



SEGi
University



ISBN : 978-969-9952-07-4

Abstracts
of
**2nd International Conference on
Emerging Trends in Scientific
Research**

1-2 November, 2014

Pearl International Hotel, Kuala Lumpur, Malaysia

Jointly Organized by



PAK RESEARCH & DEVELOPMENT WING
Growing Knowledge for Future

Sadeeq Block, Near Fawara Chowk, Abbasia Town, Rahim Yar Khan - 64200, Punjab, Pakistan

URL : www.pakinsight.com, www.aessweb.com

CONFERENCE PROCEEDINGS BOOK OF ABSTRACTS

2nd ICETSR-2014 Malaysia

2nd International Conference on Emerging Trends in Scientific
Research

1-2 November, 2014

Pearl International Hotel, Kuala Lumpur, Malaysia



Contents

Article ID	Title	Page No.
	Conference Scientific Committee	iv
	Conference Chair Message	v
	Keynote Speaker	vi
2 nd ICETSR-09	Architecture Design Studios, between Implied Ideas and Process Generated Outcomes <i>Kesseiba Karim</i>	1
2 nd ICETSR-10	Fundamentals: Expressing Modern Architecture at Biennale Venice 2014 <i>Karim Kesseiba</i>	2
2 nd ICETSR-27	Antecedents of Customer e-Loyalty with the Effect of Trustworthiness in Malaysia Context <i>Poh-Ming, Wong Winnie --- May Chiun, Lo --- T. Ramayah</i>	3
2 nd ICETSR-58	Improved Performance in Aluminium Oxide Tool Inserts Via Post Sintering Using Hybrid Microwave Energy <i>Tasnim Firdaus Ariff --- Muhammad Firdaus Azmi --- Mohd Norhafiz Ismail --- Mohammad Iqbal --- Irfan Hilmy</i>	5
2 nd ICETSR-64	Challenges Facing Entrepreneurs in Developing Countries: A Study of the Dhofar Region of the Sultanate of Oman <i>Shouvik Sanyal</i>	6
2 nd ICETSR-79	Cost Analysis of using Hybrid Microwave Post-Sintered Aluminium Oxide Inserts <i>Tasnim Firdaus Ariff --- Muhammad Firdaus Azmi --- Mohamad Iqbal --- Rubina Bahar</i>	7
2 nd ICETSR-80	Design Improvements in the Inner Shell of a Motorbike Helmet Using Coconut Fiber Composite <i>Tasnim Firdaus Ariff --- Muhammad Ezurin Jalil</i>	8
2 nd ICETSR-25	Renewable Sources of Energy for Economic Development in Nigeria <i>Danjuma Maijama 'a --- Ladan Maijamaa 'a --- Mohammed Umar</i>	9
2 nd ICETSR-66	The Role of CRM Technology in Online Advertising <i>K.K.Hashimova</i>	10
2 nd ICETSR-94	Reduction in Carbon Dioxide Emissions and Global Climate in Campus <i>Nurul Asyiqin binti Ramli --- Irina Safitri Zen --- Masalah Bandi</i>	11
2 nd ICETSR-56	Effects of Lambad-cyhalothrin and Emamectin Benzoate on Predatory Performance of Wolf Spiders <i>Muhammad Tahir</i>	13

2 nd ICETSR-52	Factor Increasing the Productivity of Human Resources, Sport Federations in Iran <i>Saeid Sedaghati --- Bahareh Abedi</i>	14
2 nd ICETSR-77	Incorporation of Human Personality Types (Based on Mbt) in Web User Interface Designs Using Genetic Algorithm <i>Kasthuri Subaramaniam --- Atbin Yeganeh</i>	15
2 nd ICETSR-96	Employee Performance And Non-Financial Incentives: A Qualitative Study on SEGi University Employees <i>Tek Leong Lim --- Wei Ying Chong</i>	16
2 nd ICETSR-97	Mobile Robot Obstacles Avoidance by Using Braitenberg Approach <i>Nohaidda Binti Sariff ----- Nur Ilyana bt Nubli</i>	17
2 nd ICETSR-98	Line Following Mobile Robot by using a Fuzzy Logic Technique <i>Nohaidda Binti Sariff ---- Ummu Raihan Bt Yussuf</i>	18
2 nd ICETSR-15	Economic empowerment of rural women in developing countries: Hands on training on Horticultural produce <i>NagaLaxmi M Raman</i>	19
2 nd ICETSR-73	A New Nonlinear Programming Algorithm for CAD System of Railways Routing <i>Valery I. Struchenkov</i>	21
2 nd ICETSR-29	Materials for the Earth Air Pipe Heat Exchanger (EAPHE) System as a Passive Cooling Technology for Hot-Humid Climate <i>Noor Aziah Mohd. Ariffin --- Aliyah Nur Zafirah Sanusi --- Aminuddin Mohd Noor</i>	22
2 nd ICETSR-63	Kinetic of the Thermal Conversion Processes of Tropical Biomasses <i>Villegas Aguilar, P. J --- Camerucci, M. A --- Quintana Puchol, R</i>	23
2 nd ICETSR-19	Administrator's Role in Training Programs Stimulating Training Motivation <i>Azman Ismail --- Siti Ngayesah Ab. Hamid --- Nor Anis Nadira Ahmad</i>	24
2 nd ICETSR-42	Medium of instruction policies and language practices, ideologies and institutional divides: Voices of teachers and students in a private university in Bangladesh <i>M. Obaidul Hamid --- Iffat Jahan --- M. Monjurul Islam</i>	25

