



ICMRP 2013
Conference Proceeding
Book of Papers

1st Innovation Challenges In Multidisciplinary Research & Practice

Editor:

Dr Ahmad Saddam Ph.D, Country Director (Global Illuminators Iraq)

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A.Saddam

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Universiti Teknologi Malaysia

ICMRP 2013 Hosts

Universiti Teknologi Malaysia

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Universiti Teknologi Malaysia (UTM) an innovation-led and graduate-focused Research University. It is situated in Kuala Lumpur. Universiti was established in 1972. Name of the vice chancellor of the university is Prof. Datuk Ir. Dr. Wahid bin Omar. Total number of academic staff of university with PhD is 1244. Number of PhD students are 4706, postgraduate students are 13780, undergraduate students are 11392 and international students are 5175. The vision of the university is to be known as a world-class centre of academic and technological excellence.

Conference President Message

Professor.Zamri Mohamed

Welcome!

I wish to welcome all participants of the conference to Malaysia and specifically to Kuala Lumpur, its capital city. Joining us from all corners of the world, I hope you will have an enjoyable as well as a productive time in Malaysia. Innovation has become a very important issue to all countries in the world as we all strive to create something of value, commercially or of other benefits, to our society. Innovation is needed in all aspects of life and at every level of society. Innovation can create the necessary changes and improvements we need to further develop our field of study, our organization and our countries. It will be innovation that will be the discriminator of the best and the worst organizations in the very near future as we move away from the resource-based economy to the knowledge or innovation-based economy. We will then depend less on purely physical resources and huge financial investments, but more on knowledge, innovation and human creativity. This will be inevitable as the earth's finite resources deplete and our knowledge increases.

It is on this premise that UTM Perdana is co-organizing the conference. We are grateful to Global Illuminators for inviting us to collaborate in organizing this conference. I hope this multidisciplinary platform will add value in advancing the knowledge and sharing the best practices of different fields and different regions across the globe. Last but not least I wish to thank all the various committee members, the participants and everyone involved in making this conference a success, with a big TerimaKasih!

Conference Chair Message

ICMRP-2103 provides a platform to the scholar in various fields for stirring new ideas. A major problem faced by today's growing economies is less allocation of financial and human capital resources. The reason behind this problem is biased policy making by policy makers towards the media oriented sectors of the economy, limiting the scope of innovation to some specific areas and fields. While most of the developing Asian world is relying on traditional sectors. This platform provides equal opportunity to all fields to meet the solutions faced by developing countries based on economic problems. By new ideas we the scholars of the time can help the policy makers and governments to meet the innovation challenges. This cross fertilization of ideas will provide the basis for developing an infrastructure which can serve the society in a better way. This is the main theme of this conference. "Let's help all fields grow together to serve the society in a better way".

A very special thanks to our honorable scientific and review committee for reviewing the papers of this event, selecting the best paper awards and helping the participants in publishing their research in affiliated journals. Also special thanks to all the session chairs from industry, academia and policy institutions who volunteered their time and support to make this event a success. A very special thanks to the great scholars for being here with us as key note speakers, their valuable thoughts will surely open the horizon of new research and practice for the conference participants throughout the world. I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. I am also indebted to the collaborating institutions for playing their key role in making this event successful (UTM Perdana School of Science Technology and Innovation Policy, Asian Economic and Social Society, and Pak Publishing Group). We the scholars of this world belong to the elite educated class of this society and we owe a lot to return back to this society. Let's break all the discriminating barriers and get free from all minor affiliations. Let's contribute even a little or single step for betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world. Stay blessed.

Type of ICMRP Papers

For this year, ICMRP has two types of papers: *Empirical Studies* and *Insight*. Research papers meet the needs of researcher and reviewed on the basis of highest academic standards. The objective of the academic paper is to contribute in the scientific body of knowledge. Contrary, Inside papers meet the needs of policy makers and professionals and reviewed on the basis of high practical standards. The objective of the Insight is to identify the real world problems and how can solve with the help of information systems.

Reviewing Criteria

In ICMRP all papers are used to judge on the criteria (relevance, significance, originality, validity and clarity). However some criteria differ between the Research papers and Insight papers.

Relevancy: Relevancy has a great impact on the theme of the conference. The material is relevant and according to the theme of the conference.

Significance: Knowledge in different researches in the conference is related to research papers and insight papers.

Originality: Ideas that are new for the researchers are used in the conference.

Validity: Research papers in the conference are based on theory while the insight papers in the research are based on experimental researches. References are according to content.

Clarity: Papers are according to the format, language is easy and understandable by the audience in the conference.

