2012 International Conference on Innovation Management and Technology Research

(ICIMTR 2012)

Malacca, Malaysia
21-22 May 2012
# Technical Program

## Monday, Day 1
### 21 MAY 2012

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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| 9.30 - 10.30am | Keynote Address 1  
Professor Trevor Bond  
"Changing the Face of Innovation, Management and Technology Research: A Role for Rasch Measurement" |
| 11.15 - 12.30am | Keynote Address 2  
Professor Klaus Georg Oestreicher  
"Disruptive Innovation and the Lock-in" |

### Parallel Session 1A - Management Research

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<tr>
<td>Melaka 1</td>
<td>14:00 pm - 15:30pm</td>
<td>Professor Dr. Hazman Shah Abdullah/Prof. Robert Schmitt</td>
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14:00 pm  
Raja Suzana Raja Kasim (Accounting Research Institute, Universiti Teknologi MARA, GERIC-UMK, Universiti Malaysia Kelantan), Nurul Fasha Mohd. Shamsir (Universiti Teknologi Mara, MY)  
**Innovative Governance Framework for Global Islamic Microfinance Institutions**

14:15 pm  
Haidy Henry (Universiti Teknologi Mara, Universiti Teknologi MARA Sabah, MY)  
**Evaluation of Affordable Housing Initiative for Lower Income Sabahans: A Case of Kota Kinabalu**

14:30 pm  
Teoh Wei Lin, Michael Khoo Boon Chong (Universiti Sains Malaysia, MY)  
**A Preliminary Study on the Double Sampling X-bar Chart with Unknown Parameters**

14:45 pm  
Heinz Marx; Hazman Shah Abdullah (Universiti Teknologi Mara, MY)  
**Culture and Communication Practices: A Study of Expatriate and Local Managers in Malaysian Freight Forwarding Industry**

15:00 pm  
Robert Schmitt; Sebastian Stiller (Laboratory for Machine Tools and Production Engineering WZ)  
**Designing Quality Control Loops for Stable Business Processes within the Field of Entrepreneurial Quality**

15:15 pm  
Maria Cabrita, Virgão Machado, António Grilo (Faculty of Science and Technology of Universidade Nova de Lisboa, Portugal)  
**Linking Knowledge Management and Intellectual Capital: An Evidence Based on Portuguese Banks Study**

### Parallel Session 1B - Technology Research

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<tr>
<td>Melaka 4</td>
<td>14:00 pm - 15:30pm</td>
<td>Dr. Hossein Hamidi/Mr. Rashidi Che Beson</td>
</tr>
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</table>

14:00 pm  
Noorazlaine Ghazali; Wan Shahidan; Zuraini Din; Khairulazhar Zainudin (Universiti Teknologi Mara, MY)  
**Prohibited Manoeuvre in Automobile Navigation System Development**

14:15 pm  
Fazreil Amreen (MIMOS Berhad, Kulim, MY)  
**Implementing Continuous Integration towards Rapid Application Development**

14:30 pm  
Mohd Rashidi Che Beson; Syed Alwae Aljunid (Universiti Malaysia Perlis, MY)  
**New Code with Non-Zero Cross Correlation for Spectral Amplitude Coding Optical Code-Division Multiple-Access Systems**
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<th>Time</th>
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<th>Title</th>
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<tbody>
<tr>
<td>14.45 pm</td>
<td>Wenrui Li; Jaehwan Kim; Jong-Wha Chang (Hanyang University, Seoul, Korea, KR)</td>
<td>A Novel Congestion Estimation Model and Congestion Aware Floorplan for 3DIcs</td>
</tr>
<tr>
<td>15.00 pm</td>
<td>Ch. Hamrouni; A. Abraham; Adel M. Alimi (University of Sfax National Engineering School of Sfax, Sfax, Tunisia)</td>
<td>Both Sides Linked Antenna Array for Ultra Small Satellite Communication Subsystem</td>
</tr>
<tr>
<td>15.15 pm</td>
<td>Hossein Hamidi; Roozbah Rafafi (Universiti Teknologi MARA, MY)</td>
<td>Prediction of Oil Reservoir Porosity Based on BP-ANN</td>
</tr>
</tbody>
</table>

