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MISG 2014

MULTIDISCIPLINARY INNOVATION FOR SUSTAINABILITY AND GROWTH

27-28 AUGUST 2014

Kuala Lumpur, Malaysia



CONFERENCE PROCEEDINGS

BOOK OF ABSTRACTS MISG-2014

International Conference on
“MULTIDISCIPLINARY INNOVATION FOR
SUSTAINABILITY AND GROWTH”
(MISG- 2014)
Kuala Lumpur, Malaysia.

**Global Illuminators,
Kuala Lumpur Malaysia**





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**INTERNATIONAL CONFERENCE ON
“MULTIDISCIPLINARY INNOVATION FOR
SUSTAINABILITY AND GROWTH” (MISG- 2014)
KUALA LUMPUR, MALAYSIA.**

Venue: Pearl International Hotel,
Kuala Lumpur, Malaysia

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CONFERENCE CHAIR MESSAGE

TARIQ IQBAL KHAN



The MISG-2014 serves as a multidisciplinary platform for stirring the new ideas, presenting cutting edge research and promoting collaborations among scholars from various fields. A major issue faced by today's growing economies and organizations is

that irrespective of allocation huge financial and human capital resources they are not able to grow as an innovation based economy. The reason behind this failure is the biased policy making towards few bright and 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. The major reason behind this lack of innovation is that governments, policy making institutions and scholars are less concerned about the auxiliary fields. This platform is established to provide an equal opportunity to all fields for sharing innovative insights to meet the challenges faced by developing countries in transforming from traditional economy to knowledge based economy. By cross fertilization of ideas we the scholars of the time can help the policy makers and governments to meet the innovation challenge. 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. "Role of multidisciplinary innovation for sustainability and growth policy".

A very special thanks to our honourable scientific and review committee for spending much of their time in



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. 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.

Thank you

Tariq Iqbal Khan

Conference Chair MISG-2014

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KEYNOTE SPEAKERS

Syed Tahir Hijazi (Ph.D).



Professor Dr. Syed Tahir Hijazi is a Dean at Graduate School of Business, American University of the Emirates, Dubai UAE. He is regarded as a 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, Pakistan, UAE and have been involved in research and development activities with World Bank, IDBP, WHO 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.

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Raja Roslan Bin Raja Abd. Rahman (Ph.D).



Associate Professor Dr. Raja Roslan Bin Raja Abd. Rahman currently, attached to the Centre for Languages and Human Development, UTeM since 2008 as Associate Professor in Human Resource Development. He was a Senior Lecturer at the Institute of Technology Management and Entrepreneurship (IPTK), National Technical University College of Malaysia (KUTKM), Ayer Keroh, Melaka from 2004. He was appointed as Head of Department, MATDEC at Institute of Technology Management and Entrepreneurship, where he had assisted the establishment of Faculty of Technology Management and Teknousahawanan (FPTT) in March 2009. He is regarded as leading the leadership area when he was appointed as the Coordinator of Graduate Studies (Course Work) at the Graduate School, University Teknikal Malaysia Melaka and after that he was assigned as the Director, Center for Continuing Education (PPB) from 27 April 2009. Holds Certificate/Diploma (MPSI) -Pengajian Malay and Physical Education, Special Teaching Certificate (MPIK) - Physical Education, Diploma in Teaching (IPSI) - Physical Education and Health, Bachelor of Education-Hons. (UPM) - Teaching of Malay as a First Language, Master of Science (Human Resource Development/Total Quality Management) - UPM. and Doctor of Philosophy in Communication Humanities/Leadership Communication at the Faculty of Modern Languages and Communication, Universiti Putra Malaysia. As someone who has enthusiasm and dynamic leadership, he had served as President of the Student Representative Council (SRC), Teachers' Training College, Cheras,

Kuala Lumpur (1990), President of the Student Representative Council (SRC), Sultan Idris Training College, Indianapolis (1992) and the Assistant Secretary General, Students' Representative Council (SRC), Faculty of Education, University of Agriculture/Putra Malaysia (1993/94). He is also responsible for setting up and become President of the Association of Academic Officer Technical University of Malaysia Melaka (UTeMASA) (2004-present) is intended to protect and promote the interests, welfare and friendship relations of the members of a registered organization, to collaborate and coordinate efforts with universities Institutions of Higher Learning (IPTA) or other university academic staff association with regard to the improvement of service quality scheme and retention of teaching and education in this country. He is one of the established Council of Malaysia or Malaysian Academic Association Council (MAAC) in 2007 and became Vice President (present as Council Member) of the first aims to advance and defend the interests of Malaysia based on the principles of academic freedom and autonomy of academia. His areas of research are in Human Resource Development, Human Resource Management, Entrepreneurship, Leadership Communication, Business Management, Psychology/Critical and Creative Thinking, and Education, and Malay Language. Already, supervised and graduated PhD, MSc. MBA and Bachelor students in UiTM and UTeM from 2000-present. He received Quality Award in 2003 and a number of awards in his efforts of developing the students and community during his tenure as Lecture at the Faculty of Business Management, Universiti Teknologi MARA (UiTM), Campus in Alor Gajah, Melaka and Shah Alam, Selangor since May 2000 to July 2004.

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CONFERENCE PROGRAM

DAY 01 Wednesday (August 27, 2014)

Welcome Reception & Registration

8:30 am – 9:00 am

Opening Ceremony (09:00 am – 10:30 am)

Venue: Ball Room 1

09:00 am - 09:15 am	Welcome Remarks-Felicia Chong (Head Of Organizing Committee)
09:15 am - 09:30 am	Opening Speech-Farooq Ahmed Jam (Executive Director Global Illuminators)
09:30 am - 09:45 am	Key Note Speech - Dr. Syed Tahir Hijazi
09:45 am - 10:00 am	Key Note Speech - Dr. Raja Roslan Bin Raja Abd. Rahman
10:00 am - 10:15 am	Award Ceremony

Tea Break and Networking Session (10:30 am – 11:00 pm)



DAY 01 Wednesday (August 27, 2014)
Session 1 (11:15 am – 1:00 pm)
Venue: Ball Room 1

Session Chairs: Farooq Ahmad Jam and Kannan Rassiah
Track B: Social Science and Humanities

