



2015 IPN – IWNEST LANGKAWI CONFERENCES

LANGKAWI, MALAYSIA
09 - 10 December 2015



ipnmalaysia





Welcome to IPN-IWNEST 2015

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN - IWNEST 2015 Conferences in Langkawi, Malaysia. On behalf of ***International Postgraduate Network (IPN.org) and IWNEST***, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Langkawi, Malaysia.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences of **IPCSSBR, IPCEMCE, IPCGLE, ICKET, ICICA and IPCAEWM** more than 90 submitted papers have been received and 60 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,



Datin MZ Zainab
Director – Conference Management IPN.org
Chairman, IPN – IWNEST 2015 Langkawi



Message from IWNEST President

On behalf the IWNEST publications team, it is my privilege to welcome you to the IPN - IWNEST 2015 Conferences Langkawi. IWNEST is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in our scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IWNEST welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Founder President
Honorary Advisor
IPN – IWNEST 2015 Langkawi





ABOUT INTERNATIONAL POSTGRADUATE NETWORK (IPN.ORG)

The International Postgraduate Network (IPN.org) is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN.org Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN.org believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN.org supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN.org intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



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www.internationalpostgraduatenetwork.org
www.ipnconference.org



ANNOUNCEMENT

All accepted papers will be published in:

- Australian Journal of Basic and Applied Science (ISI/THOMSON REUTERS) (online issue ISSN 1991-8178) (abstract and indexing by ISI/Thomson Reuters, , Ulrich periodicals, Ebscohost, Cabi International and DOAJ) or
- MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH (MEJSR) ISSN 1990-9233 special issue (online). (Indexed in ISI/Thomson Reuters, Eur-asia Database, Intl Agric Database) or
- International Journal of Administration and Governance (IJAG) (online issue ISSN 2077-4486) (abstract and indexing by Google Scholar, Directory of Research Journal Indexing (DRJI), Directory of Open Access Journals, Open Academic Journals Index (OAJI), and Directory of Journal Quality Factor) or
- Journal of Industrial Engineering Research (JIER) (online issue ISSN:2077-4559 or
- Advances in Environmental Biology (AEB) (online issue ISSN 1995-0756)(abstract and indexing by ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ) or
- AMERICAN-EURASIAN JOURNAL OF AGRICULTURAL & ENVIRONMENTAL SCIENCES (ISSN: 1818-6769) special issue (online). (Indexed in ISI/Thomson Reuters, EI, CABI, DOAJ, EBSCO Inc., e-journals Database) or
- Journal of Industrial Engineering Research (online issue ISSN 2077-4559)(abstract and indexing by Google Scholar, Directory of Research Journal Indexing (DRJI), Directory of Open Access Journals, Open Academic Journals Index (OAJI), and Directory of Journal Quality Factor) or
- Journal of Applied Sciences Research (online issue ISSN 1819-544X) (abstract and indexing by EBSCO HOST,CSA , AGRICOLA , Journal Seek, IndexCopernicus, Open J-gate or
- International Journal of Applied Engineering Research (IJAER)

One excellent presentation will be selected from each session and the author of excellent presentation will be awarded the certificate.





KEYNOTE SPEAKER 1



Dr. Hj. Muhammad Shahar Hj. Jusoh
Universiti Malaysia Perlis

Muhammad Shahar Jusoh is senior lecturer at School of Business Innovations and Technopreneurship, Universiti Malaysia Perlis (UniMAP). His duties include teaching, supervising, conducting research and administration. He is also an instructor for Performance Measurement and Management using Rasch Measurement Model courses. Prior to joining UniMAP, Muhammad Shahar was responsible for teaching and supervising such related subjects; such as Quality Management, Strategic Management, Supply Chain Management and Operational Management. His previous experience includes lecturer at KUTPM, among the biggest private higher education in Malaysia, and two years in junior consultant positions at Total Quality Management based organization, among the clients served are the multinational company in Malaysia. Muhammad Shahar holds a Bachelor (Honors) in Business Administration, MSc in Information Management and PhD in Quality Management and is a member of The Rasch Measurement Model Malaysian Chapter and assessment panel for Malaysian Qualifications Agency (MQA) in the area of Management and Administration. His research areas and grants focus on entrepreneurship, performance measurement and operational management worth more than RM2.5 million in total. In addition, he produced quite a few copyrighted and won several medal at national and international exhibition.



Abstract :

Prescriptive Analysis - Prospect and Panacea Within Social Science and Business Research

Prescriptive analysis craft new boundary in explaining the rigorous of research questions and research objectives. Realizing the potential, social sciences' researchers need to equip themselves with the recent research development. The advantages of using the underlined method will generate and predict the phenomena or scenario further upwards rather than demonstrate the descriptive analysis findings. There are major differences between both analysis especially dealing with research findings and conclusions. Due to that, modern measurement model proposed to be imperative tools to conceptualize, investigate, and predict the validity and reliability of latent variables especially in quantitative method. The emphasized analysis used to forecast the reproducibility of data under strictness conditions. Essentially, both analysis coming from two different school of taught segregated into classical test theory (CTT) and modern test theory (MTT). There are differences between those two theories, the CTT generate the output into descriptive analysis, while the MTT generate the output into prescriptive analysis. Briefly, CTT implicated the item difficulty, item discrimination and test statistics and such test reliability are dependent on the examinee sample in which they are obtained and described. Otherwise, MTT generates the solution via the concept and method of invariant measurement and conjoint measurement. For this reason, the author attempt to share an alternative measurement solutions using MTT method as data analysis instrument. The advantages of using the proposed method are not just for fundamental research else applicable for action research. These findings and solutions are essential and much needed in developing the firm's key performance indicators.



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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)
Founder President of Islamic World Network for Environmental Science and Technology

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INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minute (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt
Representative / Pass Card with lanyard
Printed Program
Lunch Coupon
Dinner Coupon
Participation Certificate (collected from Session Chair after the session)
Conference Bag



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**IPN – IWNEST 2015 Conferences Langkawi
Conference Program**

December 09, 2015	Venue: Lobby My Hotel	1030 – 1330	Registration	
	Venue: My Cafe (level 1)	1230 – 1430	Lunch	
		1430 – 1800	Island Hopping Activities	
	Venue: My Cafe (level 1)	1930 – 2100	Dinner	
December 10, 2015	Venue: Tunsha 2 (level 3)	0845 – 0915	Opening Remarks	IPN.org
		0915 – 0950	Plenary Speech 1	Dr. Muhammad Shahar Jusoh - UniMAP
		1000 – 1030	Group Photo and Coffee Break	
	Venue: Tunsha 2 (level 3)	1030 – 1230	Session 1	
	Venue: Trisha 2 (level 3)	1030 – 1230	Session 2	
	Venue: Kuart 2 (level 2)	1030 – 1230	Session 3	
	Venue: My Café (Level 1)	1230 – 1400	Lunch	
	Venue: Tunsha 2 (level 3)	1400 – 1600	Session 4	
	Venue: Trisha 2 (level 3)	1400 – 1600	Session 5	
	Venue: Kuart 2 (level 2)	1400 – 1600	Session 6	
	Venue: TBA	1600 – 1630	Coffee Break	
	Venue: Tunsha 2 (level 3)	1630 – 1800	Session 7	
	Venue: Trisha 2 (level 3)	1630 – 1800	Session 8	
	Venue: Kuart 2 (level 2)	1630 – 1800	Session 9	
	Venue: My Café (level 1)	1900 – 2100	Best Presenter Awards And Dinner	



Session 1

Time: 1030 – 1230

Venue: **Tunsha 2 (level 3)**

Session Chair: **Dr. Muhammad Shahar Bin Jusoh**



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No	Paper ID	Presenter
1	006-ipcscr	Malaysian Consumers' Demand for Quality Attributes of Imported Rice Yah-ya .I. Abubakar , Golnaz Rezai, Mad Nasir Shamsudin and Zainalabidin <i>Universiti Putra Malaysia</i>
2	021-ipcscr	ISLAMIC POLITICS AND POLITICAL ISLAM Sohaimi Hasim , Samsu Adabi Mamat <i>National University of Malaysia</i>
3	009-ipcscr	Internationalization in the North of Malaysia: Profile of Exporting SMES Saari Ahmad and Noraini Othman <i>University Utara Malaysia</i>
4	011-ipcscr	The Effectiveness of English Within 20 Minutes On Students' Writing Skills A Case Study of Form 5 Students in a Secondary School Nahid Zahedpisheh , Zulqarnain B Abu Bakar <i>Universiti Teknologi Petronas</i>
5	013-ipcscr	Job Performance: A Theoretical Review of Organizational, Individual and Job Characteristics Factors Roziyana Jafri , Dr. Tan Yao Sua, Assoc. Prof. Dr. Sa'ari Ahmad <i>Universiti Sains Malaysia</i>
6	014-ipcscr	Is there any Accurate Solutions: Late Payment, Under Payment and Non Payment Issues in the Construction Industry Jalilah Binti Mohd Ali , Azwina Binti Abdul Manaf, Prof. Cheong Yeow Choy, Dr. Ishak Bin Abdul Hamid, Siti Marshita Binti Mahyut <i>Multimedia University</i>
7	016-ipcscr	Green Marketing and Purchasing Decisions among Teenagers: An Empirical Perspectives. Suriani Sukri , Nurshila Meterang, Waeibrorheem Waemustafa <i>University Malaysia Perlis</i>



Session 2

Time: 1030 – 1230

Venue: **Trisha 2 (level 3)**Session Chair: **Dr. Haslinda Zabiri**

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No	Paper ID	Presenter
1	007-ipcemce	An Empirical Study on the Effect of Equivalent Series Resistance on Electri Double Layer Capacitor for Solar Energy Storage System Li Wah Thong , Poh Kiat Ng, Jian Ai Yeow, Kian Siong Jee, Yue Hang Tan, Kai Loon Toh <i>Multimedia University</i>
2	010-ipcemce	Aspen PLUSSimulation Studies ofBiomass Gasification Maham Hussain , LD Tufa, Suzana Yusuf and Haslinda zabiri <i>Universiti Teknologi Petronas</i>
3	008-ipcemce	Improved Accuracy of Breast Cancer Detection in Digital Mammograms using Wavelet Analysis and Artificial Neural Network Luqman Mahmood Mina and Nor Ashidi Mat Isa <i>University Sains Malaysia</i>
4	009-ipcemce	Rigorous Steady-State Simulation of Acetone Production using Aspen HYSYS® Syed A.Taqvi , Lemma Dendena Tufa and Shuhaimi Mahadzir <i>Universiti Teknologi PETRONAS</i>
5	021-ipcemce	Electrochemical study on the effect of Schiff base compounds as effective corrosion inhibitors for aluminum in acid media Ghulamullah khan , Kazi MD. Salim Newaz, Wan Jeffrey Basirun, Ghulam Mustafa khan, Pervaiz Ahmed <i>University of Malaya</i>
6	020-ipcemce	Rice husk derived activated carbon for removal of Zn²⁺ from aqueous solution Nur Enzati Afwana Ismail , Anita Ramli, Mohd Faisal Taha <i>Universiti Teknologi PETRONAS</i>
7	011-ipcemce	Measurement and Prediction of Density, Viscosity and Refractive Index of aqueous Potassium β-alaninate Asma Aftab , Azmi Mohd Shariff, M.S. Shaikh, Bhajan Lal, Sahil Garg and Nor Faiqa Bt Abd Aziz <i>Universiti Teknologi PETRONAS</i>