**Parallel Session 1C - Innovation Research**

**Room:** Melaka 5  
**Time:** 14:00 pm - 15:30 pm  
**Chair:** Professor Dr. Klaus G. Oestreiche/Prof. Bala Subrahmanya Mungila Hillemane

14:00 pm Raja Suzana Raja Kasim (GERIC-UMK, Universiti Malaysia Kelantan); Ismayaya Noh (Universiti Teknologi MARA, MY)  
**Title:** The impact of organizational innovativeness on the performance of the university: an analysis among selected Malaysian private universities

14:15 pm Bala Subrahmanya Mungila Hillemane (Indian Institute of Science, Bangalore, India)  
**Title:** External Support and Innovation Performance of SMEs in Bangalore: Role of Firm Level Factors

14:30 pm Klaus G. Oestreiche (University of Worcester, United Kingdom)  
**Title:** The Implication of Path-dependence on Industrial Survival

14:45 pm Nigel Walton (University of Worcester, United Kingdom)  
**Title:** Four Closure: How Amazon, Apple, Facebook & Google are Driving Business Model Innovation

15.00 pm Mohd Faiz Hilmi; Shahril Pawanchik (Universiti Sains Malaysia, MY)  
**Title:** Innovative Behavior of Malaysian Employees: An Exploratory Study

15.15 pm Fazli Wadood (Universiti Teknologi Tun Hussein Onn, MY)  
**Title:** Key Factors Enhancing Innovativeness Among VSMEs of Pakistan

**Parallel Session 2A - Management Research**

**Room:** Melaka 1  
**Time:** 15:45 pm - 17:15 pm  
**Chair:** Dr. Noorlaila Yunus/Dr. Uchenna Cyril Eze

15:45 pm Noorlaila Yunus; Che Norila Hassan (Universiti Teknologi MARA, MY)  
**Title:** The importance of emotional intelligence and soft skills in the workplace

16:00 pm Nur'Hidayah Che Ahmat; Mohd salehuddin Mohd Zahari; Ahmad Hidayat Ahmad Rizuan; Norrina Din (Universiti Teknologi Mara, MY)  
**Title:** Dry Hotel and Syariah Compliant Practices: Concepts, Challenges and Reality in Malaysia

16:15 pm Nur'Hidayah Che Ahmat; Mohd Salehuddin Mohd Zahari; Ahmad Hidayat Ahmad Rizuan (Universiti Teknologi Mara, MY)  
**Title:** Customer Awareness towards Syariah Compliant Hotel

16:30 pm Uchenna Cyril Eze (Monash University, MY); Chai Har Lee (Multimedia University, MY)  
**Title:** Conceptualizing Factors That Influence Consumers' Mobile Phone Purchase

16.45 pm Hsiao-Ming Chang (Chienkuo Technology University, TW)  
Ha-Chu Wu (Hungkuang University, TW)  
Tsai-Fu Tsai (Chienkuo Technology University, TW)  
**Title:** Study of Tourists' Attention to Marine Sports: Attraction Importance and Performance
Parallel Session 2B - Technology Research

Room : Melaka 4
Time : 15:45 pm – 17:15pm
Chair : Assoc. Prof. Zaiton Hamlin/Mrs. Maimunah Mohd. Shah

15:45 pm Mohammad Ahmad Nasrul; Khalil Md Nor (Universiti Kebangsaan Malaysia, MY); Maslin Masrom (Universiti Teknologi MARA, MY); Achmad Syarief (ITB, Indonesia)
Website User Interface Characteristics for Multi-Racial settings in Malaysia 130

16:00 pm Md. Shafiqul Islam; Maher Arebey; M. A. Hannan Hannan; Hasan Basri Nor (Universiti Kebangsaan Malaysia, MY)
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16:15 pm Nazrulzahar Bahaman; Erman Hamid; (Universiti Teknikal Malaysia, MY)
Anton Satria Prabuwono (Universiti Kebangsaan Malaysia, MY)
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16:30 pm Mohd Farhan Mohd Muklas; Emma Ahmad Zawawi (Universiti Teknologi MARA, MY)
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Parallel Session 2C - Innovation Research