MISG-14-185	THE RELATIONSHIP OF THE CHILD-FEEDING PRACTICES OF MOTHERS WITH THE NUTRITIONAL STATUS OF PRESCHOOLERS: THE CASE OF BRGY MANUNGAL, PHASE II OF BRGY. TATALON, QUEZON CITY	Ethel May Faigao Onas
MISG-14-192	THE INVESTIGATION OF THE SIBERIAN PEOPLES' LANGUAGES SOUND SYSTEMS BY THE ADVANCED INSTRUMENTAL TECHNIQUES	Irina Selyutina
MISG-14-118	SPACE WEATHER INNOVATION COMPETITION FOR SCHOOL STUDENTS IN MALAYSIA	Mardina Abdullah
MISG-14-122	ADULT STUDENTS' LEARNING STYLES WITH PREFERRED USAGE OF VIDEOCONFERENCING DELIVERY MODES	Siti Hajar Halili
MISG-14-130	THE EFFICENCY OF LEGAL PROVISION ON POLYGAMY IN MALAYSIA, A CRITICAL ANALYSIS FROM ISLAMIC PERSPECTIVE	Raudlotul Firdaus binti Fatah Yasin
MISG-14-187	CHINESE AND SIAMESE CULTURES IN MALAY MUSLIMS ENVIRONMENT	Zuriati Binti Mohd Rashid

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Wednesday (August 27, 2014)

Session 1 (11:15 am – 1:00 pm)

Venue: Ball Room 2

Session Chairs: Imran Shariff and Felicia Chong

Track A: Business Management and Economics

MISG-14-142	DO RISK MANAGEMENT, INTERNAL CONTROL AND CORPORATE REPUTATION POSITIVELY IMPACT ON FIRM VALUE? A PANEL DATA ECONOMETRIC ANALYSIS AND POLICY IMPLICATIONS	Amiril Azizah
MISG-14-154	WELFARE ANALYSIS OF THE ENERGY POLICIES IN THE RENEWABLE AND NONRENEWABLE ENERGY AND THEIR IMPLICATIONS ON PHILIPPINE ENERGY SECTOR	Kairon Garcia and Miah Maye Pormon
MISG-14-168	PREDICTING CORPORATE FINANCIAL DISTRESS IN SRI LANKA: AN EXTENSION TO Z-SCORE MODEL	K.G.M. Nanayakkara
MISG-14-171	UNOBSERVABLE EFFECT, TIME EFFECT AND DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM QUOTED PUBLIC MANUFACTURING COMPANIES IN SRI LANKA	N.L. Erandi Abeywardana
MISG-14-217	INFLUENCE OF PERCEPTION OF INTERNET USAGE AND SME'S ACTIVITY ON ORGANIZATIONAL PERFORMANCE AMONG MALAYSIA TOURISM SMALL AND MEDIUM ENTERPRISES	Fatemeh Sharifonnasabi

Lunch Break (1:00 pm – 2:00 pm)



DAY 01 Wednesday (August 27, 2014)

Session 2 (2:00 pm – 3:30 pm)

Venue: Ball Room 1

Session Chairs: Siti Hajar Halili and Farooq Ahmad Jam

Track A: Business Management and Economics

MISG-14-172	MOTIVES OF MANAGERS' FOR CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM SRI LANKA	R. M. D. A. P. Rajapakse
MISG-14-210	IN PUBLIC SECTOR ORGANIZATIONS, HOW THE PERFORMANCE OF EMPLOYEES IS INFLUENCED BY THE HR PRACTICES - ANALYZING THE PERSPECTIVE	Huda Faisal/ Muhammad Zia-ur-Rehman
MISG-14-216	THE IMPROVEMENT PRIORITIES REQUIRED FOR CUSTOMER SATISFACTION USING KANO MODEL TOWARDS IPA METHOD IN SERVICE BUSINESS	Kannan Rassiah
MISG-14-136	PROMOTING INTERDISCIPLINARY APPROACH IN SCIENTIFIC RESEARCH AND TRAINING HUMAN RESOURCES FOR VIETNAM'S LIBRARIES AND ARCHIVES	Bui Loan Thuy

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Wednesday (August 27, 2014)

Session 2 (2:00 pm – 3:30 pm)

Venue: Ball Room 2

Session Chairs: Ronnachai Jadudom and Norisham binti Ibrahim

Track C: Applied Sciences and Engineering

MISG-14-109	TOWARDS SUSTAINABLE ARCHITECTURE: AIR WELL AS THE ALTERNATIVE STRATEGY TO IMPROVE THERMAL PERFORMANCE OF RESIDENTIAL ROOMS IN TROPICAL CLIMATE.	Leng Pau Chung
MISG-14-198	COMPETENCY-BASED MODEL OF NANOTECHNOLOGY SPECIALIST'S PROFILE (KAZAKHSTAN'S EXPERIENCE OF NANOTECHNOLOGY EDUCATION)	Nelya A. Shamelkhanova
MISG-14-128	EXPLORING THE TRANSESTERIFICATION OF CASTOR OIL TO PRODUCE SECOND GENERATION BIODIESEL USING A NOVEL CATALYST	Mardhiana binti Ismail,
MISG-14-129	PROPERTIES OF PARTICLEBOARDS FABRICATED OIL PALM FRONDS AND ITS BLEND	Wahida binti Amat Fadzil,
MISG-14-135	A NOVEL DESIGN FOR REMOVAL METHYL TERTIARY BUTYL ETHER (MTBE) FROM WASTE WATER	Ali Abdul Rahman–Al Ezzia

Tea Break (3:30 pm – 3:45 pm)



DAY 01 Wednesday (August 27, 2014)

Session 2 (3:45 pm – 5:30 pm)

Venue: Ball Room 2

Session Chairs: Farooq Ahmad Jam and Imran Sharif

Track C: Applied Sciences and Engineering

MISG-14-170	A STUDY ON PHASE TRANSFORMATION OF HOT ROLLED DUAL PHASE STEEL USING DEFORMATION DILATOMETER	Ronnachai Jadudom
MISG-14-127	INSTRUMENTATION SYSTEM AND TOTAL STRAIN OF AN INCREMENTALLY LAUNCHED BRIDGE	Norisham binti Ibrahim
MISG-14-144	SUSTAINABILITY BASED UPCYCLING AND VALUE ADDITION OF TEXTILE APPARELS	M.D. Teli
MISG-14-169	CORROSION BEHAVIOR OF SUBMERGED ENTRY NOZZLE (SEN) DURING CONTINUOUS CASTING OF STEEL	Tanongsak Yingnakorna