Acceptance Rates

Full Research Papers					
Submitted Papers	Accepted Papers	Poster Papers	Withdrawn	Unqualified papers	Acceptance Rate
70	29	12	10	19	41.4%

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Acknowledgment

A huge numbers of people helped in conducting the conferences. First of all thanks to all the members of the Conference and Program Committee and representatives of the ICMRP board and their helpers. We also want to thank all the Track Chairs, Track Co-Chairs and reviewers, as well as all the member of the Scientific Committee for their help in the review process and organizing the tracks and special sessions. We thank everyone for their hard work and dedication to this conference and we look forward to the latest episode of the ICMRP tradition.

Farooq Ahmed Jam (PhD), Tariq Iqbal Khan (PhD)

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Lau Wee Yeap (Ph.D) Senior Lecturer and Head of Department of Statistics Faculty of Economics and Administration University of Malaya – Kuala Lumpur

Sailesh Sharma (Ph.D) Senior Lecturer, and deputy vice chancellor (Academic & International) Institute of Educational Leadership University of Malaya – Kuala Lumpur

Chee-Ming Chan (Ph.D) Senior Lecturer Civil and Environmental Engineering Universiti Tun Hussein Onn, Malaysia

Ravindran Ramasamy (Ph.D) Professor Graduate School of Business Tun Razaq, Kuala Lumpur Malaysia

Vignes Gopal SLAI Fellow Faculty of Economic and Administration University of Malaya Kuala Lumpur, Malaysia

***Nurul Akmar Emran(Ph.D)** Senior Lecturer Computational Intelligence Technologies (CIT) Centre of Advanced Computing Technology (C-ACT) Faculty of Information and Communication Technology Universiti Teknikal Malaysia Melaka (UTeM), Malaysia*

***Mohad Azman Abdullah (Ph.D)**Faculty of Mechanical Engineering Universiti Teknikal Malaysia Melaka, Malaysia*

***Nor Liyana Mohd Shuib** Faculty of Computer Science & Information Technology University of Malaya – Kuala Lumpur, Malaysia*

ICMRP 2013 Keynote Speakers

Professor Dr. Syed Tahir(Ph.D)

Professor & Dr. Syed Tahir Hijazi is Ex. Dean at College of Business Administration, American University in The Emirates, Dubai UAE. He is regarded as leading international economist and reputed advocate of innovation in academia. His contribution for promotion of research excellence and academic innovation are recognized at international level. Dr. Hijazi has been in leading positions formerly across many countries including USA, Greece, Pakistan, and UAE. He has been involved in research and development activities with World Bank, ADB, ILO, USAID, UNDP and several other global level institutions. He is among the main advisors of Global Illuminators International. His research contributions are wider and impactful for the scholars and researchers in the multidisciplinary fields. He is among the top advocates of promoting multidisciplinary research and practice for better service of humanity. He is on the advisory boards of several countries for development of innovation infrastructure to help in growth of knowledge based economies. His 35 years of rich academic and research experience along with visionary leadership for innovation and excellence makes him an ideal scholar to share his thoughts regarding innovation challenges in multidisciplinary research and practice.

Dr. Fatimah Mohd Amin

Dr. Fatimah Mohd Amin is a Senior Research Fellow in the Economic Planning Unit (EPU), Prime Minister's Department since 2008 until now. Her main task is to serve as the technical resource person in policy studies related to the manufacturing, science, technology and innovation, and energy sectors. Currently, she is involved in the Study to Formulate an Energy Policy for Malaysia for the period 2013-2050. In the manufacturing sector, Dr. Fatimah had led policy studies on Moving up the Value Chain: A Study on Malaysia's Solar and Medical Device Industries, and the Study on Industrial Estates Development in Malaysia. Dr. Fatimah started her professional career as a Research Officer at the Tun Ismail Atomic Energy Research Institute (PUSPATI) which is now renamed as the Malaysian Nuclear Agency. She held various positions in the Nuclear Agency including Acting Deputy Director General, Head of the Planning Unit and Head of Health and Radiation Control. She also served as Science Attaché at the Embassy of Malaysia in Austria and Alternate Resident Representative of Malaysia to the International Atomic Energy Agency (IAEA). Dr. Fatimah was a member of the IAEA's Senior Advisory Group on Nuclear Energy (SAGNE) from 2004 to 2010 and the First Chairperson of the Asian Network for Education in Nuclear Technology. Dr. Fatimah has been involved in science, technology and innovation policy and management in different capacities at the institutional and national levels. She was seconded to the Ministry of Science, Technology and the Environment from 1993 to 1997 and served as the Deputy Director for Policy and Research Management. She was again seconded to the Ministry of Science, Technology and Innovation (MOSTI) and served as the Director for Science, Technology and Innovation from 2005 to 2007. Dr. Fatimah

graduated with a Bachelor of Engineering Degree with Honors from University Malaya, a Master of Science in Nuclear Technology from the University of Surrey, United Kingdom, and a PhD in Public Policy majoring in Science and Technology Policy from George Mason University, USA.