Room : Melaka 5
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Chair : Dr. Jen-Chia Chang/Dr. Rini Wijayanti

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16:00 pm Kok Chung Chong (Universiti Tun Abdul Rahman, MY)
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Ya-Ling Tu (National Changhua University of Education, TW)
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Room: Melaka 1
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Chair: Professor Dr. Li Wei Liu/Mrs. Shereen Noranee

17:15 pm  Shereen Noranee; Noormala Amir Ishak; Raja Munirah Raja Mustapha (Universiti Teknologi MARA Shah Alam, MY)
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Ab. Latiff Abd. Rahman (Universiti Teknologi MARA, MY)
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Hsiao-Ming Chang (Chienkuo Technology University, TW)
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Room : Melaka 4
Time : 17:15 pm – 18:30pm
Chair : Ms Siti Khairiyah Nordin/Mr. Ramadoni Syahputra

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Reconfiguration of Distribution Network with DG Using Fuzzy Multi-objective Method 234

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17:35 pm Norshahidatul Hasana Ishak; Norasiken Bakar; Faizah Shahbodin; Rabiah Ahmad; Sazilah Salam (Universiti Teknikal Malaysia Melaka, MY)
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Room : Melaka 5
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Chair : Professor Dr. Alvaro Figueira/Mr. Tien-Li Chen

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17:30 pm Tien-Li Chen; Siek Hwee Ling National Taipei University of Technology, TW)
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18:00 pm Asmah Alia Mohd Bohari; Kumalasari Kipli; Noorsaidi Mahat (Universiti Teknologi MARA, MY)
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Technical Program

Monday, Day 2
22 MAY 2012

Parallel Session 4A - Management Research
Room : Melaka 1
Time : 09:00 am – 10:30 am
Chair : Professor Dr. Zainal Ariffin Ahmad/ Dr. Wan-Jing Chang

09:00 am  
Wan-Jing Chang (National Hsinchu University of Education, TW)  
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Amani Aqeel (Universiti Teknologi MARA, MY)  
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Normala Daud (Universiti Teknologi MARA, MY)  
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Zainal Ariffin Ahmad (UNITEN, MY)  
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Noor Azlina Mohamed Yunus: Baharom Abd Rahman; Abdul Kadir Othman (Universiti Teknologi MARA Puncak Alam, MY)  
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Mohd Redhuan Dzulkifli (Universiti Teknologi MARA Puncak Alam, MY)  
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Parallel Session 4B - Technology Research
Room : Melaka 4
Time : 09:00 am – 10:30 am
Chair : Mr. Veerasamy Senthil/Mrs. Hazalila Kamaludin

09:00 am  
Ali Reza Afshari (Islamic Azad University, Shirvan Branch, Seri Kembangan, IR); Rosnah Yusuff (University Putra Malaysia, MY); Amir Reza Derayatifar (Multimedia University, MY)  
Project manager selection by using fuzzy simple additive weighting method 331

09:15 am  
Peniel Ang Soon Ern Ang (Universiti Tun Hussein Onn Malaysia, MY); Narimah Kgsim (ICIOB, MY)  
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Marcel Korte (Murdoch University, AU); Kevin Lee (Murdoch University, AU); Chun Che Fung (Murdoch University, AU)  
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Shahab Safaeef (Qazvin Branch, Islamic Azad University, IR)  
Abolfazl Torghi Haghighat (Qazvin Islamic Azad University, IR)  
Replica Placement using Genetic Algorithm 347

10:00 am  
Veerasamy Senthil (Thiagarajar School of Management, Madurai, IN)  
S Kannan (Birla Institute of Technology and Science, Pilani - Pilani Campus, Pilani, IN)  
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Hazalila Kamaludin; Shahrseen Kasim; Norhanim Selamat; Bong Chiao Hui (University of Tun Hussein Onn, MY)  
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### Parallel Session 4C - Innovation Research