DAY 01 Wednesday (August 27, 2014)

Closing Ceremony (5: 30 pm – 6:00 pm)

Venue: Ball Room 1

End of the Conference



TRACK A: BUSINESS MANAGEMENT & ECONOMICS



IMPORTANCE OF LEADERSHIP COMMUNICATIONS IN ENHANCING THE ABILITY OF TRANSFORMATIONAL AND CHARISMATIC LEADERS IN ORGANIZATIONS

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ABSTRACT

The importance of leadership communications in enhancing the ability of transformational and charismatic leaders in the organizations involves in enhancing the ability of transformational and charismatic leaders influence followers, involves the use of power by leaders, followers and acceptance. Ability to influence followers relates to fulfill his satisfaction desire. The effectiveness of leadership communication to enhance the transformational and charismatic leaders are proposed to be improved by either modifying factors situation to be more comfortable or to change leadership style leader among political, economic, religious, public and private sector, youth organizations, NGO's, community, etc. in Malaysia. Islam emphasizes the characteristics of their physical and spiritual in an integrated manner, the moral character, skill, knowledge and commitment to be a leader of a political, economic, religious, public and private sector, youth organizations, NGO's, community, etc. competent. Thus, the individual who holds the authoritative leader is a person who has special properties that are not owned by others in a group. Integrity will help a leader possessed of political, economic, religious, public and private sector, youth organizations, NGO's, community, and so more effectively and seamlessly. Leadership communication is an important foundation that enables a transformational and charismatic leaders create a conducive working environment and foster motivation of members of the organization in accomplishing the task assigned. Leadership communication skills in any field that is owned by a transformational and charismatic leader will strengthen its credibility. So, communication skills and leadership that is owned by a leader is transformational and charismatic would strengthen the authority in administering and managing the organization's political, economic, religious, public and private sector, youth organizations, NGO's, community, and so on. It's could be through the understanding of the concept of leadership communication in enhancing the ability of transformational and charismatic leaders of the organizations in the State Malacca in particular and Malaysia in general.

Keywords: Leadership Communication, Importance, Developing, Enhancing, Ability, Transformational and Charismatic Leader, Organizations.



DO RISK MANAGEMENT, INTERNAL CONTROL AND CORPORATE REPUTATION POSITIVELY IMPACT ON FIRM VALUE? A PANEL DATA ECONOMETRIC ANALYSIS AND POLICY IMPLICATIONS

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ABSTRACT

Corporate governance has grown in importance due to the poor financial state of affairs of many companies in the past decade. Good corporate governance is perceived to increase firm value because it may help to reduce agency problems and built investors' confidence. Moreover, it is perceived that good corporate governance not only reduces the risk of fraud and corporate collapse, but also creates wealth by improving the financial performance. However, despite many studies on corporate governance founding a positive relationship between corporate governance and corporate performance, none has studied the impacts of the following three elements of corporate governance: risk management, internal control and corporate reputation on firm value in an integrated way. This research examines the impacts of these elements of corporate governance such as: risk management, internal control and corporate reputation on firm performance. Data analysis adopts the econometric model presented in the STATA program using secondary data resources. Overall results show that all three elements of corporate governance positively impact firm performance. This finding has significant corporate policy and strategy implications.

Keywords: Corporate Governance, Risk Management, Internal Control, Corporate Reputation, Firm Performance.

UNOBSERVABLE EFFECT, TIME EFFECT AND DETERMINANTS OF CAPITAL STRUCTURE: EVIDENCE FROM QUOTED PUBLIC MANUFACTURING COMPANIES IN SRI LANKA

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ABSTRACT

The determinants of capital structure has been a widely discussed notion in finance studies and it leads to investigate the factors affecting the firm's capital structure. However, the recent empirical studies question the validity of such studies due to the absence of unobservable effect in models and the explanatory power of the determinants of capital structure. Importantly, these contradictories are subject to the argument of unobservable effect affecting to the capital structure explains a high proportion of the variation of leverage than the observable determinants of capital structure. Hence, the study tested the impact from unobservable effect on capital structure of Sri Lankan firms. To attempt this research problem, three objectives were formulated as; explore the importance of unobservable effect in the capital structure, identify the determinants of capital structure in manufacturing firms of Sri Lanka and to measure the variance decomposition of capital structure pattern attributable to unobservable effect, time effect and determinants. In order to achieve these objectives the study analyzed the selected variables of quoted public manufacturing companies within the time period of 2003 to 2012. The study used panel data analysis which has an advantage of accounting unobservable effect into the model. The study revealed that there is an unobservable effect affecting the capital structure in Sri Lankan firms and after accounting unobservable effect into the model the study found profitability, size and liquidity as determinants of book leverage and growth, profitability, size, earnings volatility and stock return as determinants of market leverage. Further, after employing Analysis of Covariance (ANCOVA), the study found a robust result that the unobservable effect explains most of the cross sectional variation in leverage, and the power of usual determinants to explain such variation is fairly limited.

Keywords: Determinants of Capital Structure, Leverage, Manufacturing firms, Sri Lanka, Unobservable Effect.

MOTIVES OF MANAGERS' FOR CORPORATE SOCIAL RESPONSIBILITY: EVIDENCE FROM SRI LANKA

R. M. D. A. P. Rajapakse¹ and A. A. J. Fernando²

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ABSTRACT

This research is attempted to identify relative importance of underlying motives of managers' in Sri Lankan business organizations regarding the Corporate Social Responsibility (CSR). Research is considered the managers of companies listed in Colombo Stock Exchange (CSE). Hence the present study is selected only four sectors in CSE namely manufacturing, banking finance and insurance, plantation and beverage food and tobacco. Study was based on the primary data. Primary data was collected through questionnaire and it was constructed to reflect key motives of CSR suggested in the literature and to examine whether it has been changed according to the business and personal profile of the manager. Descriptive analysis, independent sample t-test and One-way ANOVA occupied for the analysis. According to the results in descriptive analysis CSR is a more intrinsically driven concept in Sri Lanka. But managers are not rejecting the extrinsic motive as well. Further managers are more focus on the sustainability perspective of the society when engage in the CSR activities. That is the major concern about the CSR in the global arena in today's context. Analysis of the data reveals that managers perceived that long term sustainability must be the focus of CSR activities of the company and it should be should link with the national development policies of the country. This implies that readiness of corporate world for the engaged in national development activities. Therefore this study pave the path for government and all the other responsible authorizes to stimulate the CSR in Sri Lanka. Policy makers should initiate social and environmental projects that could easily be implemented by the private sector to assist in sustainable development of the country.

