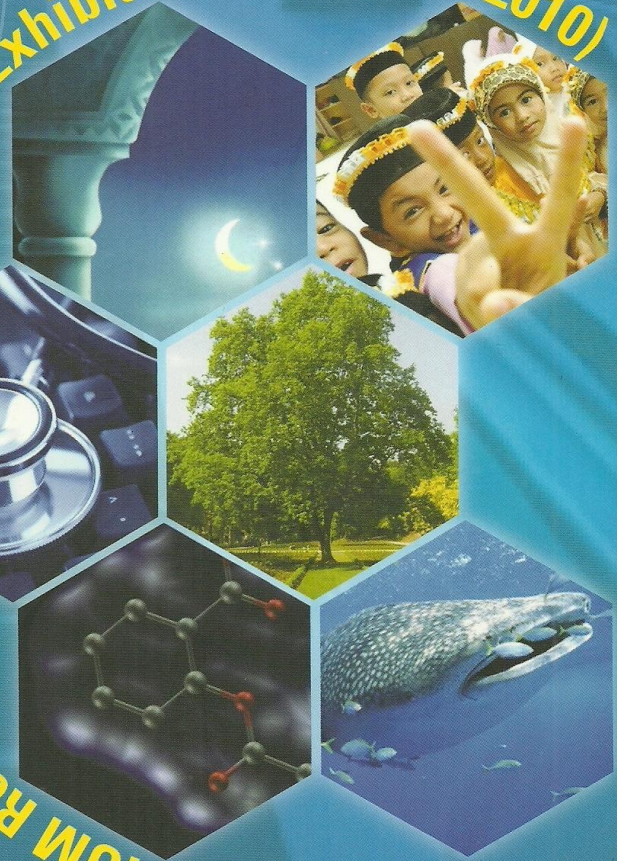




IIUM Research, Innovation & Invention Exhibition 2010 (IRIIE 2010)



ENHANCING QUALITY RESEARCH &  
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**DEVELOPMENT**



**P-224      The Effects of Construction on Environmental Resources in Peninsular  
Malaysia: The Perspective of Land Use Planning**

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Environment forms the basis upon which all human activities such as physical, social and economic take place. Malaysia is a nation that is blessed with the beauty of nature and at the same time advanced in terms of infrastructural development. Environmental resources are vital components of the environment that include land, vegetal resource, water bodies, atmosphere, flora and fauna. Nowadays, due to high rate of urbanization, rapid population and economic growth led to greater need of space for operation, which subsequently forced the construction industries to meet this demand. This gives rise to various forms of environmental degradations which lead to disruption of environmental equilibrium. The study assesses the effects of construction industries on the environment in the perspectives of land use planning. However, if proper measures are not taken, the consequences will never be of benefit to the country. Land use planning is an approach used to identify the relationship between construction activities and environmental resources. Generally, the study area covers Peninsula Malaysia because of the similarities of construction conditions and the environmental effects. The methodology employed in this study is based on the available data derived from the secondary sources of information. It also aims at suggesting ways of achieving sustainable construction activities so that our natural earth will not be harmed, destroyed or degraded.

**P-225                      Whether individual characteristics are related to  
organizational affiliation**

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One's affiliation with formal and informal organizations tends to reflect dominant attributes or orientation of the organizations. One's fit with an organization will make him continue his membership; a mismatch will separate the two. Members of two different organizations might face difficulties in their interactions with members of other organizations, and consequently could not work on joint projects. It is therefore important that different organizations become aware of dominant attributes of members of their interacting organizations to facilitate their communication and work on joint projects. The objective of the study is to identify common traits that are shared by members of selected Islamic-related organizations. The study used an open-ended instrument to solicit the opinions on positive and negative attributes perceived by a friend of one who is affiliated with an Islamic organization. The instrument was administered on a group of eighty (n=80) students who studied *Business Ethics* in a public university in Malaysia. The study content analyzed the attributes, and collapsed them into common categories. The authors believe that the current preliminary study is important in harmonizing the relations between various Islamic organizations.

**P-227                      Employers' Perception And Expectation Of The Graduates  
Competency**

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This research discusses the employers' perception and expectation of the undergraduate competency and personality. Research methodology is based on questionnaires survey and in depth interview on 100 employers. It focuses on employers that consist private and public sectors. The main findings show that factors such as mediocre or low academic achievement, low English language proficiency, inconsistency