Scientific Committee 2nd ICETSR, 2014 Malaysia

- Dr. Khalid Mahmood**, Assistant Professor of Economics, Govt Khawaja Fareed Post Graduate College Rahim Yar Khan Pakistan
- Dr. RAMANI. K.**, K.S.Rangasamy College of Technology, India
- Dr. Bensafi Abd-El-Hamid**, Abou Bekr Belkaid University of Tlemcen, Algeria
- Dr. Ravi Kumar Bommiseti**, Assistant Professor Sree Vidyanikethan Engineering College Sree Sainath Nagar
- Mr. Govinda BHANDARI**, Chief, Research and Training, Environment Professionals? Training and Research Institute, Nepal
- Dr. Abdul Majeed Muzathik**, Senior Lecturer - ITUM, University of Moratuwa, Sri Lanka
- Dr. Somsubhra De**, Melaka Manipal Medical College, S-008 Jalan Batu Hampar, Bukit Baru, Melaka 75150, Malaysia
- Dr. P. Mariappan**, Bishop Heber College Tiruchirappalli- 620017 Tamil Nadu South India
- Dr. Hossein Panahi**, Dept. of Economics, University of Tabriz, Tabriz 42994529 Iran
- Dr. K. SHOBHA**, Associate Professor in Economics in Government Arts College, Coimbatore, Tamil Nadu, India
- Dr. Ayi Ayayi**, Universit du Qubec, Canada
- Dr. Yu Hsing**, Southeastern Louisiana University Hammond, USA
- Dr. Shahida Wizarat**, Economics Department, Institute of Business Management, Karachi, Pakistan
- Dr. Lau Wee Yeap**, Faculty of Economics and Administration, University of Malaya, Malaysia
- Dr. Seema Narayan**, RMIT University, Australia
- Dr. Andreea Stoia**, Bucharest Academy of Economic Studies, Romania
- Dr. Maria do Cu Alves**, University of Beira Interior, Portugal
- Dr. Husam-Aldin Almalkawi**, King Abdulaziz University, Saudi Arabia
- Dr. Raid Al-adaileh**, Mutah University, Jordan
- Dr. A. Dimitras**, Hellenic Open University, Greece
- Dr. Giorgio Calcagnini**, Universita di Urbino, Italia
- Dr. Faruk Balli**, Massey University, New Zealand
- Dr. Rana Ejaz Ali Khan**, The Islamia University of Bahawalpur, Pakistan
- Dr. Liu Zhigao**, Chinese Academy of Sciences, China
- Dr. Hamid Sepehrdoust**, Boo-Ali-Sina, University of Hamedan, Iran
- Dr Asmak Ab Rahman**, Department of Shariah and Economics, University of Malaya, Malaysia
- Dr. Narayan Sethi**, National Institute of Technology Rourkela, India
- Dr. Cristiana Tudor**, The Bucharest Academy of Economic Studies, Romanian
- Dr. Khaled GUESMI**, University of Paris X ? Nanterre, Paris
- Dr. Rudra Prakash Pradhan**, Indian Institute of Technology, India
- Dr. Burak Darici**, Balikesir University, Turkey
- Dr. Shawkat Hammoudeh**, Drexel University Philadelphia, USA
- Dr. Check Teck Foo**, Sun Tzu Art of War Club, China
- Dr. Kumar Das**, Vice Chancellor Fakir Mohan University, India
- Dr. Saleheen Khan**, Department of Economics, Minnesota State University, Mankato, USA
- Dr. Mohammad Taufik Bin Wan Abdullah Wan**, Universiti Tenaga Nasional, Malaysia

Associate Professor Dr. GholamReza Zandi



It gives me great pleasure to welcome you most cordially at the **2nd International Conference on Emerging Trends in Scientific Research (ICETSR)**. This event is the culmination of an enormous collective effort which began in late 2013. From that moment, many institutions and individuals contributed in one form or another towards the organization of the ICETSR. I should like to take this opportunity to express my appreciation to Dr. Qazi, the founder and Editor in Chief of Asian Economic and Financial Review for the enthusiasm and assistance he gave to the original initiative.