Session 3

Time: 1030-1230

Venue: **Kuart 2 (level 2)**

Session Chair: **Assoc. Prof. Dato. Dr. Samsu Abadi Mamat**



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No	Paper ID	Presenter
1	010-ipcssbr	A Study On Awareness And Understanding Of Environmental Auditing In Malaysia Masdiah Abdul Hamid , Qian Long Kweh <i>Universiti Tenaga Nasional</i>
2	012-ipcssbr	WHY IRANIAN HIGH SCHOOL STUDENTS BARELY COMMUNICATE IN ENGLISH AS A FOREIGN LANGUAGE Narges Saffari , Shahrina Md Nordin, Subarna Sivapalan <i>Universiti Teknologi Petronas</i>
3	007-ipcssbr	Customer's Satisfaction towards E-banking in Bangladesh Md. Abdul Bashir , Mass Hareeza Ali and Md. Reaz <i>Universiti Putra Malaysia</i>
4	002-ipcssbr	Relationship between Ergonomic Risk Factors and Production Error in Manufacturing Industries Jian Ai Yeow , Poh Kiat Ng, Li Wah Thong, Kian Siong Jee, Mei Min Chow, Yue Hang Tan and Kai Loon Toh <i>Multimedia University, Malacca, Malaysia</i>
5	019-ipcssbr	STUDY ON PROPAGANDA AND POLITICAL PROPAGANDA IN MALAYSIA Budiman Mohd Zohdi , Samsu Adabi Mamat <i>National University of Malaysia</i>
6	008-ipcssbr	Identifying the Definitions of Sexting Phenomenon Described by Adolescents Nor Syafini Mohd Muhaiyuddin , Hanif Suhairi Abu Bakar and Huzili Hussin <i>Universiti Malaysia Perlis</i>



Session 4

Time: 1400 – 1600

Venue: **Tunsha 2 (level 3)**

Session Chair: TBA



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No	Paper ID	Presenter
1	001-icica	Comparison of Various Intrusion Detection Systems in VANET Fahad Nazir Bhatti , RB Ahmed, Mohamed Elshaikh and Hamid Mohammad Bhatti <i>Universiti of Malaysia Perlis</i>
2	018-icica	Framework for extracting and identification of text as triggers for maqam transition in the Self-Help Maqam-Based Search System Roslina Othman , Mohamad Fauzan Noordin , Akram M Z M Kheder , Sadia Hamid Kazi, Siti Raudah Abdul Karim, Tengku Mohd Tengku Sembok, Emma Nuraihan Mior Ibrahim <i>International Islamic University Malaysia</i>
3	002-icica	Fuzzy Analytic Network Process for Evaluating Quality of Life: A Case of Coastal Population Lazim Abdullah , Wan Salihin Wong Abdullah, Syerrina Zakaria, Razak Zakaria and See Xiou Qing <i>Universiti Malaysia Terengganu</i>
4	009-icica	Analysis of Vehicular Network Performance under Sinkhole Attack using OMNeT++ Fahad Nazir Bhatti , R Badlishah Ahmad, Mohamed Elshaikh, M Nazri M Warip and Shamsul Jamel Elias <i>University of Malaysia Perlis</i>
5	011-icica	A Comparative Study: Cloud Based E-Learning Architectures ThamilvaaniAlvar , Rajesvary Rajoo and Patricia Jayshree <i>University of Nottingham Malaysia Campus</i>



Session 5

Time: 1400 – 1600

Venue: **Trisha 2 (level 3)**

Session Chair: **Dr. Sa'ari Ahmad**



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No	Paper ID	Presenter
1	003-ipcscr	THE CONCEPT AND SCOPE OF DEFAMATION (<i>FITNAH</i>) IN AL-QURAN AL-KAREEM AND ITS RELATION TO FREEDOM OF SPEECH IN MALAYSIA Hasbollah Bin Mat Saad and Hj Abdul Samat Bin Musa <i>Multimedia University</i>
2	003-icket	Multimedia animations and social skills: A preliminary study on social skills acquisition through animated social stories Win Ko Min and Dr. Lau Bee Theng <i>Swinburne University of Technology (Sarawak Campus)</i>
3	026-ipcscr	PRODUCTIVITY IN KNOWLEDGE CENTRIC ORGANIZATIONS THROUGH KNOWLEDGE CREATION Chinnasamy Agamudainambhi Malarvizhi, Amin Rasti , Sreenivasan Jayashree, Shabnam Mayel <i>Management Multimedia University</i>
4	017-ipcscr	Mode of Islamic Bank Financing: Does Effectiveness of Shari'ah Supervisory Board Matter? Waeibrorheem Waemustafa and Azrul Abdullah <i>Universiti Utara Malaysia</i>
5	001-icket	School-Parental Involvement and the Management of Public Secondary Schools in Katsina State, Nigeria Bagiwa Zulaihatu Lawal And Azam Othman <i>Umaru Musa Yaradua University Katsina</i>
6	015-ipcscr	Hedging Activities Information and Risk Management Committee Effectiveness: Malaysian evidence Azrul Abdullah, Ku NorIzah Ku Ismail <i>Universiti Teknologi Mara</i>



Session 6

Time: 1400 – 1600

Venue: **Kuart 2 (level 2)**

Session Chair: **Dr. Muhammad Shahar Jusoh**



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No	Paper ID	Presenter
1	014-ipcemce	Investigation of Optimum Drying Conditions for Pure PES Membranes for Gas Separation Marjan Farnam , Hilmi Mukhtar and Azmi Shariff <i>Universiti Teknologi PETRONAS</i>
2	016-ipcemce	Experimental techniques to investigate the effects of roller burnishing on the surface roughness and hardness of high strength thermoplastic-Polyoxymethylene Salman Al-Saeedi , Ahmed A. D. Sarhan, A.R Bushroa <i>University of Malaya</i>
3	012-ipcemce	Variable Influence Analysis of an In-situ Catalytic Adsorption (ICA) Steam Gasification using Multivariate PLS S. Yusup, H. Zabiri , M. M. Suliman, Z. Khan <i>Universiti Teknologi Petronas</i>
4	017-ipcemce	Impact of suction on a stagnation-point flow of copper nanofluids over a vertical porous plate in the presence of magnetic field Ashwin Kumar Erode Natarajan , Norasikin Mat Isa, Vibhu Vignesh Balachandar, Kandasamy Ramasamy <i>Universiti Tun Hussein Onn Malaysia</i>
5	018-ipcemce	Physicochemical Properties of Aqueous Potassium Salt of α-Methylalanine (K-AMALA) as an absorbent for CO₂ removal Nor Faiqa Abd Aziz , A.M. Shariff, M.S. Shaikh, Lau Kok Keong, Sahil Garg, and Asma Aftab <i>Universiti Teknologi PETRONAS</i>
6	015-ipcemce	Heat transfer of nanofluid through boundary layer stagnation flow over shrinking surface influencing injection and variable stream conditions Vibhu Vignesh Balachandar , Sulaiman Bin Haji Hasan, Ashwin Kumar Erode Natarajan, KandasamyRamasamy <i>Universiti Tun Hussein Onn Malaysia</i>



Session 7

Time: 1630 – 1800

Venue: **Tunsha 2 (level 3)**

Session Chair: **Dr. Zulaihatu Lawal Bagiwa**



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No	Paper ID	Presenter
1	004-ipcaewm	Trends in Temperature Extremes across Malaysia Husna Hasan, Nur Hanim Mohd Salleh <i>Universiti Sains Malaysia</i>
2	007-ipcaewm	EVALUATION OF BIOKINETIC COEFFICIENTS FOR CARBON OXIDATION IN SUSPENDED GROWTH USING COMPACT BIOREACTOR Nasiru Aminu, Shamsul Rahman Mohamed Kutty and Mohamed Hasnain Isa <i>Universiti Teknologi PETRONAS</i>
3	008-ipcaewm	Evaluating Urban Growth Phenomena in Seremban, Malaysia, Using Land-Use Change-Detection Technique Maher Aburas, Sabrina Abdullah, Mohamed Ramli and Zulfa Ash'aari <i>University Putra Malaysia</i>
4	010-ipcaewm	Studies about the effect of different photosynthetic light intensity on two isolated species of marine microalgae (diatom) for high lipid production Saravanan Jayakumar, Liang Yan Peng, Mohd Hasbi Ab. Rahim, Gaanty Pragas Maniam, Natanamurugaraj Govindan <i>Universiti Malaysia Pahang</i>
5	012-ipcaewm	The impact of weathering on the mechanical and weight reduction properties of untreated and treated HDPE/ESP filler composite M. Sharweeni, Y. Munusamy, H. Ismail <i>University Tunku Abdul Rahman</i>
6	011-ipcaewm	Adsorption of malachite green dye on microwave and chemically treated <i>Casuarina equisetifolia</i> seeds as an eco-friendly adsorbent Anis Ayuni Aman Zuki, Mohamad Awang, Asmadi Ali @ Mahmud, Mohammad Hussin Zain, Jazulhafiz Jefri Jaafar <i>Universiti Malaysia Terengganu</i>



Session 8

Time: 1630 – 1800

Venue: **Trisha 2 (level 3)**

Session Chair: **Dr. Waeibrorheem Waemustafa**



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No	Paper ID	Presenter
1	018-ipcscr	POLITICAL MEDIA AND POLITIC IN MEDIA Aminaton Hajariah Husnu , Samsu Adabi Mamat <i>National University of Malaysia</i>
2	025-ipcscr	Working in the ward: The link between job resources and work engagement Noraini Othman , Sa'ari Ahmad, Zahiruddin Ghazali <i>Universiti Utara Malaysia</i>
3	027-ipcscr	Significance of Top Management Commitment on the Implementation of ISO 14000 EMS towards Sustainability Sreenivasan Jayashree, Chinnasamy Agamudainambi Malarvizhi, Shabnam Mayel , Amin Rasti <i>Management Multimedia University</i>
4	020-ipcscr	UNDERSTANDING THE SELANGOR SENTIMENT FACING THE 14TH GENERAL ELECTION Samsu Adabi Mamat , Arif Anwar Bin Lokmanol Hakim <i>National University of Malaysia</i>
5	024-ipcscr	Currency Trading in Modern Islamic Banks in Malaysia Azwina Wati Abdull Manaf, Jalilah Binti Mohd Ali , Siti Marshita Binti Mahyut <i>Multimedia University</i>
6	028-ipcscr	Muslim Adolescents' Sexuality Education: An Impetus to Moral Transformation Ismail O. Abdulfatai , Nik Suryani Nik Abd Rahman, Youcef Bensala, Beglan Baimukhanbetov <i>International Islamic University</i>



Session 9

Time: 1630 – 1800

Venue: **Kuart 2 (level 2)**

Session Chair: **Prof. Dr. Roslina Othman**



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No	Paper ID	Presenter
1	015-icica	EFFICIENT LOADS BALANCING IN GRID COMPUTING SYSTEM USING MIN-MIN SCHEDULING ALGORITHM J.Y Maipan-uku* , M. Abdullah, A. Azizol and M. Hussien <i>University Putra Malaysia</i>
2	019-icica	Psychometric association of triggers initiating state transitions of the 7 maqams of the Self-help Maqam-based Search System Roslina Othman , Mohamad Fauzan Noordin, Akram M Z M Kheder, Sadia Hamid Kazi, Siti Raudah Abdul Karim, Tengku Mohd Tengku Sembok, Emma Nuraihan Mior Ibrahim <i>International Islamic University Malaysia</i>
3	022-icica	Emerging Trends in Mobile Web Survey Design Towards Improving Response Rate: An Easy Interaction Noorbaiti Abd Hamid <i>University Utara Malaysia</i>
4	010-icica	Timing Attack Threat to VANET Congestion Control Fahad Nazir Bhatti , R Badlishah Ahmad, Mohamed Elshaikh, M Nazri M Warip and Shamsul Jamel Elias <i>University of Malaysia Perlis</i>