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<tr>
<td>09:00 am</td>
<td>Assoc. Prof. Dr. Kay Hooi Keoy/Mr. Esmaeil Nourani</td>
<td>Effect of drying method on compressive strength of special concrete with bottom ash</td>
<td>Mohd Syahrul Hisyam Mohd Sani; Fadhluhartini Muftah (Universiti Teknologi MARA Puncak Alam, MY)</td>
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<tr>
<td>09:15 am</td>
<td>Esmaeil Nourani; Amir Masoud Rahmani; Ahmad Habibizad Navin</td>
<td>Forecasting Stock Prices using a hybrid Artificial Bee Colony based Neural Network</td>
<td>Esmaeil Nourani; Amir Masoud Rahmani; Ahmad Habibizad Navin (Islamic Azad University, Iran)</td>
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<td>09:30 am</td>
<td>Mokter Hossain</td>
<td>Crowdsourcing: Activities, Incentives and Users’ Motivations to Participate</td>
<td>Mokter Hossain (Aalto University, Finland)</td>
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<tr>
<td>09:45 am</td>
<td>Kay Hooi Keoy</td>
<td>What Can Go Wrong? Developing and Sustaining an Entrepreneurial and Entrepreneurship Eco-System within an Educational Institution</td>
<td>Kay Hooi Keoy (UCSI University, MY)</td>
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<tr>
<td>10:00 am</td>
<td>Hawa Mohd Ekhsan; Siti Zulaila Ahmad; Syafnidar Abdul Halim; Jiwa Noris Hamid; Mohd Syahrul Hisyam Mohd Sani; Fadhluhartini Muftah (Universiti Teknologi MARA Puncak Alam, MY); Nurul Huda Mansor (Hewlett-Packard Company, MY)</td>
<td>The implementation of interactive multimedia in early screening of dyslexia</td>
<td>Hawa Mohd Ekhsan; Siti Zulaila Ahmad; Syafnidar Abdul Halim; Jiwa Noris Hamid; Mohd Syahrul Hisyam Mohd Sani; Fadhluhartini Muftah (Universiti Teknologi MARA Puncak Alam, MY); Nurul Huda Mansor (Hewlett-Packard Company, MY)</td>
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<tr>
<td>10:15 am</td>
<td>Mohammad Mehdi Hossein pour; Ab Razak Che Husin; Halina Mohamed Dahlan (University Technology Malaysia, MY)</td>
<td>BESTCASH: A new E-Cash for Micropayment</td>
<td>Mohammad Mehdi Hossein pour; Ab Razak Che Husin; Halina Mohamed Dahlan (University Technology Malaysia, MY)</td>
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### Parallel Session 5A - Management Research