Keywords: Corporate Social Responsibility, Motives.

WELFARE ANALYSIS OF THE ENERGY POLICIES IN THE RENEWABLE AND NON-RENEWABLE ENERGY AND THEIR IMPLICATIONS ON PHILIPPINE ENERGY SECTOR

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ABSTRACT

Consequential to countries' aim for development, is the ability to efficiently sustain their resources. In particular, the energy sector, one of the sectors that play the most significant role in the economy, has been extensively analysed to help promote sustainability. Hence, this paper aims to add to literature the welfare analysis of the three energy policy instruments: (i) taxation of carbon emissions in the non-renewable energy sector, mainly in coal; (ii) subsidy and (iii) Feed-in tariff (FIT) system in the renewable energy sector mainly in—wind and solar, where the undistorted market, where no instrument is present, is used as the benchmark case.

Using the figures in the Philippines from 1991 to 2010, two particular cases were investigated: the effect of the energy policies on the total quantity demanded and on the country's residential consumption. Results show that the most efficient to implement in the country, hence the first-best policy, is the imposition of tax in the carbon emissions of coal, followed by subsidy in the renewable energy sector, making it the second-best policy, and FIT as the least efficient. Losses incurred in FIT are the highest among the three, and tax incurs the least. This therefore suggests that imposition of tax on carbon emissions would yield a more efficient Philippine energy sector and more effectively target the reduction of the carbon emissions, than the implementation of FIT, the country's existing policy.

Keywords: Efficiency, Taxation, Renewable Energy, Subsidy, Feed-in Tariff

PREDICTING CORPORATE FINANCIAL DISTRESS IN SRI LANKA: AN EXTENSION TO Z-SCORE MODEL

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ABSTRACT

The main purpose of this study is to develop a better financial distress prediction model for the Sri Lankan companies using the Z-score model. Fourteen variables have been selected consisting of accounting, cash flow and market based variables. Multivariate Discriminate Analysis (MDA) was used as the analytical technique and stepwise method was used to select the variables with the best discriminating power to a dataset of sixty-seven matched pairs of failed and non-failed quoted public companies over the period 2002 to 2011. The final models are validated using the cross validation method. The results indicate that a model with four predictors of earnings before interest and taxes, cash flow from operations to total debts, retained earnings to total assets, and firm size have achieved the classification accuracy of 85.8% in one year prior to the distress with a very low type I error. Moreover, the model has correctly classified the cases by 79.9% and 69.4% in two year and three year prior to distress respectively. The study has further revealed that the companies with negative cutoff value fall into distress zone while the companies with positive cutoff values fall into safety area. Hence, the study concluded that the companies with cutoff values approximately zero should be considered on mitigating actions for financial distress not only on the accounting information but also on the cash flow and market data.

Keywords: Market variables, Financial Distress, Multivariate Discriminant Analysis, Z-Score, Sri Lanka.

IN PUBLIC SECTOR ORGANIZATIONS, HOW THE PERFORMANCE OF EMPLOYEES IS INFLUENCED BY THE HR PRACTICES - ANALYZING THE PERSPECTIVE

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ABSTRACT

Human Resource Management provides an agency with an impressive work team in order to satisfy its mission. Effective human capital management uses systems and tools to present together the appropriate amount of people, with the appropriate attitude and skills, in the right place, at the right time. This research was carried out to determine and to identify the role of HR practices in an organization especially in a public sector of Pakistan and its impact on employee's performance. In this study researcher take into consideration three major HR practices and there are Recruitment and Selection, Career Planning and performance appraisal. Results indicate that recruitment and selection is positively related to employee's performance of the organization which clearly indicates that recruitment and selection has a strong driver of employee performance in public sector organizations of Pakistan.

Keywords: Human Resource Management, Public Sector, Employee's performance.

THE IMPROVEMENT PRIORITIES REQUIRED FOR CUSTOMER SATISFACTION USING KANO MODEL TOWARDS IPA METHOD IN SERVICE BUSINESS

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ABSTRACT

The customer satisfaction is the fundamental to the effective delivery of services. In facts, the attribute-level performance and overall satisfaction is asymmetric to the overall service quality needs and on what of the factors affected. Therefore, this study is to examine what the extent of services performance and facilities offered to their customers. This study carried out the survey through distribution of the questionnaires developed using Kano method and Importance-Performance Analysis (IPA) approach towards SERVQUAL in order to measure the customer satisfaction in a delivery service company. The results shows that the factors of 'skilled/knowledgeable' of workers (K17) and 'confident and trust' (K19) are the improvement priorities required by courier service company to satisfy their customers. This study also proposed the method on how to justify the finding of quality attributes based on Kano method (for consistencies and Cartesian state) as well as the combination of Kano method with IPA for measuring the customer satisfaction into a graph.

Keywords: Kano Model, IPA, Customer Satisfaction, Consistencies, Cartesian.