ICMRP 2013Track's Chairs

Business Management & Economic Studies

Dr. Teoh Ai Ping, AsriLaksmiRiani, Dr. AstrieKrisnawati, Dr. Ahmad Saddam, Dr. Amran Bin Muhammad, Dr.HadiEbadi, Dr. TitikSetyaningsih, SitiMasturaMdIshak

Social Science & Humanities

Dr. Shadiya Mohamad Saleh Baqutayanand Farnaz Salahi, Dr. Akbariah Mohd Madhazir, Leng Pau Chung , Dr. Akbariah Mohd Madhazir, Dr. Hendrati Dwi Mulyaningsih, Dr. Chee-Ming Chan, Dr. Sri Herliana, Dr. Maithreyi Subramaniam , Raja Nurul Jannat Raja Hussain, Dr. Ahmad Saddam, Tariq Iqbal Khan, Dr. Shadiya Mohamad Saleh Baqutayan and Dr. Mimi Mohaffyyza Mohamad

Health and Medicine Studies

Dr.ViskasariPintokoKalanjati, Mohammad Saiduzzaman Khan ,Dr.Viskasari Pintoko Kalanjati, Nor Amalina Mustaffa

Engineering & Technology Studies

Prof. Dato' Dr. IrAzahari Bin Haji Md Saleh, S. Malik, Dr Mustafa Din Bin Subari, Okta Nurika, Dr. Iman Mazinani, Dr. Mohd Azman bin Abdullah, Dr. Nurul Akmar Emran, Tariq Iqbal Khan

Physical, Applied and Life Sciences

Dr. Peyman Razi, Dr. Tariq Iqbal khan, Monika Munirah Ab Razzak, Dr.Hadi Ebadi, Dr. Aini Suzana Datuk Hj Ariffin, Dr. Maithreyi Subramaniam, Dr. MohdAzman Bin Abdullah, Jeyasingam Govindaraj

ICMRP 2013 Panels

Common Method Issues: Nature, effects and coping strategies- A multidisciplinary approach

Moderator: *Prof. Zamri Mohamed*

This Panel will discuss common method issues focusing on nature of method variance, its potential effects on observed relationship and what can be done as a remedy for potential problems. There will be multiple scholars from different area of interests who will explore researchers' opinions and experiences about addressing method variance in academic research.

ICMRP 2013 Best Paper Nominees

Lithium concentrations in the mangrove snail *Nerita lineata* and surface sediments collected Peninsular Malaysia

Chee Kong, YAP* and Wan Hee, CHENG
Department of Biology, Malaysia

The mean Hearing Threshold Levels among employees on adopting different Permissible Exposure Limits

Dr. Balachandar S. Sayapathi
Centre for Occupational and Environmental Health, University of Malaya, Malaysia

Simulation car following in urban area as Stochastic Process Using Multi Agent System

Mounir Gouiouez , Nouredine Rais , Mostafa Azzouzi Idrissi
Morocco

Effective Integration of Wiki for Collaborative Learning in Higher Education Context

Farrah Dina Yusop & Siti Mariam Muhammad Abdul Basar
University of Malaya, Kuala Lumpur, Malaysia

Multi-tier Point to Multi Point WMNs: A Layer 2 Performance Analysis

Nazdiana Ab Wahab, Muhammad Ghazie Ismail
Faculty of Electronics and Computer Engineering, University Teknikal Melaka, Malaysia

ICMRP 2013 Best Paper Award Winners

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List of ICMRP 2013 Academic Papers

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Relationship between Entrepreneurial Orientation, Marketing Orientation, Knowledge Management and Innovative Performance: Studies in Batik Craftsmen in Surakarta, Sragen, Karanganyar, and Lasem
AsriLaksmi Riani

ID: ICMRP-13-292

Integration in Central Asian Region: Analysis, Problem and Prospects
Dr. Kulyanda Nurasheva

ID: ICMRP-13-408

State Support of Smallscale and Mediumsized Business in Kazakhstan
Raigul Doszhan

ID: ICMRP-13-413

Study on TheAutoregulation Tax System Level in Romania Using Ecm Model and Artificial Neural Network
Stelian Stancu, Laura Elly Naghi, Alexandra Maria Constantin, Cristian Bordea