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<tr>
<td>10:45 am</td>
<td>Dr. Roaimah Omar/Mrs. Rozilah Abdul Aziz</td>
<td>Management Communication Styles: Conceptualization and Scale Development</td>
<td>Roaimah Abdul Aziz; Makhtar Muhammad (Universiti Teknologi MARA, MY) Ismael Abu-Jarad (Universiti Malaysia Pahang, MY)</td>
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<td>11:00 am</td>
<td>Areeg Al-Mowalad</td>
<td>The Extension of TAM: The Effects of Social Media and Perceived Risk in Online Purchase</td>
<td>Areeg Al-Mowalad (Universiti Teknologi MARA, MY)</td>
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<td>11:30 am</td>
<td>Mohd Zakhiri Md Nor (International Centre for Education in Islamic Finance, MY)</td>
<td>Cross-Country Analysis of Islamic Finance Dispute Resolution: Malaysia and Saudi Arabia</td>
<td>Mohd Zakhiri Md Nor (International Centre for Education in Islamic Finance, MY)</td>
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<tr>
<td>11:45 am</td>
<td>Poh Kiat Ng; Jee Kian Siong; Nurul Izah Anuar (Multimedia University, MY)</td>
<td>The Role of TQM in a Malaysian Manufacturing Firm</td>
<td>Poh Kiat Ng; Jee Kian Siong; Nurul Izah Anuar (Multimedia University, MY)</td>
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<td>12:00 pm</td>
<td>Intan Waheedah Othman; Wee Ching Pok; Azatul Waznah Ghazali</td>
<td>The Relationship between Economic Value Added and Malaysian Stock Market Performance</td>
<td>Intan Waheedah Othman; Wee Ching Pok; Azatul Waznah Ghazali (Universiti Teknologi MARA, MY)</td>
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<tr>
<td>12:15 pm</td>
<td>Roaimah Omar; Rachel Samuel</td>
<td>Ecological Concerns and Environmental Orientation amongst Malaysian Manufacturing Firms</td>
<td>Roaimah Omar; Rachel Samuel (Universiti Teknologi MARA, MY)</td>
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<td>12:30 pm</td>
<td>Nadia Nurul Najwa Mohmad Hassan; Roslina Mohmad Shaif; Suhana Mohamed (Universiti Teknologi MARA Johor Branch, MY)</td>
<td>The Determinants of Capital Structure: Evaluation Between Shariah-Compliant and Conventional Companies</td>
<td>Nadia Nurul Najwa Mohmad Hassan; Roslina Mohmad Shaif; Suhana Mohamed (Universiti Teknologi MARA Johor Branch, MY)</td>
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<tr>
<td>12:45 pm</td>
<td>Irfah Najiha Basir Malan; Norhana Salamudin; Noryati Ahmad</td>
<td>Modelling Agency Problems in Malaysian Pyramid Structures</td>
<td>Irfah Najiha Basir Malan; Norhana Salamudin; Noryati Ahmad (Universiti Teknologi MARA, MY)</td>
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Parallel Session 5B - Technology Research
Room: Melaka 4
Time: 10:45 am – 12:45 pm
Chair: Dr. Wan Ahmad Yusmawiza Wan Yusoff/Mr. Sajad Khorsandroo

10:45 am  
Wan Ahmad Yusmawiza Wan Yusoff (International Islamic University Malaysia, MY)  
Fabrication of Surgical Cranioplast Biomodel Using Fused Deposition Modeling  

11:00 am  
Issarapong Khuankrue (Chulalongkorn University, Thailand)  
Model of Cross-Culture Risk Prediction base on Bayesian Belief Networks for Software Project  

11:15 am  
Amir Mohammad Shahi; Biju Issac; Jashua Modapotheia  
(Swinburne University of Technology Sarawak Campus, MY)  
Enhanced Intelligent Text Categorization using Concise Keyword Analysis  

11:30 am  
Juliana Wahid; Naimah Mohd Hussin  
Constructing Population of Initial Solutions for Curriculum-Based Course Timetabling Problem  

11:45 am  
Mahsa Baradaran Rohani  
Web 2.0 Embedded E-Learning: A Case Study  

12:00 pm  
Ghassan Alnajjar; Massudi Mahmuddin (Universiti Utara Malaysia, MY);  
Ramayah Thurasmamy (Universiti Sains Malaysia, MY)  
A Conceptual Model of Mobile Commerce Acceptance in Collectivist Cultures  

12:15 pm  
Sajad Khorsandroo; Rafidah Md Noor (Universiti Malaya, MY)  
Sayid Khorsandrooa (Islamic Azad University, Iran);  
A Mobility Framework to Enhance Quality of Experience through Quality of Service  

12:45 pm  
Siti Amely Jumaat; Ismail Musirin; Muhammad Othman; Hazlie Mokhlis (Universiti Teknologi MARA, MY)  
Particle Swarm Optimization Techniques for Optimal Location and Sizing of Thyristor Controlled Series Capacitor  

Parallel Session 5C - Innovation Research
Room: Melaka 5
Time: 10:45 am – 12:45 pm
Chair: Assoc. Prof. Dr. Noorman Masrek/Prof. Ismail Daut

10:45 am  
Caroline Peter Diman (Universiti Teknologi MARA, MY)  
Potential of Stagnant Water Due To Dam Flooding  

11:00 am  
Siti Hajar Mohamad Taher; Salamiah A. Jamal (Universiti Teknologi MARA, MY)  
Determinants of mountaineers' decision to climb: An innovative marketing for mountaineering tourism  