INFLUENCE OF PERCEPTION OF INTERNET USAGE AND SME'S ACTIVITY ON ORGANIZATIONAL PERFORMANCE AMONG MALAYSIA TOURISM SMALL AND MEDIUM ENTERPRISES

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ABSTRACT

Small and mass medium enterprises (SMEs) have been the stableness of economic growth and development in many countries SMEs in Malaysia contribute to economic development by virtue of their sheer numbers and increasing share in employment and Gross Domestic Product. Tourism is one of the most important and growing industry in Malaysia, Malaysia's tourism industry performed above expectations in 2013, with tourist receipts of RM65.44 billion exceeding the initial target of RM65 billion. Through technology adoption and internet use growth in the Malaysian SME's companies could increasing a performance companies and economics growth. In the recent decade, ITs become instrumental in the development and prosperity of regions, as they determine their competitiveness in the global market. At the microeconomic level, ITs permeate all functions of strategic and operational management and impel the competitiveness of enterprises (Buhalis, 1998). Current study was done to evaluate!

the effect of perception of Internet usage and SEM activity and size on organizational performance in tourist SME in Malaysia, Total 77 SME's related to tourism industry were randomly selected in Kuala Lumpur and Selangor, Malaysia. Data were collected through a self-administrated questionnaire among active tourism companies in these two area, Data were cleaned and analyzed based on structural equation modeling (SEM) using SMART-PLS the results showed that the level of perception of Internet usage and internet use and SME's level of activity were more than moderate level, The results of SEM indicated that perception of Internet usage had a positive and significant direct effect on organizational performance among tourism SMEs.

Keywords: SME, Tourism, Ecotourism, Internet Adoption, Malaysia

PROMOTING INTERDISCIPLINARY APPROACH IN SCIENTIFIC RESEARCH AND TRAINING HUMAN RESOURCES FOR VIETNAM'S LIBRARIES AND ARCHIVES

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ABSTRACT

Libraries and archives offices in Vietnam are going hand in hand on the way of international integration. There are many theoretical and practical issues both library and information science and archival science are keen on. In the past decades scientific research activities in the field of library, information and archives were conducted independently in monophyletic thinking.

Therefore, promoting renovation of scientific research thinking as well as scientific topics towards inter- and multi-disciplinary approach in library and information science and archival science becomes now urgent in the country. This paper aims to answer why change, why change at this point, what the study fields are, what kinds of study subjects or phenomena must be approached interdisciplinary, and how to bring about the changes.

Keywords: Scientific Research Activities, Interdisciplinary, Library and Information Science, Archival Science, Vietnam

TRACK B: SOCIAL SCIENCES & HUMANITIES



SPACE WEATHER INNOVATION COMPETITION FOR SCHOOL STUDENTS IN MALAYSIA

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ABSTRACT

Space weather has become more prominent due to the fact that many countries including Malaysia are moving forward using space-based instruments. Therefore, the need to create awareness to the public especially high school students is essential. The government sees the need for Malaysia to create space weather awareness among the public by establishing the Malaysian National Space Agency (ANGKASA) in 2004. In line with the government's vision, the space weather innovation competition was organized in 2013 by the Space Science Center, Institute of Climate Change, Universiti Kebangsaan Malaysia (UKM) together with ANGKASA and supported by Ministry of Education. In this paper, the flow of the competition is presented. The competition was opened to high school students between 16-17 years of age all over Malaysia and conducted online through website. The main objective of this competition is to develop space weather interest among the school students by cultivating and challenging their innovative skills. The participants were selected based on the results of the pre-test that was given. The selected participants were then provided with a SID teaching kit inclusive of software, electronic components and a PCB. Students are required to design and build a very low frequency (VLF) antenna, assemble the electronics components on the PCB to build the preamplifier and analyze. Students were also required to prepare and upload their progress and final technical reports to be evaluated by a panel of judges. The final evaluation was done by visits to the top five schools where the students presented their reports. The outcome of this competition demonstrated that the high school students have shown positive enthusiasm towards space weather, able to conduct research and enhance their innovative skills.

Keywords: Innovation, Climate Change, Space Weather.



ADULT STUDENTS' LEARNING STYLES WITH PREFERRED USAGE OF VIDEOCONFERENCING DELIVERY MODES

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ABSTRACT

This study aims to investigate the correlation between adult students' learning style in School of Distance Education, Universiti Sains Malaysia (SDE-USM) with their preferences for videoconferencing mode of delivery. The theoretical foundation for this study is based on Grasha-Reichmann learning styles model such as independent, dependent, competitive, collaborative, avoidant and participative. 394 respondents answered the questionnaire distributed to them and collected data were analysed using Pearson product moment correlation. Correlation analysis revealed that overall, there is a significant and positive correlation between learning styles with their preferred mode of delivery. Researchers suggest that further studies should explore other learning style theories with other delivery methods as well as include a larger sample from different institutions.

Keywords: Learning Styles, Adult Education, Videoconferencing Technology

THE EFFICIENCY OF LEGAL PROVISION ON POLYGAMY IN MALAYSIA, A CRITICAL ANALYSIS FROM ISLAMIC PERSPECTIVE

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ABSTRACT

Islam permits polygamy to preserve a woman's dignity and cares for the social, moral and economic well-being of wives and orphans. Unfortunately, a number of polygamous marriages among Muslims in Malaysia registered at the local 'Shariah Courts' are dramatically misleading from both Islamic theories as well as principles. Hence, it has become a very controversial issue among its critics and supporters which has resulted in serious criticisms on the credibility of the legal provision namely Islamic Family Law Act 1984 (IFLA) in curbing the abuse of polygamy.

As a short term measure to overcome the problem, it has been suggested that IFLA should be reformed in order to address the current problems faced by Muslims. The IFLA has been amended twice, in 1994 and 2005, and yet the Act has not been gazette, as some states in Malaysia have been objecting to the enforcement of the new enactment due to certain restricting provisions, which according to them are not in compliance with following the real teaching in the revelation.

This paper seeks to examine the efficiency of the current provision, and the compatibility between the law of polygamy in the Islamic Family Law Act 1984 with the revelation of Allah (SWT) in the Qur'a'n and the teachings of the Prophet (PBUH) in the Sunnah. It is a critical analyzes on the sources of the provisions, the relations, the efficiency and the suitability of the codification with the divine sources as well as the recommendations to improve the current provision towards a better practice of polygamy according to its original Shariah intents.

Keywords: Legal Provision, Polygamy, Curbing the Abuse.

**THE RELATIONSHIP OF THE CHILD-FEEDING
PRACTICES OF MOTHERS WITH THE
NUTRITIONAL STATUS OF PRESCHOOLERS: THE
CASE OF BRGY MANUNGAL, PHASE II OF BRGY.
TATALON, QUEZON CITY**

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ABSTRACT

Preschool years are the best time for a child to start a healthful pattern of living and eating which focuses on regular physical activity and nutritious foods. Family is the primary influence and children need guidance to provide framework in the development of food habits. The attitude of parents to food is central, and conscious or subconscious preference for food, or attributes attached to a food will be passed on to the child.

