dr Abd Razak Hamdan Prof Dr Khairuddin Omar

TIME ROOM	ORCHID	HIBISCUS	JASMINE	DAHLIA
Sunday 14 th November 8.30 am-10.30am	SESSION 6A Paper Track: PAPERS IN BAHASA MELAYU Session Chairperson: Assoc. Prof. Ku Halim Ku Ariffin	SESSION 6B Paper Track: PSYCHOLOGY AND SOCIOLOGY Session Chairperson: Dr Luke Strongman	SESSION 6C Paper Track: OPERATION MANAGEMENT Session Chairperson: Pn Sharmine Abdullah	SESSION 6D Paper Track: HUMAN RESOURCE MANAGEMENT Session Chairperson: Pn Norziah Ahmad
	134 Ciri-ciri Usahawan Pelajar Di Institusi Pengajian Tinggi Awam Malaysia: Program Kejuruteraan di UniMAP Muhammad Faisal Hamidi Adi Anuar Azmin	263 Level Of Psychological Well Being And Hopelessness In Terms Of Age In Lung Cancer Patients Faiza Khalid, Sumaya Batool Memoona Sikendar Asima Aftab	198 Factors Affecting Customers Satisfaction In Online Shopping M. Hasina, Ku Halim, Md. Aminul Islam, K. Anayet	156 Level Of Job Satisfaction Among University And College Men And Women Teachers Najma I. Malik
	162 Keberkesanan Hubungan Interpersonal Ke Atas Gelagat Pelajar Dalam Program Rakan Pendamping Siswa Hanum Hassan, Razli Ahmad Azuddin Bahari	273 Work-family conflict among Muslim women academician: The role of religion as coping strategies in Malaysian higher learning institutions Mr. Meguellati Achour Dr. Ali Boerhannueddin	185 The Effect Of Attitude On Mobile Marketing Acceptance In Malaysia: A Conceptual Framework Mohammad Ismail Assoc. Prof. Dr Razli Che Razak Adam Mat	105 An Empirical Study Of The Relationship Between Performance Based Pay And Job Satisfaction Azman Ismail Hasan Al-Banna Mohamed Mohd Hamran Mohamad Eveleena Afzan Hassan Nurzawani Zakaria
	173 Promosi UniMAP: Keberkesanan dan Hala Tuju Julinawati Suanda Prof. Madya Che Mohd. Ruzaidi Ghazali Mohd. Mustafa Al Bakri Abdullah Zuber Haji Mohamad Ruzalina Ibnu Ruslan and Nor Azmah Abd. Karim	277 Study on the human and social dimensions of dam-building projects. (Inquiry on Karoun 4 Dam in Iran) Hossein Mirzaei and Kavous Heidari	238 Practice of Building Maintenance Management Operation Processes in Office High Rise Buildings in Malaysia Mohamad Ridzuan Yahya	219 Lean Production System and the Human Resource Aspects I.K. Dibia, S. Onuh M. Al-Najem H N Dhakal
	266 Jenayah rogol: Ulasan kes, faktor kontribusi dan cara mengatasi Junainor Hassan Muhammad Izmer Yusof	192 Identifying Communication Abuses in School Setting: Why Did They Do It? Affizal Ahmad Natassha Hashim	268 Managerial Perceptions Concerning Nondisclosure of Sustainability Issues: A Case of Two Selected Banks in Bangladesh Farid Ahammad Sobhani Yuserrie Zainuddin Azlan Amran	251 Influence of social networks in facilitating training transfer and goal setting amongst small businesswomen: A conceptual framework Norlina Mohamed Noor, Raja Munirah Raja Mustapha Rudzi Munap
	113 Rintangan Terhadap Kempen 'Tak Nak' Merokok Hanum Hassan Norhafezah Yusof, Rosna Awang Hashim	177 Antisocial Personality Disorder as an Engine towards Human Criminal Behavior Nurul Hazrina Mazlan Affizal Ahmad	215 Manufacturing flexibility contribution towards lean manufacturing implementation en route to increase operation performance: A proposed framework. Risyawati Mohamed Ismail Assoc. Prof. Dr. Razli Che Razak	248 Lean manufacturing – a multi-pronged strategy for enhancing the performance of an organisation – a case study. Dr. B.Sudhakar Dr. A.Ponnusamy Dr. D.Anbu Geetha
	199 Relativisme Moral: Satu Kupasan Menurut Dimensi Islam Noor Salwani binti Hussin Shuhairimi bin Abdullah	170 Relationship between Personality Traits and Marital Adjustment of Teachers Humaira Akram Najma I. Malik	301 An inductive approach in studying green innovation in government-linked companies	

		Noormaizatul Akmar Ishak Hartini ahmad
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REFRESHMENTS