Conference Venue



My Hotel Langkawi

07000 Langkawi, Kedah, Malaysia

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Note



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List of Abstract

No	Paper	Abstract
1	002-ipcssbr	<p>Relationship between Ergonomic Risk Factors and Production Error in Manufacturing Industries</p> <p>¹Jian Ai Yeow, ²Poh Kiat Ng, ²Li Wah Thong, ²Kian Siong Jee, ¹Mei Min Chow, ²Yue Hang Tan and ²Kai Loon Toh</p> <p>¹Faculty of Business, Multimedia University, Jalan Ayer Keroh Lama, Bukit Katil, 75450 Melaka, Malaysia. ²Faculty of Engineering and Technology, Multimedia University, Jalan Ayer Keroh Lama, Bukit Katil, 75450 Melaka, Malaysia.</p> <p>Abstract : Background: Production error in the manufacturing industry can be a serious mistake that leads to loss of money and product liability. Though manufacturers have started to concentrate on ways to improve their production, many are still unable to produce positive results. Objective: This study aims to examine the significance of the relationship between ergonomic risk factors (mental workload, repetition, environment condition and machinery) and production error in manufacturing industries. Results: The survey data collected for this study were analysed using descriptive, reliability and multiple linear regression analyses via SPSS version 21. It was found that ergonomic risk factors have a significant relationship with production error, with a coefficient of determination (R^2) of 0.534. Conclusion: This study can be useful for manufacturing workers, supervisors and engineering managers as a precursory guideline to help identify the causes of production error, with a prospective purpose of minimising the production cost in the manufacturing industry.</p>
2	003-ipcssbr	<p>The Concept And Scope Of Defamation (<i>Fitnah</i>) In Al-Quran Al-Kareem And Its Relation To Freedom Of Speech In Malaysia</p> <p>Hasbollah Bin Mat Saad^{*1}, Professor Dr. Hj Abdul Samat Bin Musa ²</p> <p>¹ Lecturer, Faculty of Law, Multimedia University, Malaysia. ² Professor, Faculty of Syariah and Law, Islamic Science University of Malaysia.</p> <p>Abstract : The issue of defamation is an issue that is so overwhelming that discussed by all walks of life. Al-Quran Al-Kareem also recorded this issue so thoroughly that it is mentioned more than eighty verses in total. In view of the importance of the issue of defamation which can influence the society, there are specific laws that have been enacted by the Parliament of Malaysia in ensuring the continuity of the</p>



		<p>enforcement of justice in the society through the concept of the rule of law which can be implemented accordingly. The discussions of this paper are mainly focused on the concept and scope of defamation according to Al-Quran Al-Kareem, As-Sunnah of the Prophet Muhammad (<i>sallallahu 'alaihi wasallam</i>) and opinions of various scholars, and its relationship with the application of defamation laws in Malaysia. The findings from the research show that there is a close correlation on the importance and position of defamation in Islam and the Malaysian laws at large. A framework towards harmonizing the laws between Islamic and the Malaysian laws is a right step in identifying and resolving these issues more effectively.</p>
3	006-ipcscr	<p>MALAYSIAN CONSUMERS' DEMAND FOR QUALITY ATTRIBUTES OF IMPORTED RICE</p> <p>Yah-ya .I. Abubakar*¹, Golnaz Rezai¹, Mad Nasir Shamsudin¹, Zainalabidin Mohamed¹</p> <p>¹ <i>Universiti Putra Malaysia, Department of Agribusiness and Information Systems, Faculty of Agriculture, 43400 Serdang, Selangor, Malaysia</i></p> <p>Abstract: Growing per capital income, life style changes and better standard of living has led to changes in Malaysian consumers' food choices. Consumers have become more empowered and demand for higher quality food. As a result, rice importation has increased to supply consumers with quality varieties not available locally. The analysis of demand for the attributes of these imported varieties takes on particular importance due to increasing cost of importation and subsequent attempts for local production of some of the imported varieties. The present study was aimed at investigating consumers' demand for the quality attributes of imported rice varieties now apparent in the market. The survey consisted of 500 consumers conducted in early 2015. It was found that texture is the most important attribute, followed by grain size, taste, aroma and colour is the least important. It was also found that consumers are willing to pay for all attributes except colour that gives a negative utility. The result shows a possible internal substitution and increase demand for higher quality rice. Even though consumers are price sensitive, they still prefer quality and are willing to pay for better quality rice.</p>
4	007-ipcscr	<p>Customer's Satisfaction Towards E-Banking In Bangladesh</p> <p>Md. Abdul Bashir*, Mass Hareeza Ali, Md. Reaz</p> <p><i>Universiti Putra Malaysia, Dept. of Business economy, Faculty of Economics and Management, Seri Serdang, 43400, Selangor, Malaysia</i></p> <p>Abstract : Due to the impossible extension of information and correspondence technology (ICT) the concept of banking has been significantly changed. Usage of modern state of the art technology has moreover immediately happened in Bangladesh which reflects are e-banking products and services. Such developed environment in banking and the consistently growing habits of the overall public to use</p>



		mobile phone should be conducive of internet, online, and mobile banking here. The emergence of e-banking service is playing a fore front part for the country's money related headway boosting customer satisfaction. This research work is an attempt to find out the status of e-banking by customer satisfaction and importance level on different dimension of e-products like ATM, Credit Card, Internet/Online, Tele banking, and SMS Banking. This research is a combination of and particular examination as an effort was made to first expand some basic knowledge on e-banking through study of previous research on e-banking and general observation.
5	008-ipcscr	<p>Identifying The Definitions Of Sexting Phenomenon Described By Adolescents</p> <p>Nor Syafini Mohd Muhaiyuddin^{*1}, Hanif Suhairi Abu Bakar ², Huzili Hussin³</p> <p><i>^{1,2,3} Universiti Malaysia Perlis, Center for Communication Technology and Human Development, 02600, Kangar. Malaysia</i></p> <p>Abstract : Background: This study proposes a qualitative research for conceptualizing the practice of sexting among high school students in order to help explain this phenomenon. Objective of this study is to determine the definitions of sexting phenomenon described by students. Result shows that in depth interview with 32 high schools students describes sexting as routine, dangerous, harmful and unavoidable. Conclusion: Sexting is in relation to sexual behavior able to create potential legal, social, emotional, and behavioral impact.</p>
6	009-ipcscr	<p>Internationalization In The North Of Malaysia: Profile Of Exporting SMES</p> <p>Saari Ahmad^{1,*}, Noraini Othman²</p> <p><i>¹ School Of business Management University Utara Malaysia, Alor Star, Malaysia</i> <i>² School Of business Management University Utara Malaysia, Alor Star, Malaysia</i></p> <p>Abstract : Internationalization SMES. The objective of this empirical paper is to investigate the profile of exporting SMES in Northern Malaysia. The findings clearly shows that the industry was dominated by various ethnicity, young and educated entrepreneur with different legal form of business . SMES do generate job opportunities in the region as well as contributed to the Gross Domestic Product of Malaysia.</p>
7	010-ipcscr	<p>A Study On Awareness And Understanding Of Environmental Auditing In Malaysia</p> <p>Masdiah Abdul Hamid ^{*1}, Qian Long Kweh²</p> <p><i>¹ Universiti Tenaga Nasional (UNITEN), Pahang, Malaysia, Department of Accounting.</i> <i>² Universiti Tenaga Nasional (UNITEN), Pahang, Malaysia, Department of</i></p>



		<p><i>Accounting.</i></p> <p>Abstract : Background: Environmental audit, which is a new approach in public sector accounting, is considered as a new field among auditing scholars. Environmental audit is associated with human activities and programs which requires more attention by all parties especially the regulatory bodies and auditors. This study aims to investigate the awareness and to gauge an understanding of 50 firm's members of environmental auditing in Malaysia. The findings revealed that majority of firm's members are aware and have an understanding about environmental audit, however it does not contributed more to environmental performance. Note that environmental audit could be one of risk management mechanism for organization in assessing compliance with environmental legislation. In addition, it could be a baseline for organization to avoid the risk of prosecution and fines arising from potential environment breaches. Therefore, it is vital to promote environmental audit among companies in Malaysia. This study first investigates the awareness and understanding on environmental audit. To the best of our knowledge, this will be the first study in its kind in the Malaysian context. Second, this study also examines environmental performance, which could be attributable to the awareness and understanding on environmental audit.</p>
8	011-ipc s s b r	<p>The Effectiveness of English Within 20 Minutes On Students' Writing Skills A Case Study of Form 5 Students in a Secondary School</p> <p>Nahid Zahedpisheh¹, Zulqarnain B Abu Bakar²</p> <p>¹ Universiti Teknologi Petronas, Department of Management and Social Science, Language and Communication Unit, 32610. Bandar Seri Iskandar, Perak, Malaysia. (nahid.zahedpisheh@gmail.com)</p> <p>² Universiti Teknologi Petronas, Department of Management and Social Science, Language and Communication Unit, 32610. Bandar Seri Iskandar, Perak, Malaysia. (zulqab@petronas.com.my)</p> <p>Abstract : For many of the students, writing is an uphill task. Having a mental block is one of the excuses given by students for not writing. Because of its complexity and difficulty, students are often in a state of confusion what to write and how to write. This study aims to assess the effectiveness of EW20 program in improving student's ability in writing narrative essay. To identify the students' improvement in writing narrative essay under the EW20 program this research focused on the form 5 students as the subjects. Four students from low intermediate level of writing proficiency were chosen from each three classes that makes the total number of subjects twelve. The subjects sat for a pre-test and underwent the treatment a week after that. Subjects were given samples of narrative essays and were required to rewrite the essay which then their writing skill tested in the pro-test. Bases on the results of data analysis, it has been found that EW20 program did not help students in improving their ability in writing narrative essays. The mean scores for both experimental and control group revealed the difference between pre-test and post-test may appear by chance not</p>



		because of the program.
9	012-ipcassbr	<p>WHY IRANIAN HIGH SCHOOL STUDENTS BARELY COMMUNICATE IN ENGLISH AS A FOREIGN LANGUAGE</p> <p>Narges Saffari¹, Shahrina Md Nordin², Subarna Sivapalan³</p> <p>¹ Universiti Teknologi Petronas, Department of Management and social Science, Language and Communication Unit, 32610. Bandar Seri Iskandar, Perak, Malaysia. (narges.saffari1@gmail.com)</p> <p>² Universiti Teknologi Petronas, Department of Management and social Science, Language and Communication Unit, 32610. Bandar Seri Iskandar, Perak, Malaysia. (shahrina_mnordin@petronas.com.my)</p> <p>³ Universiti Teknologi Petronas, Department of Management and social Science, Language and Communication Unit, 32610. Bandar Seri Iskandar, Perak, Malaysia. (subarna_s@petronas.com.my)</p> <p>Abstract : The purpose of this paper is to show that learning and communicating in English as a foreign language is a problem for Iranian high school students. It is assumed that this problem is caused by many different factors. Wrong methods of teaching, insufficient English knowledge of the teachers teaching English in high schools, role of teachers' experience in effective learning and the role of Grammar Translation Method in teaching English are the most probably factors that cause Iranian high school students fail to master in English communication after 6 years of learning. On the basis of above mentioned seven students were selected randomly to interview based on their knowledge of English in three different high schools in Tehran, the capital of Iran. And finally, the results show that there is a close relation between students' poor level of oral communication and the method of teaching that English teachers utilize in high schools. Besides, the lack of qualified and experienced English teachers is considered as a factor that has impact on the students' level of English proficiency in communication during high school.</p>
10	013-ipcassbr	<p>Job Performance: A Theoretical Review of Organizational, Individual and Job Characteristics Factors</p> <p>Roziyana Jafri*¹, Dr. Tan Yao Sua², Assoc. Prof. Dr. Sa'ari Ahmad³</p> <p>¹ Roziyana Jafri, Centre for Policy Research and International Studies, Universiti Sains Malaysia, 11800 USM, Penang, Malaysia</p> <p>² Dr Tan Yao Sua, Centre for Policy Research and International Studies, Universiti Sains Malaysia, 11800 USM, Penang, Malaysia</p> <p>³ Assoc. Prof. Dr. Sa'ari Ahmad, School of Business Management, College of Business, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah, Malaysia</p> <p>Abstract : As the job performance and quality of work has been increasing in recent years due to changing work environment and globalization, organizations are trying their best to increase employees' job performance in order to improve the overall organizational objective and success. An employee should have the capability to cope with the demanding of changes in the work environment. As such, the demand for effective employees continuously increases in both private</p>