Underweight and obesity are prevalent examples of malnutrition in children that may be related to how they are fed. Improper feeding practices can lead to stunted growth, delayed cognitive and motor development and nutrient deficiency in children.

This study determined the relationship of the Child-Feeding Practices of Mothers with the Nutritional Status of Preschoolers in Brgy.Manungal St,Phase II of Brgy.Tatalon,Quezon City.

Keywords: Preschool, Physical Activity, Nutritious Foods, Malnutrition

THE INVESTIGATION OF THE SIBERIAN PEOPLES' LANGUAGES SOUND SYSTEMS BY THE ADVANCED INSTRUMENTAL TECHNIQUES

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ABSTRACT

The activity of the world scientific society aimed at the language diversity spreading and the endangered languages preserving is based on the recognition that the language is not only an important communication means, the culture vector, ideology and intellectual values filter but also an inseparable part of a self-consciousness and self-identification of both a person and a society as a whole.

The necessity of retaining the linguistic diversity on the territory of the Russian Federation results from the indisputable work importance directed at systematic and consecutive documenting, investigating and describing the sound systems of the Siberian indigenous ethnic groups' languages and territorial dialects with a young, new or no written tradition. The latest expeditions of the IP SB RAS researchers to the places of Southern-Siberian Turkic minority peoples' living prove that a number of the languages such as Tuba-Kizhi, Chats, Kalmaks cease in fact to exist as the compact groups' communication means. To take down and to investigate the AAB peculiarities of the endangered languages, to save them for the science is the priority mission of the Siberian linguists.

The complex interdisciplinary investigation being carried out by the workers of three SB RAS Institutes (the Institute of Philology, the Institute of Chemical Biology and Fundamental Medicine and "International Tomography Centre") is in agreement with the efforts of the world scientific society aimed at preserving the minority languages as a constituent part of a biological, cultural and linguistic unity. In the research the phoneticians of LEPR (Institute of Philology, Siberian Branch of the Russian Academy of Sciences) make use of both conventional (dental-palatography, roentgenography, acoustic analysis of speech) and modern (magnetic-resonance imaging, digital roentgenography and laryngoscopy) investigation techniques.

The objective experimental-phonetic data on the endangered languages are obtained and reported to the scientific society. The computer database of the phonetics of the indigenous ethnic groups of Siberia and the neighbouring regions has been formed, the somatic tuning parameters have been revealed and the typology of the articulatory-acoustic bases is being developed.

Keywords: Phonetics, Phonology, Siberian Peoples' Languages, Articulatory-Acoustic Base, Experimental-Phonetic Methods, Dental-Palatography, Magnetic-Resonance Imaging, Digital Roentgenography



CHINESE AND SIAMESE CULTURES IN MALAY MUSLIMS ENVIRONMENT

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ABSTRACT

The main objective of this study is to explore the quality of religious understanding between Muslims and Buddhists in Kampung Tendong. The researcher prepared some relevant indicators to measure the quality. These indicators include intra-religious understandings and inter-religious understandings. Using a convenience sampling technique, a total of one hundred and forty (140) respondents were drawn from Muslims and Buddhists of Kampung Tendong, Pasir Mas, Kelantan. The sample size together with the above-mentioned indicators showed that the quality of interaction based on frequency is below average (i.e., 42.59%). The results show universal values of the two religions, namely Islam and Buddhism that bind people together. On the other hand, the discouraging factor of interaction among the residents of Kampung Tendong was that trivial issues of religious differences. Therefore, the significance of the study lies mainly in showing the level of religious understanding between Muslims and Buddhists in Kampung Tendong. This result is essential to the policy-makers to develop a better pattern of inter-racial interaction in a remote area of Peninsular Malaysia. The study finally discusses the need for broader and more comprehensive research in this area.

Keywords: Social Interaction, Religious Understanding, Acculturation, Assimilation, Muslims and Buddhists.

TRACK C: APPLIED SCIENCES & ENGINEERING



TOWARDS SUSTAINABLE ARCHITECTURE: AIRWELL AS THE ALTERNATIVE STRATEGY TO IMPROVE THERMAL PERFORMANCE OF RESIDENTIAL ROOMS IN TROPICAL CLIMATE

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ABSTRACT

The thermal performance of the residential room plays an important role in order to provide the thermal comfort for occupants. The investigation of the thermal performance of air well in a selected residential in Kuching, Sarawak intended to understand the function of the air well, which designed to reduce the trapped heat via stack ventilation and induce the air movement in the indoor room. The study was initiated with the field measurement in a single storey terrace house with air well in Kuching, Sarawak. The field measurement has included the outdoor air temperature, air velocity and sun radiation while the measurement of airwell and test room adjacent to air well to obtain the air temperature and indoor air velocity. The collected data from field measurement were input into the CFD (computational fluid dynamic) simulation and the findings show that the stack ventilation does happen in the air well. The results of the investigation in air well has shown that the air temperature on the upper part of the air well has higher temperature compared to the lower part during the diurnal period, while in the nocturnal period, the mean air temperature near to the floor is higher compared to the upper air well. The differences of 3.7°C between the max and min of the average air temperature in the air well of the experiment day has depicted that the stack ventilation happens from the lower part to the upper part throughout the air well. Through the comparison between the maximum and minimum of average air temperature of the test room and the air well, it can be concluded that the consistency of the test room air temperature is 73.4% higher than the air well. The thermal performance of the indoor test room has thus been proven had stablized by air well through stack ventilation via field measurement and CFD simulation. The application of air well is highly recommended in order to improve the natural ventilation for the people's housing.

Keywords: Air Well, Stack Ventilation, Residential, Tropical Climate.

INSTRUMENTATION SYSTEM AND TOTAL STRAIN OF AN INCREMENTALLY LAUNCHED BRIDGE

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ABSTRACT

One of the most competitive construction methods for bridges is incremental launching method. During the process of such construction method, significant variation on geometry, material properties and support conditions may take place. These variations directly or indirectly influence stress, strain and displacement of the structure. Since creep and shrinkage is a time dependent deformation and creep is greatly influenced by stresses, it is important for the structural designers to have good understanding of the way creep and shrinkage influences such structures. Mispredictions of creep and shrinkage may contribute to loss of prestress, excessive deflections, cambers and cracking. However, realistic prediction is still a difficult problem because creep and shrinkage phenomena are a result of several interacting physical mechanisms. In addition, they are also influenced by variable environmental factors such as humidity and temperature.