11:15 am  
Muhammad Suryanegara (University of Indonesia, ID)  
An Evolutionary Model of Service Innovation in 4G Mobile Technology  

11:30 am  
Mohammad Noorman Masrek; Mad Khir Abdulah Sani (Universiti Teknologi MARA, MY)  
The Development of Librarian Emotional Intelligence Assessment Tool  

11:45 am  
Nor Azwan Mohamed Kamari; Ismail Musirin; Zulkifii Abdul Hamid;  
Muhammad Norazam Abdul Rahim (Universiti Teknologi MARA, MY)  
An Evolutionary Algorithm Approach to Design SVC-PI Controller for Angle Stability Improvement  

12:00 pm  
Nor Azrina Mohd Yusof; Ming Ling Lai (Accounting Research Institute (ARI))  
Yap Bee Wah (Universiti Teknologi MARA, MY)  
Tax Non-Compliance: Evidence from Finalized Corporate Tax Audited Cases In 2010  

12:15 pm  
Luqman Azizan (Universiti Kebangsaan Malaysia, MY)  
Mohammad Syuhaimi Ab-Rahman (National University of Malaysia, MY)  
Analytical Approach on SNR Performance of Visible Light Communication for Modern Lighting Layout
12:30 pm  Muhammad Irwanto; Ismail Daut; Mohd Irwan; Gomesh Nair; Noor Syafawati (Universiti Malaysia Perlis, MY); Sasonko Hadi (Gadjah Mada University, ID)
Maximum Voltage Angle Optimization of Uninterruptible Power Supply on Three-Level Transformerless Photovoltaic Inverter 524

12:45 pm  Zulkiffli Abdul Hamid; Ismail Musirin; Muhammad, Norazam Rahim (Universiti Teknologi MARA, MY)
Hybrid Ant Colony Technique for Reactive Generation Tracing in Deregulated Power System 529

Parallel Session 6A - Management Research
Room : Melaka 1
Time : 14:00 pm – 15:30 pm
Chair : Mr. Cheng-Yu Tsai/Mrs. Zahariah Mohd. Zain

14:00 pm  Cheng-Yu Tsai (Aletheia University, TW); Ming-Tsang Wu (National Tainan Institute of Nursing, TW); Chiung-En Huang (Aletheia University, TW)
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14:30 pm  Zaiton Hamin, Zaharah Elias, Habibah Omar (Universiti Teknologi MARA, MY)
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14:45 pm  Siti Hafsfah Idris, Abu Bakar Majeed, Zaiton Hamin (Universiti Teknologi MARA, MY)
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15:15 pm  Mazlina Mohamad Mangsor, Zaiton Hamin (Universiti Teknologi MARA, MY)
Controlling Media Ownership in Malaysia: Lessons from the USA 559

15:30 pm  Zaharah Mohd Zain, Yaacob Anas, Sofian Shamsuddin (Universiti Teknologi MARA, MY)
Challenges, Opportunities and Performance of Bumiputera SMEs in the Food Industry: A Malaysian Perspective 565

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Chair : Dr. Chee-Ming Chan/Ms. Norazuaniza Mohd. Yunus

14:00 pm  Noorizan Mohamad Mozie; Raja Munirah Raja Mustapha; Norfazlina Ghazali (Universiti Teknologi MARA, MY)
Perceived Trustworthiness and the Behavioral Intention to Use Internet Banking Service among Bank Users in Shah Alam, Selangor 570

14:15 pm  Chee-Ming Chan (Research Centre for Soft Soils (RECESS), MY)
Talent Pool Cultivation for Succession Planning in IHEs: A Dynamic Close-loop Cycle 575

14:30 pm  Marzie Karimi (Faculty of Engineering, Shahid Bahonar University, IR)
Mohammad Moztarzadeh [Amirkabir University of Technology, IR]
Ali Pakzad (Faculty of Engineering, Shahid Bahonar University, IR)
Masoud Mozafari (Oklahoma State University, US)
Application of Fuzzy TOPSIS for group decision making in evaluating financial risk management 580
14.45 pm Farhad Shirani (University Teknologi Malaysia, IR), Khalil Md Nor (UTM, MY)
Investigation of Antecedents of Knowledge Sharing Attitude 585