		<p>and public organizations. This paper draws on the literatures of organizational, individual and job characteristics. These three factors have been considered a decisive factor for effective job performance among employees. There is an agreement in the literature that job performance has been influenced by many factors but only few studies separately focusing on these three factors. Analysis of the literature reveal the combination of organizational, individual and job characteristics become most important factors that need to be concerned for achieving and increasing employees' job performances. Based on these gaps, the authors construct a conceptual model for job performances. This conceptual model will provide an integrated understanding that organizational, individual and job characteristics have direct effects on job performance.</p>
11	014-ipcssbr	<p>IS THERE ANY ACCURATE SOLUTIONS: LATE PAYMENT, UNDER PAYMENT AND NON PAYMENT ISSUES IN THE CONSTRUCTION INDUSTRY</p> <p>Jalilah Binti Mohd Ali^{*1}, Azwina Binti Abdul Manaf², Prof. Cheong Yeow Choy³, Dr. Ishak Bin Abdul Hamid⁴, Siti Marshita Binti Mahyut⁵</p> <p>¹ Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia ² Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia ³ Faculty of Law, University of Malaya, Jalan Universiti, 50603 Kuala Lumpur, Wilayah Persekutuan Kuala Lumpur, Malaysia ⁴ Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia ⁵ Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia</p> <p>Abstract : Background: Payment and business are interrelated. In ensuring the successfulness of business, payment schedule must be followed strictly. Disputes relating to late payment, underpayment and no-payment at all is sickening to the individual in the industry namely the contractors, the sub-contractors and their employees. Everyone needs the reward in the pattern of payment equal to money for development of their lifespan. Same goes to the industry, money is essential for the growing of the industry and the economy of the nation. Solutions need to be accurate and practical that can be accepted by the parties in disputes. Push and pull method amongst the disputants in chasing for payment is not going to work well. Objective: The researchers made an attempt in the present study to evaluate and analyse the accuracy of the implication of payment issues in the construction industry, is there solutions to the issue. Results: The outcome that been discussed in this writing is solely researchers product that display that payment issues in the construction industry is significant and part of the industry's' tradition that been established in many countries however the research is focused in Malaysia. The industry's way of survival is to recycle the profit gains from one project to another. Conclusion: In conclusion, there is no solutions yet relating to payment issues in the industry. The implementation of CIPAA is still</p>



		fresh to the industry and how far is it applicable and acceptable in settling the payment disputes is not been affirmed.
12	015-ipcscr	<p>Hedging Activities Information and Risk Management Committee Effectiveness: Malaysian evidence</p> <p>Azrul Abdullah^{*1}, Ku Norliah Ku Ismail²</p> <p>¹ Accounting Research Institute and Faculty of Accountancy, Universiti Teknologi Mara, Perlis Branch, Arau Campus, 02600 Arau, Perlis, Malaysia ² School of Accountancy, College of Business (COB) Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia</p> <p>Abstract : This study examines the extent of information about hedging activities disclosures within the annual reports of Main Market companies listed on Bursa Malaysia. The extent of hedging activities disclosures is captured through a 32-item-template, which consists of a mandatory and voluntary disclosure scores. The results of this study indicate that the extent of information on hedging activities disclosure is insufficient among the sampled companies. This study also examines the relationship between the existence of risk management committee (RMC), its characteristics and the extent of information on hedging activities disclosure in two separate statistical models. The regression results imply that the existence of RMC is positive but does not significantly influence the extent of information on hedging activities disclosure. However its characteristics (i.e. RMC independence and RMC meeting) have a significant influence. The implications of these findings are discussed.</p>
13	016-ipcscr	<p>Green Marketing and Purchasing Decisions among Teenagers: An Empirical Perspectives.</p> <p>Suriani Sukri¹, Nurshila Meterang², Waeibrorheem Waemustafa³</p> <p>¹ School of Business Innovation and Technopreneurship, University Malaysia Perlis 01000Kangar, Perlis, Malaysia. E-mail: surianisukri@unimap.edu.my ² School of Business Innovation and Technopreneurship, University Malaysia Perlis 01000Kangar, Perlis, Malaysia ³ School of Economics, Finance and Banking, College of Business (COB), Universiti Utara Malaysia 06010 Sintok, Kedah, Malaysia. E-mail: waeibrorheem@uum.edu.my</p> <p>Abstract : The objective of this paper is to identify relationship between green marketing and purchasing decision among teenagers. A convenience sampling method was employed from university students enrolled in Malaysia, who have embarked on green marketing successfully. Eight factors were found to be critical for purchasing decisions among teenagers. The factors are demographic, environmentally conscious consumer behaviour, perceived consumer effectiveness, environmental concern, liberalism, eco-label, eco-brand and green marketing advertisement. The paper provides a framework for future research to explore the teenagers purchasing decisions.</p>
14	017-ipcscr	<p>Mode of Islamic Bank Financing: Does Effectiveness of Shari'ah Supervisory Board Matter?</p>



		<p>Waeibrorheem Waemustafa. PhD.¹ and Azrul Abdullah²</p> <p>¹ School of Economics, Finance and Banking, College of Business (COB), Universiti Utara Malaysia 06010 Sintok, Kedah, Malaysia. E-mail: waeibrorheem@uum.edu.my</p> <p>² Faculty of Accountancy Universiti Teknologi MARA (Perlis), 02600 Arau, Perlis, Malaysia. E-mail: azrul229@perlis.uitm.edu.my</p> <p>Abstract : This paper examines the relationships between the effectiveness of Shari'ah supervisory board (SSB), their remuneration and mode of financing of Islamicbank. The SSB effectiveness is evaluated by an index based on 9 attributes score. This study comprises 18 Islamic banks in which operating in Malaysia from the year 2012 to 2014 as a sample. Our regression analysis shows that the effectiveness of SSB does not concern with the mode of Islamic bank financing. However, we found that SSB remuneration and bank's financial growth shown a positive and significant relationship with mode of financing. The implications of these findings are discussed.</p>
15	018-ipcssbr	<p>POLITICAL MEDIA AND POLITIC IN MEDIA</p> <p>Aminaton Hajariah Husnu ^{*1}, Samsu Adabi Mamat ²,</p> <p>¹History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>² History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>Abstract : Malaysia is rapidly builds country in economy, social or politic. In fact, the development that occurred in technology has given high impact to the country. Same goes to media. Media is a medium in conveying important information to the public in town and rural areas. In Malaysia, media organizations have been practicing a system that is known as the 'social responsible media'. In other word, the media, Malaysian media plays a role in ensuring the security situation of the society so that no fights and strife can occurs between clusters of society, to care the on society equally in order to defend the concept of democracy in Malaysia. In addition, the media in Malaysia also serves as a 'democracy watchdog'. However, in multi-racial country, understanding and unity between each other is vital among the community as compared to maintaining the political interest of the leaders both in government and the opposition solely that will in the end affect the people.</p>
16	019-ipcssbr	<p>STUDY ON PROPAGANDA AND POLITICAL PROPAGANDA IN MALAYSIA</p> <p>Budiman Mohd Zohdi ^{*1}, Samsu Adabi Mamat ²,</p> <p>¹ History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>² History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p>



		<p>Abstract : The authorities of the study on propaganda in general terms at the global level can be seen since 1914. Specific discussion on propaganda aspects involved the propaganda aspects globally on the model of propaganda, propaganda techniques and issues. The political aspects of propaganda discussion have been done since 1927. In Malaysia, study on propaganda and political propaganda is not much to be and raises question on how far studies on propaganda and political propaganda, especially in a general election in Malaysia has been made. The purpose of the study is to identify studies, researchs, and writings concerning propaganda and political propaganda explored by the Malaysians' scholarly corpus. In answering this question, qualitative methods was used. Library research is used to review the scientific studies done by the past researchers on political propaganda and propaganda either in the form of journals, theses, books or scientific papers. The study found that the authority of the studies on propaganda in general globally can seen through at least four scholars in the field of propaganda which are Lippmann (1914, 1922, 1925, 1936), Lasswell (1927, 1938, 1941, 1946 & 1953), Bernays (1928 & 1955) and Ellul (1964 and 1965). To discuss the aspect on political propaganda, other than the discussions made by Laswell (1927), there are at least five writings that can be used as a guide to develop your next study which are made by Bartlett (1940), Brown and Both in Severin and Tankard (1979), Nelson (1996), (2007) and Uudelepp Aronczyk (2013). Based on the studies of propaganda in Malaysia, the result clearly shows the desolation in study on general propaganda and especially on political propaganda aspects. Studies on political propaganda involving study on Malaysia's elections should be done immediately in order to meet a shortage of scientific research and studies related to this field.</p>
17	020-ipc ssbr	<p>UNDERSTANDING THE SELANGOR SENTIMENT FACING THE 14TH GENERAL ELECTION</p> <p>Samsu Adabi Mamat ^{*1}, Arif Anwar Bin Lokmanol Hakim ²</p> <p>¹History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>² History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi,</p> <p>Abstract : Research and qualitative data shows that the BN, especially UMNO Selangor is in a situation of not being able to beat the PR on the 14th general election. The report exposes weaknesses that at the stage of maintaining the existing 12 seats won by UMNO now is difficult to maintain. This situation shows that the BN is at a very difficult level to achieve the level of reclaiming the state that is under the power of PR. "Selangor Sentiment" be an indication that people in the state of Selangor have the impression that under the administration of PR, the State is in a better position than when it was under the previous BN power. Therefore, this study disclose secret of voting pattern according to race, age and 18 voting districts of DUN Bangi. DUN Bangi is town</p>