To gain better understanding of how creep and shrinkage deforms the prestressed concrete structures, Tauranga Harbour Link (THL) in New Zealand was instrumented with Vibrating Wire Strain Gauges (VWSGs) and Linear Variable Displacement Transducers (LVDTs) at several places to measure strain and deflection respectively. Each strain gauge is equipped with thermistor to provide also temperature reading. The monitoring program was initiated at the time of construction and was carried out to measure the total strain deformations and displacements of the bridge during and after construction.

This paper describes the monitoring system, construction activities and data processing. Strain development in the instrumented segments during incremental segment launching is presented. Factors influencing creep and shrinkage are also discussed in this paper. The analysed data have been utilized to review the performance of a selected creep and shrinkage prediction model.

Keywords: Creep, Shrinkage, Vibrating Wire Strain Gauges, Concrete Bridge, Prestressed Concrete, Bridge Monitoring.

EXPLORING THE TRANSESTERIFICATION OF CASTOR OIL TO PRODUCE SECOND GENERATION BIODIESEL USING A NOVEL CATALYST

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ABSTRACT

In this study, exploring the use of a new technology in production of high yield and quality of second generation biodiesel by extraction of castor seed using microwave-assisted extraction (MAE) and follow by transesterification reaction by using an insoluble heterogeneous activated cement clinker catalyst (ACCC), with simple activation process that avoids the saponification problem, easily recoverable from a reaction mixture without washing or neutralization and easily recycled for use in subsequent catalytic reactions. The produced Castor oil has a high viscosity although this is unusual for a natural vegetable oil due to hydrogen bonding of its hydroxyl groups. Biodiesel was produced by heterogeneous alkaline transesterification and experimental planning was conducted to evaluate the influence of temperature, reaction time catalyst (ACCC) loading and oil to methanol mole ratio. From the results, the optimum amount of catalyst is in 0.05-0.24 g range (0.36 -1.75% in relation to the mass of the oil and methanol). The results also proved the transesterification reaction did not take place in absence of catalyst and the conversion percentage yield increase (84-93%) was proportional to the catalyst loading. Reaction time also very important in production of high yield of biodiesel. Reaction time affected positively the catalytic activity since the conversion percentage increased steadily with the reaction time. The best reaction time was 2 hours.

Keywords: Castor Oil, Biodiesel, Transesterification

**KEYWORDS: CASTOR OIL, NON-EDIBLE OIL,
MICROWAVE-ASSISTED EXTRACTION,
PROPERTIES OF PARTICLEBOARDS FABRICATED
OIL PALM FRONDS AND ITS BLEND**

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ABSTRACT

The aim of this study is to investigate physical and mechanical properties of experimental particleboards manufactured from mixing the oil palm fronds particles (OPF) with empty fruit bunch (EFB) fibres. Variables were three blending ratios (100:0, 85:15 and 70:30), press temperature (160°C, 170°C and 180°C) and press time (180, 240 and 300 s). Experimental boards with a target density of 750 kg m⁻³ were manufactured from these two fibres blended with urea formaldehyde resin and compressed into targeted thickness. The effect of these manufacturing conditions on bending strength, internal bonding and thickness swelling were determined. Based on the test result, the addition of EFB fibres into the OPF particles mixture were found to be enhanced the strength of the particleboards.

Keywords: Oil Palm Fronds, Medium Density Fibreboards, Fibre Blending Ratio, Empty Fruit Bunchbiodiesel, Transesterification, Heterogeneous Catalysts

A NOVEL DESIGN FOR REMOVAL METHYL TERTIARY BUTYL ETHER (MTBE) FROM WASTE WATER

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ABSTRACT

This study represents the results of the possibility of using an innovative design for the integration of the effect of three operations (stripping, oxidation and adsorption) with combined of two technics (inverse fluidization and internal air lift loop reactor) by calculating the efficiency of the removal of one of the organic pollutants [methyl tertiary butyl ether (MTBE)] from industrial waste water. An experimental rig was built up that consist of air loop bubble column reactor was constructed with draft tube of 0.09 m diameter and 1.25 m in height extends vertically in the center of 1.5 m height outer rectangular Plexiglas box (0.29m x 0.155m) and the solid particles granular activated carbon (GAC) were put in the annulus and gas was spared through the inner draft tube using a multi hole porous distributor. The experiments were conducted at different air flow rates 7, 8 and 10 (L/min), with difference residence time (2-20 min) at a different molar ratio of MTBE to hydrogen peroxide i.e. 1:10, 1:15 and 1:20. The results indicated that the optimum molar ratio between MTBE and hydrogen peroxide was 1:20 with air flow rate of 7 L/min, having the best performance (90%) to remove MTBE from the synthetic wastewater. From this research it can be concluded that the overall design achieves the objectives through integrate the effects of three processes in one equipment to removes MTBE from waste water.

Keywords: Novel Design, Bubble Column Reactor, Invers Fluidized, Hydrogen Peroxide, Granular Activated Carbon, Methyl Tert-Butyl Ether.

SUSTAINABILITY BASED UPCYCLING AND VALUE ADDITION OF TEXTILE APPARELS

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ABSTRACT

Because of alarming level of GHG in the environment, fast depleting natural resources such as water, petroleum products and increasing level of industrial effluents, every single manufacturing activity has come under the scrutiny of sustainability. Textile material form a large chunk of human consumption and as the standard of life is improving globally and per capita consumption of textiles and apparels is also increasing. In this backdrop, the affluent segment of the society is adopting “make-use-and-throw” approach, which is giving rise to large scale manufacturing on one hand and the pressure of disposing of the used clothing on the other. The researchers in the field of sustainability are thus talking about responsible consumption and recycling of used materials.