TIME ROOM	ORCHID	HIBISCUS	JASMINE	DAHLIA
Sunday 14 th November 11am-1pm	SESSION 7A Paper Track: CONSUMER BEHAVIOR Session Chairperson: Lt Kol (B) Azuddin bin Bahari	SESSION 7B Paper Track: PSYCHOLOGY AND SOCIOLOGY Session Chairperson: Dr Luke Strongman	SESSION 7C Paper Track: OPERATION MANAGEMENT Session Chairperson: Pn Sharmini Abdullah	SESSION 7D Paper Track: PAPERS IN BAHASA MELAYU Session Chairperson: Associate Profesor Dr. Mustafa Daud
	139 A study of viewers' attitude towards TV advertising in Thailand Chuthamas Chittithaworn, Md. Aminul Islam, Orachot Thooksoon	143 An Exploration of Emotional Intelligence In Relation to Employees Working Experience Rajeswari and Mafuzah	213 Discretionary Accruals and Earning Management – A case of Bangladesh capital market. Md. Aminul Islam Datin Professor Dr. Ruhani Ali Assoc. Professor Dr. Zamri Ahmad	114 Pemimpin Pendapat: Penentu Kejayaan Atau Kegagalan Kempen Tak Nak Merokok Hanum Hassan Norhafezah Yusof Rosna Awang Hashim
	216 Consumer Buying Behavior: The Filipino Style Asst. Professor Dr. Fermin G. Castillo, Jr. Assoc. Professor Dr. Carmelita G. Hernandez	228 Relationship between sensation seeking, violation and crash involvement among young Malaysian Drivers Afsaneh Zamani Rad Rozmi Ismail	294 Visiting The Underpinning Theory in Quality Management Principles, Cost of Quality and Organizational Performance Research : An Overview in Construction Industry Muhammad Shahr Jusoh Dr. Rushami Zein Yusuff Dr. Zakaria Abas	125 Perbandingan Tahap Kepuasan Bekerja Dikalangan Staf Akademik dan Bukan Akademik: Kajian Kes Di Universiti Malaysia Perli Mohammad Rezal Hamzah Suffian Hadi Ayub Abdul Azizi Mahmuddin Norizah Ahmad Norshahrizan Nordin
	207 La Riba Banking in North America: Scope and Challenges Dr. Muhammad Muazzem Hossain		115 A study of earning quality among mesdaq listed companies Siti Nor Junita Mohd Radzi Suraiya Ibrahim Md. Aminul Islam	124 Tahap Pengetahuan, Sikap Dan Amalan Gaya Hidup Sihat Di Kalangan Pelajar IPTA Kedah/Perlis Nor'izah Binti Ahmad Mohammad Rezal Bin Hamzah Suffian Hadi Bin Ayub.
	217 Corporate Social Responsibility: a culture of responsible business Dr. Fermin G. Castillo, Jr.			250 Analisis Perbandingan Kesantunan Berbahasa Semasa Meminta Maaf Dalam Bahasa Melayu dan Bahasa Jepun Dr. Ku Mohd Nabil
	121 A conceptual kano and quality function deployment (qfd) framework for healthcare service Norshahrizan Nordin Dr. Razli Che Razak			146 Kesahan konstruk model pentaksiran kecerdasan pelbagai menggunakan pendekatan model persamaan struktur Mohd Sahardi Bin Che Harun Prof. Datin Dr. Siti Rahayah Binti Ariffin.
				306 Cabaran dalam Pembangunan Negara Pelbagai Kaum Suzana binti Sulaiman

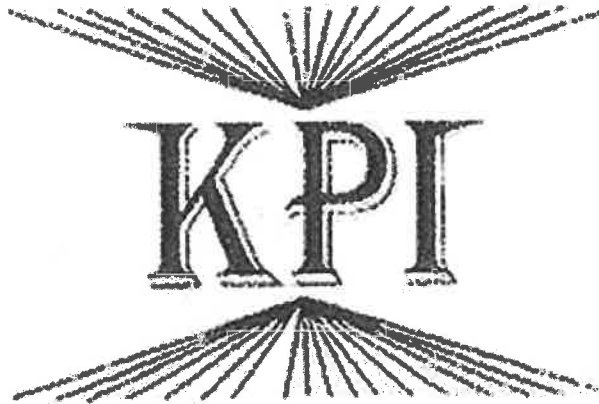
POSTER PRESENTATION
307 Repositioning the Electrical and Electronics industry in the northern corridor economic region: a testing of porter's model towards strategic alliances Ku Amir bin Ku Daud, Mohammad Rezal Hamzah, Suffian Hadi Ayub, Adi Anuar Azmin, Professor Dr. Zul Azhar Zahid Jamal, Professor Dr. Syed Alwee Aljunid
287 Eufemisme dalam akhbar berbahasa Melayu Noor Asliza Abdul Rahim
163 Human Resource Staff Perceptions Of Training Functions As practiced In Selected Hotels In Penang Azlita Abdul Jalil, Azlini Hassan, Nur Syuhadah Kamaruddin, and Atikah Nor Johari
236 Fkee Osh commitments: Ert initial implementation Muhammad Suhaimi Sulong, Mohd Fadly Abd Razak, Suhaimi Saiman, Mohd Jais Che Soh
223 Humanities in Engineering Education: integrating communication skills in engineering: enhancing the students learning experience Helen Rogers and Veronica Goerke
252 A conceptual paper on factors influencing Financial Institutions on lending technologies to technology-based SMEs in the northern region of Malaysia Wan Sallha Binti Yusoff, Chuthamas Chittithaworn and Noor Asliza Binti Abdul Rahim
137 The Comparison Of Universiti Malaysia Perlis Off-The-Job Training Effectiveness Between Its Local And Foreign Academicians Azlini Hassan, Azlita Abdul Jalil, Nur Syuhadah Kamaruddin, and Atikah Nor Johari
189 Learning styles: an exploratory study of foreign learners learning styles preferences at University Malaysia Perlis. a case study Sharmini Abdullah, Sharifah Anis Zarith, Rozilawati Mahadi and Ina Suryani Abd Rahim

ACKNOWLEDGEMENTS

Our heartiest appreciation and thank you to



ACKNOWLEDGEMENTS



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