		and urban area located in most strategic area where its distance is very near with Putrajaya, Kajang, Puchong, Serdang and Dengkil. Most of its residents are highly educated and vote according to rationality. Besides, this study is also for investigate main reasons of UMNO loss while PAS won at DUN Bangi but UMNO/BN are still received votes/supports from Malay voters that nearly balance with PAS at parliamentary level. Hence, the methods used were interview 50 respondents from the whole of DUN Bangi, current DUN Bangi elected representative and UMNO Bangi Coordinator. Furthermore, multiple regression analysis used to know percentage of voted BN and PR in every polling centres and localities according races. Delimitation constituency prediction already done through knowledge and strong evidence based on GE-13 voting pattern and coming voting pattern soon. Result shows 8-14% of Malay voters in every polling centre and locality made cross-voting which they voted MCA at parliamentary level while voted PAS at DUN level. 84-92% of the rest Malay voters voted according to sentiment at both level. Chinese voters hate BN by voting PR at both levels but Indian voters' behaviour is different at certain polling centres where they follow Chinese voting action and another certain they follow Malay voting action depend in issues influenced them.
18	021-ipcssbr	<p>ISLAMIC POLITICS AND POLITICAL ISLAM</p> <p>Sohaimi Hasim ^{*1}, Samsu Adabi Mamat ²</p> <p>¹ History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>² History, Politics, and Strategic Studies, Faculty of Social Sciences and Humanities, National University of Malaysia, 43600, Bangi, Selangor</p> <p>Abstract : If seen in Islam, politics is one of the most important aspects focused and had a lot of challenges in the modern era. In fact, during the 19th century, modernization has entered into the Muslim world, but it did not give the dynamics for Muslims widely. If seen from the politics perspective, for Muslims, as well as the current state situation, was not very profitable in developing the values and teachings of Islam. Especially in politics field, because politics will be constrained by secularization process. Secularization is one of the most important parts in the process towards modernization. In other words, without secularization, the modernization will not happen. In fact, according to Smith (1974) political secularization is a political development which is issuing religion progressively from political system. Then, a deceptive situation occurred where one side of the Muslims must follow logic modernization while on the other side; the rest must follow Western analysts and Muslim experts assumed that religion itself as a barrier to social change and politics in the Islamic world.</p>
19	024-ipcssbr	<p>Currency Trading in Modern Islamic Banks in Malaysia</p> <p>Azwina Wati Abdull Manaf ^{*1}, Jalilah Binti Mohd Ali ², Siti Marshita Binti Mahyut ³</p>



		<p>¹ Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia</p> <p>² Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia</p> <p>³ Faculty of Law, Multimedia University, Jalan Ayer Keroh Lama, 75450 Bukit Beruang, Malacca, Malaysia</p> <p>Abstract : Forex trading is one of the many issues that is dealt with under Islamic Banking law. Foreign exchange trading or forex at a point was known to be something that people did when they were travelling overseas. They would trade their home countries currency for another and experience the present currency exchange rate. Nowadays, traders could speculate on the varying values of currencies involving two countries. It is carried out for profit and sport. This paper is going to discuss the current practice of Malaysian Islamic Bank of the currency exchange which is in line with the principle of Shariah Law.</p>
20	025-ipc ssbr	<p>Working in the ward: The link between job resources and work engagement</p> <p>Noraini Othman¹, Sa'ari Ahmad², Zahiruddin Ghazali³</p> <p>¹ Department of Business Management and Entrepreneurship, School of Business Management, College of Business, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darulaman, Malaysia</p> <p>² Department of Business Management and Entrepreneurship, School of Business Management, College of Business, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darulaman, Malaysia</p> <p>³ Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darulaman, Malaysia</p> <p>Abstract : Background: Within healthcare organizations, nurses as customer-contact employees play an important role in care delivery and health quality. Their attitudes and behavior has a significant impact on patients' satisfaction and perception of the quality of healthcare services. Objective: The purpose of this study was to examine the relationship between social support and job autonomy with work engagement. A total of 523 staff nurses working in four general hospitals in Malaysia participated in this study. Results: Significant positive relationships were found between supervisor support, job autonomy and work engagement. In contrast, co-worker support was shown to have no significant impact on work engagement. Conclusion: Supervisory support and job autonomy were significant predictors of work engagement among nurses.</p>
21	026-ipc ssbr	<p>PRODUCTIVITY IN KNOWLEDGE CENTRIC ORGANIZATIONS THROUGH KNOWLEDGE CREATION</p> <p>Chinnasamy Agamudainambhi Malarvizhi*¹, Amin Rasti², Sreenivasan Jayashree³, Shabnam Mayel⁴</p> <p><i>Faculty of Management Multimedia University</i></p>



		<p>Abstract : Importance of knowledge in has been greatly highlighted in the literature, however the process in with the knowledge is created in companies which are knowledge based and as the matter of fact are knowledge centric organizations has been overlooked to great extent. This paper explores the effect of knowledge creation in knowledge centric organization and how it leads to productivity in such firms in Malaysia. This paper is a conceptual paper and however, this study generates fresh acumen in the domain of knowledge creation in knowledge centric organization towards productivity of such companies. The data collection will conducted through a quantitative method via employing survey in later stages and the questioner is developed and designed and is mailed to the company managers and executive panel. Quantitative approach will be followed to test the interrelationships</p>
22	027-ipcssbr	<p>Significance of Top Management Commitment on the Implementation of ISO 14000 EMS towards Sustainability</p> <p>Sreenivasan Jayashree¹, Chinnasamy Agamudainambi Malarvizhi², Shabnam Mayel³, Amin Rasti⁴, Multimedia University, Malaysia.</p> <p><i>^{1,2,3,4}Faculty of Management, Multimedia University</i></p> <p>Abstract : ISO 14000 EMS certification is yet considered as an expense among Malaysian manufacturing organizations rather than a beneficial cost that should be considered as an investment which ultimately leads to valuable outcomes. Since the adoption and implementation of ISO 14000 EMS is mostly voluntary, the understanding of its significant is usually neglected. ISO 14000 EMS is grounded on the concept that greater environmental performance and sustainability can be gained while environmental matters are identified and managed thoroughly. Although voluntary environmental management standards are attracting increasing interest, the overall number of corporations seeking ISO 14000 EMS is relatively low among Malaysian manufacturing organizations. Top management has an essential role in ensuring the proper implementation of an EMS. Hence, this paper emphasizes on the impact of top management commitment on the ISO 14000 EMS implementation and investigates the effect of the implementation on sustainability of corporations.</p>

No	Paper	Abstract
1	007-ipcemce	<p>An Empirical Study on the Effect of Equivalent Series Resistance on Electric Double Layer Capacitor for Solar Energy Storage System</p> <p>Li Wah Thong ^{*1}, Poh Kiat Ng ¹, Jian Ai Yeow ², Kian Siong Jee ¹, Yue Hang Tan ¹, Kai Loon Toh ²</p> <p><i>¹ Faculty of Engineering and Technology, Multimedia University, Jalan Ayer Keroh</i></p>



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2	008-ipcemce	<p>Improved Accuracy Of Breast Cancer Detection In Digital Mammograms Using Wavelet Analysis And Artificial Neural Network</p> <p>Luqman Mahmood Mina ^{*1}, Nor Ashidi Mat Isa ²</p> <p><i>¹ School of Electrical and Electronic Engineering, Engineering Campus, University Sains Malaysia, 14300 Nibong Tebal, Penang, Malaysia, e-mail: luqmanmsc@gmail.com.</i></p> <p><i>² School of Electrical and Electronic Engineering, Engineering Campus, University Sains Malaysia, 14300 Nibong Tebal, Penang, Malaysia, e-mail: ashidi@usm.my.</i></p> <p>Abstract : The high mortality rate in women due to breast cancer prompts the need for early detection techniques. Towards this, mammography imaging system is an advantage for both early detection and screening of breast cancer tumors, given that it uses low dose x-rays for examining the breasts. The use of screening mammography in the early on detection of breast cancer tumor of variable sizes (malignant or benign) reduces mortality rate in women. The objective of this study is to enhance the current accuracy (diagnostic) of digital mammograms using industry standard simulation software tool, MATLAB and the MIAS dataset. The technique involves the identification of tumor cells in terms of different stages of the disease. The processes of recognition and classification of mammograms were concisely analyzed with the aim of differentiating between normal and abnormal (benign or cancerous). It is reported that dense breasts can make the interpretation of conventional mammograms more complex. Although advanced digital mammography techniques assert better detection in dense breast tissues, the availability of such costly digital mammograms is not widespread. This problem can be minimized by analyzing different breast structures (mammograms) using the MATLAB numerical analysis software for image processing applications. In this study, we investigate wavelet-based feature extraction from mammogram images and efficient dimensionality reduction technique. The objective is to propose a new computerized feature extraction technique to identify abnormalities in the mammogram images. In this work feature reduction is carried out using median idea for both maximums and</p>



		<p>minimums high frequency coefficients sub bands. The proposed system was tested on the MIAS database, resulting in 98.43% succession rate of normal and abnormal classification while for benign and malignant classification, 98.26% rate was obtained.</p>
3	009-ipcemce	<p>Rigorous Steady-State Simulation of Acetone Production using Aspen HYSYS®</p> <p>Syed A.Taqvi^{*1}, Lemma Dendena Tufa¹, ShuhaimiMahadzir¹</p> <p><i>¹Chemical Engineering Department, Universiti Teknologi Petronas, 32610 Bandar Seri Iskandar, Perak Darul Ridzuan, Malaysia</i></p> <p>Abstract : The evolution of a safe, profitable and environmental friendly process consists of many engineering trade-offs. Currently process industries are faced with increasingly challenging environment and continuous changing market conditions to achieve bussiness objectives. These objectives can be achieved by designing plant for an optimum performance while reducing the risk of rework. This can be carried out by using simulation studies. The Production of Acetone can be done by several alternate processes, among whichthe dehydrogenation of 2-propanol (IPA) is being used widely. The gas-phase reaction converts IPA to acetone and hydrogen and some amount of IPA, which can be seperated out using distillation. This work demonstrates the simulation of IPA and Actone separation using Aspen Hysys® 8.0. To achieve pure product as distillate the effects of reflux ratio has been dicussed, it can be seen that the increasing the reflux ratio and/or number of trays in the column will increase the purity of the product from the top of distillation column.</p>
4	010-ipcemce	<p>Aspen PLUS Simulation Studies of Biomass Gasification</p> <p>Maham Hussain ^{*1}, LD Tufa¹,Suzana Yusuf¹,Haslinda zabiri¹</p> <p><i>¹ Chemical Engineering Department, Universiti Teknologi Petronas, 32610 Bandar Seri Iskandar, Perak Darul Ridzuan, Malaysia</i></p> <p>Abstract : Facing the difficulties of global warming and climatic issues, researchers are focusing on the usage of biomass and alternate fossil fuels to increase the production of hydrogen. The biomass gasification technology is becoming famous in Asia because of abundance of resources. Despite this potential, its application at industrial scale is limited due to energy intensiveness, costs and hazards of gasification process at high temperatures. Complexity of existing designs limits simultaneous and integrated assessment of process performance. Therefore, modeling and optimization have become an increasingly attractive design approach to investigate the gasification performance within an extensive range of operating parameters. Owing to the growing awareness in biomass gasification, extensive modelling has been proposed using Aspen PLUS® in area of design, simulation and optimization of gasifier for syngas production. This review paper presents a detailed overview ofsteady-state and dynamic simulation using Aspen PLUS® to demonstrate the cost effective and time saving</p>