By refurbishing of such used apparels by involving minimum processing and value addition technique, it is possible that once again, such products can be put into useful purpose. The present research work addresses this issue of converting once used clothing by refurbishing and value addition. This approach could not only make available such value added material at much economical cost to be affordable to the economically weaker section, but it also defers the pressure of immediate disposal of such waste products thereby, reducing the burden of the waste on mother earth.

Agricultural products such as wheat, bajra, maize etc enjoy important position in human life. However, in many countries including India, almost 20% of food grains are spoilt due to bad storage facilities. This piece of research explores the possibility of extracting of the starches from the waste products such as germinated food grains and investigates its applicability as a thickener in textile printing using eco-friendly natural dyes. This attempt has dual purpose of waste utilization on one hand and value addition to the once used textile garments. Since the natural dyes are used from the renewable resources, they are safe not only to the manufacturing workers, but also to the wearer. Hence, this attempt also advocates sustainability in manufacturing by reducing considerably the overall carbon foot prints.

Keywords: Natural Resources, Sustainability, GHG.

CORROSION BEHAVIOUR OF SUBMERGED ENTRY NOZZLE (SEN) DURING CONTINUOUS CASTING OF STEEL

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ABSTRACT

Submerged entry nozzle, SEN, is a kind of ceramic or composite tube. This tube in continuous casting machine is installed between a reservoir (tundish) and copper mold. The main function of this tube is not only deliver and control the flow direction of liquid steel into the mold but also to protect reoxidation of liquid steel during transfer from tundish into mold. In general, SEN should be durable or stable at high temperature during long sequence casting. One important factor on life time of SEN during operation is preheating of SEN itself. In this research, effects of preheating temperature and time of different commercial SEN grade are taken into consideration. To observe the corrosion behavior and life time of SEN during casting, each preheated SEN is installed in a real plant during casting of various liquid steel grade. Results of this study can be used to select a suitable preheating condition of SEN for continuous casting process of steel without any trouble.

Keyword: Continuous Casting of Steel, Submerged Entry Nozzle (SEN).

A STUDY ON PHASE TRANSFORMATION OF HOT ROLLED DUAL PHASE STEEL USING DEFORMATION DILATOMETER

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ABSTRACT

This research studied the effects of hot rolling parameters on dual phase steel as a hot rolled product. Objective of the research was to determine the influence of different hot roll parameters that affect the microstructure of the rolled steel when it was tested in the conditions similar to hot rolling. These parameters consisted of deformation degree, deformation temperature, holding temperature and holding time at a constant temperature after the test specimen is deformed. These tested parameters affect the morphology and volume fraction of soft ferrite matrix of dual phase steel. The type of morphology and volume fraction of ferrite will lead to different properties of hot rolled dual phase steel. This research used a carbon steel containing manganese-niobium as master specimens. Rolling simulation was conducted with the aid of a deformation dilatometer. Experimental procedure consisted of a development of continuous cooling transformation diagrams of tested steel, investigation of hot rolling parameter on ferrite formation, and modeling of ferrite formation.

By considering the continuous cooling transformation diagram, the ferrite formation temperature of tested steel is in the range of 650-700°C. Hot rolling simulation at a temperature between 650°C and 690°C showed that increasing of deformation degree increased volume fraction of ferrite. This was due to the increasing deformation degree, which affected the increasing nucleation site of ferrite and also affected grain refinement of ferrite. Holding temperature and holding time of specimens after deformation significantly influenced the ferrite formation. The test series showed that lower holding temperature and longer of holding time resulted in increasing volume fraction of ferrite. Comparative results obtained from hot rolling simulation using deformation dilatometer and the calculated results using a mathematical model showed similar trends of hot rolling parameter influences on ferrite formation and also shared comparable values. This research therefore introduced a construction of a processing map which presented the relationships among hot rolling parameters and ferrite formation. This processing map could be used for controlling a hot rolling process to obtain a desirable hot rolled dual phase steel.

Keyword: Dual Phase Steel, Phase Transformation, Hot Rolling of Steel, Deformation Dilatometer

COMPETENCY-BASED MODEL OF NANOTECHNOLOGY SPECIALIST'S PROFILE (KAZAKHSTAN'S EXPERIENCE OF NANOTECHNOLOGY EDUCATION)

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ABSTRACT

The paper presents organizational experience of nanotechnology education (NTE) in Kazakhstan, oriented on competency-based model of modern specialist's profile. The model determines reference points of appropriate education based on real nanotechnology (NT) development. Although modest, the scale of NT development in Kazakhstan is growing as it is the government's key priority and interest to achieve an industrial-innovative breakthrough. This is evidenced by the initiatives and state programs as well as substantial funds allocated with the objective to match countries with highly competitive economies. In this case the main question of NT development in Kazakhstan becomes: how is it possible to accelerate and develop NTE in weak NT market conditions and uncertain demand from employers?

The purpose of the research conducted was to develop professionally required NT specialist's competencies, which would be able to serve as a guidance to those who prepare specialists capable of working in knowledge-intensive industries including NT. Methodologically substantiated approaches for the creation of a future NT specialist's profile were used in close connection with the requirements of Scientific Schools operating at the universities. Competency requirements imposed by scientists within scientific schools were taken as the main purposes of NTE.

Main characteristics of specialists in the form of competencies' matrix were reflected in purposes and tasks of educational programs of NTE that contain a specific set of study disciplines used by engineering course designers. As a result, it was possible to ensure purposeful training in transition period of the formation of NT branch.

Keywords: Nanotechnology Development in Kazakhstan, Nanotechnology Education, Competencies, Nanotechnology Specialists' Profile

FUTURE EVENTS



INTERNATIONAL CONFERENCE ON
“Multidisciplinary Trends in Academic Research”
(MTAR- 2014)



Date: September 29-30, 2014

Venue: Holiday Inn Bangkok Silom, Bangkok Thailand
Proceeding Publication ISBN: 978-969-9948-06-0

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Abstract Submission Date: September 10, 2014 (Extended deadline)

Full Paper Submission Date: September 15, 2014

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Medium of Conference: English/Turkish

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Full Paper Submission: October 10, 2014.

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Abstract Submission Date: November 20, 2014

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Date: January 05-06, 2015

Venue: Hotel Novotel Dubai, UAE

Conference Email: gimar2015@globalilluminators.org

Abstract Submission Date: December 10, 2014

Full Paper Submission Date: December 25, 2014.

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