ID: ICMRP-13-427

Corporate Morality: A Review of The Underlying Views on Corporate Social Responsibility (CSR)
Misbau Alamu Lateef & Kafayat Quadri

ID: ICMRP-13-434

Emending Trends in Associative Classification Data Mining
NedaAbdelhamid, Aladdin Ayesh, FadiThabtah, WaelHadi

2. Social Sciences & Humanities

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Floating Markets: Balancing The Needs of Visitors as A Tourist Attraction and Locals Way of Life. A Case Study of Talingchan Floating Market, Bangkok Thailand
Dr. Adarsh Batra

ID: ICMRP-13-189

Effective Integration of Wiki for Collaborative Learning in Higher Education Context
Farrah Dina Yusop & Siti Mariam Muhammad Abdul Basar

ID: ICMRP-13-270

Review of The Studies On Adult Intimate Relationship

HasleeSharil Lim Abdullah, Maryam Nakhostin Maher, Nastaran Alsadat Hosseini, Farnaz Salahi

ID: ICMRP-13-336

Scaling Up Conservation Agriculture in Pakistan: A Perspective to Mitigate Climate Change

Muhammad Iftikhar, Saleem Ashraf, Ghazanfar Ali Khan & Babar Shahbaz

ID: ICMRP-13-340

Initial Conceptual Model of Knowledge-Based Social Innovation

Hendrati Dwi Mulyaningsih, Gatot Yudoko, Bambang Rudito

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A Systematic Evaluation of Security Awareness Programs for Combating Identity Theft: A Conceptual Framework

Noor Hayani Abd Rahim & Assoc. Prof. Dr. Miss Laiha Mat Kiah

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The Refined Role of A Judge in Criminal Trials: ‘Adquisitorial’

Kafayat Quadri

3. Engineering & Technology Studies

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Enhancement of Organics and Nitrogen Removal of Compact Extended Aeration Reactor (Cear) By Using Attached Growth System

Nurul Izma Mohammed, Shamsul Rahman Mohamed Kutty

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A Qualitative Study of Client Experiences of Participating in Counselling Sessions with Counsellor Trainees

Ruhani Mat Min

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Dr. Sajjad Hayat Akhtar, IrfanUllah

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Multi-Tier Point to Multi Point Wmns: A Layer 2 Performance Analysis

Nazdiana Ab Wahab Muhammad Ghazie Ismail

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Concrete Cracks Repair Using Epoxy Resin

Renga Rao Krishnamoorthy, Sharifah Nadhrah Syed TajulArif

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Pressure Monitoring for Furnace Air System Using Plc&Scada

Mr.Gowrishankar Kasilingam, Ms.Mritha Ramalingam, Ms.R.Puviarasi

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Effect of the Addition of Soy Milk on the Physical and Rheological Properties of Ice Cream

F. Aboulfazli1 A.S. Baba, Misni Misran

ID: ICMRP-13-432

The Survey of Wireless Electrocardiogram Monitoring System

Tan Yong Sing, Mohammad Shyrrel Shagilan, K.Gowrishankar, Mritharamalingam

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Politics of Partition-Migration and the Economic Instability of the East Bengal Hindu Migrants: Evidence from the Fieldwork.

Golam Sarwar Khan

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Dynamic Data Storage Publishing and Forwarding in Cloud Using Fusion Security Algorithms

Srinivasulu Asadi, Dr.Ch.D.V.SubbaRao, Bhudevi A

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The Mean Hearing Threshold Levels among Employees on Adopting Different Permissible Exposure Limits

Dr. Balachandar S. Sayapathi

ID: ICMRP-13-151

Lithium Concentrations in the Mangrove Snail NeritaLineata and Surface Sediments Collected Peninsular Malaysia

Chee Kong, Yap Wan Hee, Cheng*

ID: ICMRP-13-153

Simulation Car Following in Urban Area as Stochastic Process Using Multi Agent System

Mounir Gouiouez, Nouredine Rais, Mostafa AzzouziIdrissi

ID: ICMRP-13-173

Biochemical Evaluation of Duckweed (Lemna Minor) In Calabar

Ayuk, A. Ausaji Ph.D

ID: ICMRP-13-235

Enhancement of Organics and Nitrogen Removal of Compact Extended Aeration Reactor (Cear)
By Using Attached Growth System

Nurul Izma Mohammed, Shamsul Rahman Mohamed Kutty

ID: ICMRP-13-338

Cadmium Selenide Nanoparticles Synthesis in Polymer Matrices for Solar Cells Application

S.Malik, Fatin Hana Naning

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