		methods of modeling and simulation.
5	011-ipcemce	<p>Measurement and Prediction of Density, Viscosity and Refractive Index of aqueous Potassium β-alaninate</p> <p>Asma Aftab ^{*1}, Azmi Mohd Shariff ¹, M.S. Shaikh ¹, Bhajan Lal ¹, Sahil Garg ¹, and Nor Faiqa Bt Abd Aziz¹</p> <p>¹ <i>Universiti Teknologi PETRONAS, Department of Chemical Engineering, , Bandar Seri Iskandar, 31750 Tronoh, Perak, Malaysia</i></p> <p>Abstract : Background: In the last decade aqueous amino acid salt solutions (AAS) have emerged as an attractive energy-efficient alternative to conventional alkanolamine absorbents for CO₂ capture. Objective: The density, viscosity, and refractive index of aqueous solution of potassium β-alaninate (K-Bala) were measured over the temperature range from (298.15 to 343.15) K and the concentration is kept constant at 5wt%. All of the measured physical property values were correlated as a function of temperature and standard deviations were calculated. Coefficient of thermal expansion was also calculated from the experimental data of density. Results: The experimental results show that the densities, viscosities, and refractive indices of K-Bala solution decrease with increasing temperature. But coefficient of thermal expansion shows a different trend, as it increases a little with the increase in temperature. Good agreement was found between experimental and predicted data as shown by SD with favor the established correlations. Conclusion: The developed correlations could be used to predict the physical properties data of the solvent system at various temperature.</p>
6	012-ipcemce	<p>Variable Influence Analysis of an In-situ Catalytic Adsorption (ICA) Steam Gasification using Multivariate PLS</p> <p>S. Yusup ¹, H. Zabiri ^{*1}, M. M. Suliman ¹ Z. Khan ¹</p> <p>¹<i>Chemical Engineering Department, Universiti Teknologi Petronas, 32610 Bandar Seri Iskandar, Perak Darul Ridzuan, Malaysia</i></p> <p>Abstract : In this paper, multivariate data analysis based on Partial least squares projection to Latent Structure (PLS) is utilized as an alternative approach to study the process variables-output responses relationship on a published data from an In-situ catalytic adsorption steam gasification pilot plant for H₂ production. Performance comparison between the multivariate PLS analysis is compared with the reported data in literature obtained using RSM, ANOVA analysis and three dimensional surface plots. Results show promising capability of the multivariate PLS approach in allowing the variables-responses relationship to be studied simultaneously.</p>
7	014-ipcemce	<p>Investigation of Optimum Drying Conditions for Pure PES Membranes for Gas Separation</p> <p>Marjan Farnam ^{*1}, Hilmi Mukhtar¹, Azmi Shariff¹</p>



		<p>¹ Department of Chemical Engineering, Universiti Teknologi PETRONAS, 32610 Bandar Seri Iskandar, Perak Darul Ridzuan, Malaysia</p> <p>Abstract : Polymeric membranes have been widely used in membranes gas separation. In this research, Polyethersulfone (PES) has been used as the polymeric matrix to prepare polymeric membranes. Different drying conditions have been tried to get the least residue solvent and then to achieve a dense structure membrane. However only at 150°C for 1 hour, good results were obtained. Also, FESEM images showed that a dense membrane has been achieved in this drying condition.</p>
8	015-ipcemce	<p>Heat transfer of nanofluid through boundary layer stagnation flow over shrinking surface influencing injection and variable stream conditions</p> <p>Vibhu Vignesh Balachandar^{*1}, Sulaiman Bin Haji Hasan², Ashwin Kumar Erode Natarajan³, Kandasamy Ramasamy⁴</p> <p>¹ Master's degree student of Mechanical and Manufacturing Engineering, FKMP, UTHM, Parit raja, Batu Pahat – 86400. ² Professor of Faculty Mechanical and Manufacturing Engineering FKMP, UTHM, Parit raja, Batu Pahat – 86400. ³ Master's degree student of Mechanical and Manufacturing Engineering, FKMP, UTHM, Parit raja, Batu Pahat – 86400. ⁴ Professor of Computational Fluid Dynamics, FSSW, UTHM, Parit raja, Batu Pahat – 86400.</p> <p>Abstract : In this paper, we analysed convective boundary layer stagnation point flow of nanofluid influencing by injection and magnetic field over a porous shrinking surface is investigated numerically and simulated with Maple 18 Software. Thermophoresis and Brownian motion effects are included in the nanofluid model. Governing nonlinear boundary layer equations for momentum, energy and continuity equations are transformed into a system of nonlinear ordinary coupled differential equations by using similarity transformations. The effects of physical parameters on nanofluid (Water and Gaseous) are analysed. It is found that for a certain range of injection process, solutions exists for velocity flow, temperature flow and volume concentration. It tends to provide solutions for skin friction, rate of heat and rate of mass transfer of nanofluids (Water and Gaseous).</p>
9	016-ipcemce	<p>Experimental techniques to investigate the effects of roller burnishing on the surface roughness and hardness of high strength thermoplastic-Polyoxymethylene</p> <p>Salman Al-Saeedi¹, Ahmed A. D. Sarhan², A.R Bushroa³</p> <p>^{1,2,3} Department of Mechanical Engineering, Faculty of Engineering, University of Malaya, 50603, Kuala Lumpur, Malaysia</p> <p>Abstract : Background: Burnishing is used progressively more as a finishing operation that offers added advantages, such as increased</p>



		hardness, fatigue strength and wear resistance. Objective: This study aim to investigate the effects of roller burnishing process on the polymeric materials. Results: Measured results were analyzed for surface roughness R_a and surface hardness H_v were conducted using signal-to-noise (S/N) response analysis and analysis of variance (Pareto ANOVA) to determine which process parameters are statistically significant. Conclusion: The burnishing process leads to a smoother surface on which significant effects of process parameters that include burnishing depth, speed, feed, roller width and lubrication.
10	017-ipcemce	<p>Impact of suction on a stagnation-point flow of copper nanofluids over a vertical porous plate in the presence of magnetic field</p> <p>Ashwin Kumar Erode Natarajan^{*1}, Norasikin Mat Isa ², Vibhu Vignesh Balachandar³, Kandasamy Ramasamy⁴</p> <p>¹Master's degree student of Mechanical and Manufacturing Engineering, FKMP, UTHM, Parit raja, BatuPahat – 86400. ²Senior Lecturer of Jabatan Kejuruteraan Tenaga dan Termobendalir, FKMP, UTHM, Parit raja, BatuPahat – 86400. ³Master's degree student of Mechanical and Manufacturing Engineering, FKMP, UTHM, Parit raja, BatuPahat – 86400. ⁴Professor of Computational Fluid Dynamics, FSSW, UTHM, Parit raja, BatuPahat – 86400.</p> <p>Abstract : The aim of this paper is to analyse the steady stagnation-point flow and heat transfer of an incompressible nanofluids towards a shrinking/stretching surface. The governing Navier-Stokes' partial differential equations are transformed to a set of nonlinear ordinary differential equations by means of a similarity transformation. A comparison analyses on sea water/fresh water based copper nanofluids is presented to investigate the effect of suction under the influence of pertinent parameters such as the magnetic parameter, Grashof number, Eckert number, thermal radiation and heat generation are discussed over a vertical porous surface. The temperature and velocity distributions of nanofluids at the porous surface illustrates that Cu-sea water nanofluid has high heat transfer than the Cu-fresh water nanofluids have quite similar characteristics for all stream conditions. Sea water can be effectively used as a basefluid to replace fresh water. Comparisons with published results is presented.</p>
11	018-ipcemce	<p>Physicochemical Properties of Aqueous Potassium Salt of α-Methylalanine (K-AMALA) as an absorbent for CO₂ removal</p> <p>Nor Faiqa Abd Aziz ^{*1}, A.M. Shariff ², M.S. Shaikh ³, Lau Kok Keong ⁴, Sahil Garg ⁵, and Asma Aftab ⁶</p> <p><i>Research centre for CO₂ Capture (RCCO₂C), Department of Chemical Engineering, Universiti Teknologi PETRONAS, 31750 Tronoh, Perak, Malaysia</i></p> <p>Abstract : Background: α-methylalanine (AMALA) is one of the sterically hindered amino acids which have potential for CO₂ removal. They have similar amine functionality as alkanolamine solvents and</p>



		<p>behave in a similar way during CO₂ capture. It is found that sterically hindered amino acids (SHAA) shows better performance in terms of absorption and desorption. However there are few studies to be carried out on this solvent for their commercial applicability. Objective: This work focuses on the physicochemical properties such as density, viscosity, and refractive index of aqueous potassium salt of α-methylalanine (K-AMALA) at concentrations ranging from 0.05 to 0.30 mass fractions and temperatures from 298.15 to 333.15 K. Additional objectives of this work is the determination of thermal expansion coefficients by using the density data and the correlation with temperature of each physical property by least square method. Results: It was found that the densities, viscosities, and refractive indices of the aqueous solutions of K-AMALA decrease significantly with increasing temperature at all concentrations and whereas with increasing the concentration, all three properties increase. The coefficient of thermal expansion increased at high temperatures and concentrations. Conclusion: The correlations for all measured properties were satisfactory over the whole range of temperatures and concentrations. The data presented in this work will enhance the body of the literature and will be helpful for the design of the CO₂ removal process.</p>
12	020-ipcemce	<p>Rice husk derived activated carbon for removal of Zn²⁺ from aqueous solution</p> <p>Nur Enzati Afwana Ismail *1, Anita Ramli 2, Mohd Faisal Taha 3</p> <p><i>Green Technology Centre, Department of Fundamental and Applied Science , Universiti Teknologi PETRONAS, 31750 Tronoh, Perak, Malaysia</i></p> <p>Abstract : Background: Rice husk is one of the agricultural wastes which have potential for preparation of adsorbent. It is found that rice husk activated carbon shows better performance in terms of adsorption studies of metal ions from aqueous solution.. Objective: This work focuses on characterization of activated carbon produced by rice husk by using Scanning Electron Microscope (SEM), Fourier transform infrared (FTIR) and BET Also study on adsorption of Zn(II) by using different parameter such as adsorbent dosage, initial metal concentration and contact time. Results: Carbonization temperature was effect to the surface area of Rice husk activated carbon. Well develop of pore structure by increasing carbonization temperature For adsorption studies it was shown that adsorption capacity of metal increase up to 85%. Conclusion: Based on the results, it can be concluded that rice husk activated carbon is a suitable adsorbent for the removal of Zn (II) from aqueous solution. The removal of Zn (II) is more than 85% indicating RHAC is an attractive alternative for cheap adsorbent material. RHAC carbonized at 700oC showed better evolution and development of pores.</p>
13	021-ipcemce	<p>Electrochemical study on the effect of Schiff base compounds as effective corrosion inhibitors for aluminum in acid media</p> <p>Ghulamullah khan*1, Kazi MD. Salim Newaz¹, Wan Jeffrey Basirun², Ghulam Mustafa khan³, Pervaiz Ahmed⁴</p>