15.00 pm Norazuaniza Mohd Yunus (Universiti Teknologi Mara, MY)
Developing Financial Model Using Financial Ratios to Predict Business Performance of IBS Construction Company in Selangor 590

15.15 pm Nor Azu Mhd Riffin; Noryati Ahmad (Universiti Teknologi MARA, MY)
A Conceptual Paper on Factors Affecting Investment Decision of Malaysian Investor 595

15.30 pm Md Khairu Amin Ismail; Norhana Salamudin; Nik Muhammad Nazrman Abd. Rahman; Badrul Kamaruddin (Universiti Teknologi MARA, MY)
DEA Portfolio Selection in Malaysian Stock Market 599

Parallel Session 6C - Management Research
Room : Melaka 5
Time : 14:00 pm – 15:30 pm
Chair : Professor Dr. Rohana Othman/ Mr. Fazal Malik

14:00 pm Kumalasari Kipli; Asmah alia Mohd Bohari; Balkhiz Ismail; Favilla Zaini (Universiti Teknologi MARA, Sarawak, MY)
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14:15 pm Rohana Othman (Universiti Teknologi MARA, MY)
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14:30 pm Doaa Bamasoud (Universiti Teknologi Malaysia, MY)
Anchors of Designing E-Shopping Portals for Adolescents 614

14.45 pm Hafiza Hassan; Muhammad Sabilor Rahman (Multimedia University, MY)
Transformation of Hypermarket Retailing Industry in Malaysia 618

15.00 pm Ammar Jalalimaneh; Seyyed Majid Yaghoubi; Elaheh (Iranian Research Institute for Information Science and Technology, Iran)
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15:15 pm Fazal Malik (Universiti Teknologi Petronas, MY)
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Parallel Session 7A - Management Research
Room : Melaka 1
Time : 15:45 pm – 17:15 pm
Chair : Dr. Uchenna Cyril Eze/ Assoc. Prof. Dr. Roshayani Arshad

15:45 pm Norhidayah Ali; Zuraidah Mohamed Isa; Dahlia Ibrahim; Rabihah Harun (Universiti Teknologi MARA Kedah Campus, MY), Mohd Norhisyam Awang (Centre of Graduate Studies, KUIS, MY)
Knowledge Management at the Work Place 634

16:00 pm Setiawan Assegaff (Universiti Teknologi Malaysia, MY)
Pre-Adoption of KMS: User Acceptance from Knowledge Worker Perspectives 640

16:15 pm Uchenna Cyril Eze (Monash University, MY), Tan Chew Beng (Multimedia University, MY), Joanne Tay Hueh Siang (Multimedia University, MY)
Credit card debt among young Malaysians: A conceptual framework 646

16.30 pm Roshayani Arshad; Siti Aishah Md Sallah; Rina Fadhilah Ismail (Universiti Teknologi MARA, MY)
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16.45 pm Wen-Cen Won (Science and Technology Policy Research and Information Center, TW)
The Complementary Environmentally Related Taxes and Emission Trading Systems Lessons from EU countries 657

17.00 pm Elya Syuhada Omar; Norliza Aminudin (Universiti Teknologi MARA, MY)
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<td>The Role of Design Factors in Influencing Training Transfer among small businesswomen</td>
<td>(Universiti Teknologi MARA Shah Alam, MY)</td>
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<td>Farhanah Mohd Noor; Alina Shamsuddin</td>
<td>Leadership Styles among Women Entrepreneurs: A Perspective</td>
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<td>Gender Behavior in Managing Conflict within the Small Firms Context in Malaysia</td>
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<td>16:45 pm</td>
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### Parallel Session 7C - Management Research

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<td>Supervisor Support, Work/Family Conflict and Employee Satisfaction among Nurses in Health Care Service</td>
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Belnocine Amin, Fedoua Didi  
The Relationship between Loyalty Program and Customer Loyalty in Retail Industry: A Case Study