		<p>¹ Department of Mechanical Engineering, Faculty of Engineering Building, University of Malaya, 50603 Kuala Lumpur, MALAYSIA.</p> <p>² Department of Chemistry, Faculty of Science Building, University of Malaya, 50603 Kuala Lumpur, MALAYSIA.</p> <p>³ Department of Chemistry, Faculty of Science, University of Balochistan, 87300 Quetta, PAKISTAN.</p> <p>⁴ Department of Physics, Faculty of Science, University of Malaya, 50603 Kuala Lumpur, MALAYSIA.</p> <p>Abstract : The corrosive inhibition and adsorption effects of two newly synthesized Schiff bases namely, 3-(5-methoxy-2-hydroxybenzylideneamino)-2(5-methoxy-2-hydroxyphenyl)-2,3-dihydroquinazoline-4(1H)-one, and 2-(3,3-Dimethyl-2,3-dihydroindol-2-ylidene)-3-[(2-hydroxyphenyl)-imino] propanal (abbreviated as SBCI-1 and SBCI-2, respectively) on the corrosion of aluminum in 1M HCl were investigated by numerous electrochemical approach including weightloss method, electrochemical measurements, and scanning electron microscopy (SEM). The achieved results point out that the synthesized Schiff base compounds are competent corrosion inhibitors for aluminum in 1M HCl solution. Polarization outcome recommend that these compounds perform anodic type inhibitor and results obtained from electrochemical analysis were in a good compliance with each other. EIS results exhibits that charge transfer resistance increased as a result of increasing inhibitor concentration. The adsorption of inhibitor molecules on aluminum surface comply Langmuir adsorption isotherm. The results obtained from free energy of adsorption recommend that the adsorption mechanism of synthesized Schiff base compounds was spontaneous.</p>
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No	Paper	Abstract
1	004-ipcaewm	<p>Trends in Temperature Extremes across Malaysia</p> <p>Husna Hasan ^{*1}, Nur Hanim Mohd Salleh ²</p> <p>^{1,2} School of Mathematical Sciences, Universiti Sains Malaysia, 11800, Minden, Pulau Pinang, Malaysia</p> <p>Abstract : Background: In a global climatic research, one of the current discussed topics is extreme temperature trends. This could be the result of climatic events happening worldwide such as droughts and heat waves. Accurate predictions of extreme temperature variability are important so as to monitor the extreme temperature pattern and take prevention steps. Objective: The main objective of this study is to analyze changes in the annual average daily temperature recorded at twenty-three meteorological stations in Malaysia. Results: The trends of the temperature are assessed by using linear least square method. The results showed a significant warming trend at most of the stations. Conclusion: The increase in temperature may be caused by natural or anthropogenic factors. The results obtained from this study provide</p>



		useful information on observed regional temperature trends and assistance in future planning.
2	007-ipcaewm	<p>EVALUATION OF BIOKINETIC COEFFICIENTS FOR CARBON OXIDATION IN SUSPENDED GROWTH USING COMPACT BIOREACTOR</p> <p>Nasiru Aminu ^{*1}, Shamsul Rahman Mohamed Kutty ², Mohamed Hasnain Isa ³</p> <p>¹ PhD Research Student, Civil & Environmental Engineering Department, Universiti Teknologi PETRONAS, 32610 Seri-Iskandar, Malaysia ² Associate Professor, Civil & Environmental Engineering Department, Universiti Teknologi PETRONAS, 32610 Seri-Iskandar, Malaysia ³ Associate Professor, Civil & Environmental Engineering Department, Universiti Teknologi PETRONAS, 32610 Seri-Iskandar, Malaysia</p> <p>Abstract : Background: The carbon and biological nitrogen removal from wastewater have been recognized as an established practice in the activated sludge process treatment technology. Even though, an extensive knowledge and prior practical hands on experience have been gathered for the conventional systems, a further research is required to determine bio kinetics in compact bioreactor systems. A prototype continuous flow bioreactor, with small footprint was developed. A synthetic sewage was prepared to imitate the municipal wastewater. The evaluation of bio transformational behavior of aerobic metabolic performance, in extended aeration for the digestion process was analyzed. The organic loadings, hydraulic and solids retention times were varied, in order to generate data for bacterial growth kinetics and substrate utilization. The linear regression model according to modified Monod's concept was used to determine the coefficients. The maximum substrate utilization rate, half velocity constant, cell yield coefficient, and decay coefficients were determined to be 2.16 d⁻¹, 635 mg sCOD/L, and -0.0203 d⁻¹, respectively. The maximum specific growth rate μ_{max} was found to be 2.53 d⁻¹. This experiment was done to enhance and validate on the bio kinetic parameters within the compact bioreactors. Consequently, this is necessary to validate application of empirical values to accomplish economic design and assessment of specific effluent quality.</p>
3	008-ipcaewm	<p>Evaluating Urban Growth Phenomena in Seremban, Malaysia, Using Land-Use Change-Detection Technique</p> <p>Maher Aburas^{1,2}, Sabrina Abdullah^{*1}, Mohamed Ramli¹, Zulfa Ash'aari¹</p> <p>¹ Faculty of Environmental Studies, University Putra Malaysia, 43400 Malaysia. ² The High Institution for Engineering Vocations Almajori, Benghazi, 00218 Libya.</p> <p>Abstract : In recent years, urban growth is one of the major issues that have gravely contributed to the destruction of the ecosystem. Land-use change detection is one of the most widely used techniques for evaluating urban growth patterns. This paper uses change-detection technique to evaluate urban development and its effect on land-use</p>



		change in Seremban City. Four land-use maps from 1984, 1990, 2000, and 2010 are used to detect land-use change in Seremban. Land-use values are initially computed by using GIS environment. Then, mathematical methods are used to determine the amount of change in each category of land use in Seremban from 1984 to 2010. Linear regression is used to identify the effect of built up areas on other types of land use. Results confirm that the built up area increased from 34.94 km ² in 1984 to 190.48 km ² in 2010, which suggests that urban development increased in Seremban. Meanwhile, linear regression results confirm that the built up category decreases agricultural land, indicating that new policies must be established for the protection of vegetation areas during urban and economic development in Seremban.
4	010-ipcaewm	<p>Studies about the effect of different photosynthetic light intensity on two isolated species of marine microalgae (diatom) for high lipid production</p> <p>Saravanan Jayakumar ^{*1}, Liang Yan Peng ¹, Mohd Hasbi Ab. Rahim ¹, Gaanty Pragas Maniam ¹, Natanamurugaraj Govindan ¹</p> <p>¹ <i>Universiti Malaysia Pahang, Department of Industrial Biotechnology, Faculty of Industrial Sciences and Technology, 26300, Gambang, Pahang, Malaysia</i></p> <p>Abstract : Background: Diatoms are very photosensitive and well known for their changes of direction in different light conditions. The light energy is detected by diatom at the apex of the cell. Diatom needs light energy to manufacture food and increase the cell density for itself. Objective: In this study, we tested the influence of four different light intensities on the batch cultures of two diatom species. The growth rate, dry cell weight and chlorophyll a were correlated with lipid accumulation for biodiesel production. Results: The growth rates of <i>Amphora sp.</i> and <i>Gyrosigma sp.</i> both recorded the highest point for the highest light intensity (40 $\mu\text{mol m}^{-2}\text{s}^{-1}$) which are 0.2860 d⁻¹ and 0.3067 d⁻¹ respectively. The highest dry cell weight resulted using the highest light intensity as well where both documented 0.1354 g and 0.1683 g. At the highest light intensity, the chlorophyll a reading were 0.1779 \pm 0.0059 and 0.1744 \pm 0.0133. Conclusion: In short, the strength of light energy is believed to influence the growth of microalgae, chlorophyll a, microalgal biomass and its lipid content for biodiesel production purposes</p>
5	011-ipcaewm	<p>Adsorption of malachite green dye on microwave and chemically treated <i>Casuarina equisetifolia</i> seeds as an eco-friendly adsorbent</p> <p>Anis Ayuni Aman Zuki¹, Mohamad Awang^{*2}, Asmadi Ali @ Mahmud³, Mohammad Hussin Zain⁴, Jazulhafiz Jefri Jaafar⁵</p> <p>^{1,2,3,5} <i>School of Ocean Engineering, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia.</i> ⁴ <i>School of Fundamental and Liberal Studies, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia.</i></p> <p>Abstract : The use of abundantly available coastal plant, <i>Casuarina</i></p>



		<p><i>equisetifolia</i> seeds as an eco-friendly adsorbents in batch adsorption was investigated. The adsorption of Malachite green (MG) dye onto microwave and chemically treated <i>Casuarina equisetifolia</i> plant seeds was carried out in the influence of various parameters such as contact time, initial dye concentration and adsorbent dosage. The results show that the adsorption for both adsorbents reached equilibrium within 180 min. Microwave and chemically treated <i>Casuarina equisetifolia</i> seeds (MCR) are more effective than chemically treated <i>Casuarina equisetifolia</i> seeds (CR) for the removal of MG dye. The percentage of MG dyes removal increased with the decrease of dye concentration and increase of the contact time and adsorbent dosage. The highest MG dye removal for CR and MCR adsorbents using 1.0 g of adsorbent dosage was 93.53% and 95.95% respectively. Both Langmuir and Freundlich isotherms models fitted the adsorption data by a high correlation coefficients $R^2 = 1.000$ for malachite green adsorption. Therefore, the application of adsorbent from <i>Casuarina equisetifolia</i> seeds for the removal of MG dye was successfully demonstrated.</p>
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No	Paper	Abstract
1	001-icket	<p>School-Parental Involvement and the Management of Public Secondary Schools in Katsina State, Nigeria</p> <p>Bagiwa Zulaihatu Lawal^{a*} And Azam Othman^b</p> <p>^a Faculty of Education, Umaru Musa Yaradua University Katsina, Katsina State, Nigeriab</p> <p>^b Kulliyah of Education, International Islamic University Malaysia, P.O. Box 10, 50728 Kuala Lumpur.</p> <p>Abstract : The study provides insights on how to overcome the numerous challenges of parental involvement in public secondary schools in Katsina State, Nigeria. The purpose of this study was to understand the strategies used by educational administrators/principals in overcoming these challenges so as to enhance meaningful parental involvement in the two selected public secondary schools in Katsina Zonal Directorate of Education. The study employed a qualitative research method which involved collection of data through a semi-structured interview, review of available school documents and field notes. Ten (10) participants were purposively selected for the interview using the snowball sampling technique. The study adopted Epstein's (1995) theory of overlapping spheres influence and the six typology of school, family and community partnership. The main conclusion reached in the study was that effective leadership is significant towards enhancing school parental involvement in public secondary schools. It further highlighted the strategies used by school administrators in enhancing parental involvement. In addition, the implications of the findings on school leadership were also harnessed. Thus, the study indicates that schools that designed more involvement activity roles records more parental</p>



		<p>participation as compared to the school with less involvement roles. Thus, children whose parents were involved in their learning activities performed better academically than children whose parents were less involved. Based on the findings it is recommended that the local and state government should collaborate with school administrators and work out modalities to create more avenues in which the parents and communities could be more committed to educational management in the area.</p>
2	003-icket	<p>Multimedia animations and social skills: A preliminary study on social skills acquisition through animated social stories</p> <p>Win Ko Min and Dr. Lau Bee Theng</p> <p><i>Faculty of Engineering, Computing and Science, Swinburne University of Technology (Sarawak Campus), Malaysia</i></p> <p>Abstract : Social story is an effective and resource-efficient approach to assist children with Autism Spectrum Disorder (ASD) in acquiring social skills. A combination of social stories and multimedia animations delivered via a laptop computer was proven successful based on the concept that children with ASD are visual learners and have some knowledge in using information technology. Although animated social stories work well with ASD children, the effectiveness of generalized animated social stories which are meant for general ASD children, may vary depending on their needs, preferred learning styles and social-economic backgrounds. This paper presents the impact of generalized animated social stories on 18 children who are diagnosed with ASD. The results of the study prove that the impact of generalized animated social stories is not the same with individual. This research highlights significance of individual participant's backgrounds and proposes differentiation of animated social stories.</p>

No	Paper	Abstract
1	001-icica	<p>Comparison of Various Intrusion Detection Systems in VANET</p> <p>Fahad Nazir Bhatti ^{*1}, RB Ahmed ², Mohamed Elshaikh ³, Hamid Mohammad Bhatti ⁴</p> <p>^{1,2,3} School of Computer and Communication Engineering, Universiti of Malaysia Perlis, 02600 Arau Perlis, Malaysia. ⁴ Institute of Information & Communication Technology, University of Sindh, 76080 Jamshoro Hyderabad, Pakistan.</p> <p>Abstract : Security is a demanding assets into vehicular ad hoc network (VANET) due to open-medium, infrastructure less, partial-battery-power, partial-bandwidth and dynamic-topology. In general, security can be divided into two levels; the first level is authentication, where techniques such as cryptography is widely deployed. The second level is intrusion detection systems (IDS). IDS is preferred in open nature networks such as VANET. The work in this paper is twofold. The</p>



		<p>first part focuses in security attacks in VANET and classification of various attacks based on security violation, such as Confidentiality, Authentication, Authorization, Integrity, Availability, and Identification in VANET. The second part focuses in analyzing the performances IDS techniques, such as Misuse detection, Anomaly Detection and Specification Detection techniques in VANET, and a comparison between common IDS techniques is presented. Furthermore, a discussion on the strength and limitation of IDS techniques is presented based-on the literature.</p>
2	002-icica	<p>Fuzzy Analytic Network Process for Evaluating Quality of Life: A Case of Coastal Population</p> <p>Lazim Abdullah ^{*1}, Wan Salihin Wong Abdullah ², Syerrina Zakaria ³, Razak Zakaria⁴, See Xiou Qing⁵</p> <p><i>^{1,3,5} School of Informatics and Applied Mathematics, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia</i> ² School of Social Development and Economics, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia ³ School of Marine Science and Environment, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia</p> <p>Abstract : Background: Evaluation of Quality of life (QOL) has been explored using various approaches ranging from typical statistical analysis to advanced integrated intelligent approaches. However, there have been very little discussions about the application of hierarchical network based decision analysis to evaluate QOL. Furthermore, evaluation of QOL mostly conducted to general population of a country or a group of people. Objective: This paper aims to apply fuzzy analytic network process (fuzzy ANP) for evaluating QOL of a coastal population in a new wetlands area. Coastal population in Setiu Wetlands of Terengganu Malaysia was sampled for evaluating their level of QOL. An expert in coastal population studies was interviewed to provide linguistic evaluation with respect to three factors and ten sub-factors of QOL. The six-step fuzzy ANP was successfully employed in obtaining the total percentage of QOL. Results: It is found that the sub-factors of income was carried the highest contributor to the QOL. The least contributor was the sub-factor of environment. The total QOL was fifty four per cents indicate the level of QOL of the population is medium. Conclusion: The results reflect the mediocre level of QOL among the coastal population thereby more initiatives need to be facilitated to improve their QOL.</p>
3	009-icica	<p>Analysis of Vehicular Network Performance under Sinkhole Attack using OMNeT++</p> <p>Fahad Nazir Bhatti ^{*1}, R Badlishah Ahmad ², Mohamed Elshaikh ³, M Nazri M Warip ⁴, Shamsul Jamel Elias ⁵</p> <p><i>1,2,3,4,5 School of Computer and Communication Engineering, ENAC, University of Malaysia Perlis, 02600 Arau Perlis, Malaysia. E-mail : fahadnazirbhatti@gmail.com</i></p>



		<p>Abstract : Vehicular adhoc network (VANET) is a popular area of research to provide safety in intelligent manner, various sensors are used to make it possible communication within moving vehicles on the road. Security always considered as a second step after successful deployment of a network, due to attachment of intelligent structure of VANET, the security concern issue triggers to compromise the data integrity and its performance, This paper contribute the simulation work to conduct the investigation of network performance, the work of this paper is divided in three steps, 1. Simulate the network with number of vehicles 10 to 50 where all vehicles non malicious, 2. Simulate the network with number of vehicles 10 to 50 under sinkhole attack, total number of sinkhole attacker vehicles are 4. And in the final step presents the analysis of VANET under sinkhole attack, by calculating its Dropping Ratio (DR). The analysis shows the network with sinkhole attack drag down the network performance, the DR is increase rapidly with different send interval which is not an normal performance of an network as the DR is increase 80% with 50 vehicles in the network and 4 sinkhole attacker vehicles in to the network, it analyze with different number of vehicles and with different number of attacker vehicles, the simulation experiment is assumed for highway scenario and use the OMNeT++ simulator, and it analyze on DYMO routing protocol.</p>
4	010-icica	<p>Timing Attack Threat to VANET Congestion Control</p> <p>Fahad Nazir Bhatti ^{*1}, R Badlishah Ahmad ², Mohamed Elshaikh ³, M Nazri M Warip ⁴, Shamsul Jamel Elias ⁵</p> <p><i>^{1, 2, 3, 4, 5} School of Computer and Communication Engineering, ENAC University of Malaysia Perlis, 02600 Arau Perlis, Malaysia</i></p> <p>Abstract : Vehicular Adhoc Network (VANET) motivate to design safety applications to accommodate the safety and privacy to vehicles, it embedded with sensor devices which predict the events and measure various situations, as growth in its applications the possible attacks triggered due to infrastructure less network, traditional security cannot to avail in such open nature environments, cryptographically methods used to protect, thus these methods are heavy to avail due to less storage availability and heavy in design, resultant the attacks arise, some of attacks can be compromised but one of serious attack named Timing attack (TA) aiming to generate the possible delay to forward alert messages, as vehicles cannot afford delay due to speed and limitation of time frame and most of safety applications are designed to alert the situation within seconds to take possible action to face unexpected events. The work in this paper is threefold, first we discuss the TA, second present the simulation of TA in network by using OMNeT++ and third analyze the Impact of congestion in VANET by calculating Packet Delivery Ratio (PDR) and Dropping Ratio (DR). the simulation result shows the TA is stand against safety applications which possible increase the congestion in network by generate the delay to transmit the alert message, the PDR is decreased, while DR</p>



		increased thus PDR decrease with various situations and DR is directly concern with PDR which increase, and its analyze on DYMO routing protocol to investigate effect on TA on VANET, it is not too late to mitigate the TA in VANET as research in VANET is motivating to researchers to bring possible countermeasure tools which can help to prevent TA.
5	011-icica	<p>A Comparative Study: Cloud Based E-Learning Architectures</p> <p>Dr Thamilvaani Alvar ^{*1}, Rajesvary Rajoo², Patricia Jayshree³</p> <p>¹<i>Faculty of Science, University of Nottingham Malaysia Campus, Malaysia</i> ²<i>Faculty of Science and Technology, Department of Computing, Nilai University, Malaysia</i> ³<i>Faculty of Science and Technology, Department of Applied Sciences, Nilai University, Malaysia</i></p> <p>Abstract : The recent development in information technology has revolutionized education. Today, e- learning is a fundamental tool used widely by various stakeholders in the field of education. It enables resource sharing using Internet and web based application to support the teaching and learning process. It also contributes in providing widespread and easily accessible learning resources from different parts of the world. As the result of emerging technologies over the last few years, a new form of computing paradigm was formed called cloud computing. Cloud computing provides services and storage over the internet. It provides service oriented computing platforms and greater flexibility in accessing and delivering resources over the network. This enables cloud computing to be used effectively in the e-Learning process and the sharing of resources. Integration of these two technologies enriches the process of teaching and learning. This paper provides a review of some proposed cloud based e- learning architectures initiatives along with issues in both technologies and the reasons of moving on to cloud based e- learning.</p>
6	015-icica	<p>EFFICIENT LOADS BALANCING IN GRID COMPUTING SYSTEM USING MIN-MIN SCHEDULING ALGORITHM</p> <p>J.Y Maipan-uku*, M. Abdullah, A. Azizol and M. Hussen</p> <p><i>Department of Communication Technology and Networking, Faculty of Computer Science and Information Technology, University Putra Malaysia, 43400 UPM Serdang, Selengor D.E., Malaysia</i></p> <p>Abstract : Grid computing has significant in resolving huge amount of computational problems in a high performance computing environment. Due to its heterogeneity, dynamic behavior and shared resources, scheduling of tasks to best suitable resource is prove to be NP hard problem. Numerous mechanisms have been adopted for scheduling of independent tasks in grid computing system environment. In our study, new scheduling algorithm for allocating independent tasks in a grid environment is proposed. Numerous performance metrics can be used to determine the eminence of a given</p>



		<p>schedule. Here we applied load balancing, flowtime and fitness. The proposed algorithm is compared with existing heuristics for performance measures. The result of our experiment shows that, the proposed algorithm reduces machine idle time by sufficiently and evenly distribution of loads among grid resources compare to existing heuristics.</p>
7	018-icica	<p>Framework for extracting and identification of text as triggers for maqam transition in the Self-Help Maqam-Based Search System</p> <p>Roslina Othman ^{*1}, Mohamad Fauzan Noordin¹, Akram M Z M Kheder¹, Sadia Hamid Kazi ¹, Siti Raudah Abdul Karim¹, Tengku Mohd Tengku Sembok ², Emma Nuraihan Mior Ibrahim³</p> <p>¹ International Islamic University Malaysia, Department of IT, Kulliyyah of ICT, P.O. Box 10,50728, Kuala Lumpur, Malaysia ² National Defense University of Malaysia, Faculty of Science & Technology, 57000, Kuala Lumpur, Malaysia ³ MARA University of Technology, Faculty of Computer & Mathematical Science, 40450, Kuala Lumpur, Malaysia</p> <p>Abstract : Background: The inherent purpose of information extraction either manual or automatic is focused on the improvement of any analysis that is required to perform on the text extracted. By information extraction, it is also possible to enhance the pace and intensity of the user's performance. We have developed a web based self-help system based on the seven maqams or hurdles mentioned in the book Minhaj 'al Abidin by Imam Al-Ghazali (R.A). In this book, Imam Al-Ghazali has defined seven hurdles or maqams that can guide a Muslim to attain proximity to Allah (SWT). Each hurdle or maqam has its own set of conditions or triggers that needs to be fulfilled in order to cross that particular hurdle. In this paper, an extraction framework have been proposed to manually extract and assessed the relevancy of texts based on the physical and psychological constructs that activates the transitions from one hurdle/ maqam to the other. The proposed framework for the manual extraction process is based upon the concepts of general information extraction architecture but modified to make it more efficient for the pertinent self-help system.</p>
8	019-icica	<p>Psychometric association of triggers initiating state transitions of the 7 maqams of the Self-help Maqam-based Search System</p> <p>Roslina Othman , Mohamad Fauzan Noordin, Akram M Z M Kheder, Sadia Hamid Kazi, Siti Raudah Abdul Karim, Tengku Mohd Tengku Sembok, Emma Nuraihan Mior Ibrahim</p> <p>Kulliyyah of ICT, International Islamic University Malaysia , Kuala Lumpur, Malaysia Faculty of Science & Technology, National Defense University of Malaysia, Kuala Lumpur, Malaysia Faculty of Computer & Mathematical Science, MARA University of Technology, Kuala Lumpur, Malaysia</p> <p>Abstract : A Self Help Maqam Based Search System has been</p>



		<p>developed which has the objective of assessing input events by a user and to evaluate certain rules to allow the user to transit from one maqam to the next. These states or maqams are related to the 7 states or hurdles as mentioned in the book “Minhaj ‘al-‘Abidin” by Imam Al Ghazali (R.A.) with the goal of attaining the highest maqam thus allowing the user to gain enough knowledge to be awarded the right of proximity towards Allah (SWT). The physical and psychological constructs have been already identified that activate the transitions from one state to the next in this Self Help Maqam Based Search system. The user has to fulfill these triggers or conditions to eventually cross a maqam or hurdle, and move into the next. Ultimate goal is to reach the seven maqam. Now the objective of this paper is to associate the triggers or transition factors to the preexisting psychometric evaluating factors and thus using the knowledge of the psychometric analysis it can be shown how the triggers will measure appropriately the user's capability and suitability to perform the triggers necessary to cross individual maqams.</p>
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