Recently, we have witnessed a significant increase of concern among the scholars of the world with the rational utilization of renewable natural resources, and with the conservation of species suffering from the impact of an expanding society with an ever more sophisticated technology at its disposal. Although, we still have a long way to go, and only through a joint effort will we be able to reach our fundamental goal. In this sense, I consider this second **International Conference on Emerging Trends in Scientific Research** meeting of the parties as taking on a transcendental role for the future initiatives.

Distinguished participants, let me express, in the name of the Organizing Committee, our most sincere wish that the discussions and debates resulting from the **2nd International Conference on Emerging Trends in Scientific Research (ICETSR)** to come will positively contribute to the new approaches in scientific research.

Associate Professor Dr. GholamReza Zandi

Graduate School of Business (GSB)

SEGi University

Malaysia.

Emeritus Professor Mohamed Sulaiman, PhD



Emeritus Professor Mohamed Sulaiman holds a Ph.D. (Business Administration) from University of Wales Cardiff, U.K., MBA from Catholic University of Leuven, Belgium and a B.A. (Economics) from University of Malaya, Kuala Lumpur. He laid the foundations of the School of Management, Universiti Sains Malaysia (USM) and shaped the development of the school. Now the school has more than 1200 undergraduates in 5 majors (Finance, Marketing, Organization & Human Resources, & Operations Management) as well as a Bachelor of Accounting, 200 MBA students and more than 120 M.A and Ph.D. students. He was instrumental in developing the MBA program to be one of the top 25 MBA programs in Asia Pacific. Besides, he designed the Doctor of Business Administration (DBA) which was launched in 1999. The school has grown from 6 faculty members in 1981 to 53 in 2004 and now the MBA & DBA Programs formed the Graduate School of Business at USM.

Emeritus Professor Mohamed Sulaiman founded the Asian Academy of Management (AAM) in 1994. It has about 200 members. The AAM publishes two journals, the AAM Journal (twice a year) and the AAM Journal of Accounting and Finance, which are internationally refereed and both are listed in Scopus index. The AAM also convenes the AAM conference once every two years. Each conference is usually attended by 120 representatives from 20 to 30 countries from Asia, Australia, Europe, Africa and North America. He held the Chair Professor of Islamic Management at Faculty of Economics and Management Sciences, International Islamic University Malaysia.

He was appointed to the prestigious Tun Razak Chair Professor at Ohio University, USA for 1997-2000. After retiring from USM he was Head of Department at Faculty of Economics and Management of International Islamic University Malaysia, before being appointed as Chair of Islamic Management. He is now Adjunct Professor at the Graduate School of Management, IIUM.

Emeritus Professor Mohamed Sulaiman has graduated 31 PhD's in the area of Strategic Management, Organizational Behavior, Leadership and International Business. He had published more than 60 papers in international journals.

Paper No: 2nd ICETSR-09

Architecture Design Studios, between Implied Ideas and Process Generated Outcomes

Kesseiba Karim¹

¹ *Cairo University*

Abstract

Teaching first year architecture students is an important challenge, both to the young architect and to the tutor. The problems associated with that challenge is the completely different experience the student faces in their first studio, in addition to the urge to glorify the product by the tutor. This duality is very important to observe and relate to especially in the process of developing the quality of learning and teaching architecture. Thus, the paper aims to discuss the different approaches and design studios targeting first year students based upon literature review. This review will analyze and focus upon the main issue of the extent of which the process of teaching coordinates with the capabilities of imagination and application by the student from one side, and from another side the outcomes. This analysis will shed light upon the extent of which the tutor interferes to enhance the quality of the outcome. Afterwards, a design studio targeting first year students, led by the author at Cairo University is described and analyzed with reference to the previous discussion. The process of design is explained and evaluated according to the sequential sketches submitted by a group of students, and the level of interference of the tutor, followed by analysis of the outcomes of the design studio. This study will help in establishing a clear process for a design studio targeting first year students during a period of two semesters, with clear documentation of the process, which possibly can help other tutors and professors in the field of architecture education.

Keywords: Architecture education, Design studio, Process of design, Outcomes of studios.

Paper No: 2nd ICETSR-10

Fundamentals: Expressing Modern Architecture at Biennale Venice 2014

Karim Kesseiba¹

¹ *Cairo University*

Abstract

The Biennale held at Venice this year will exhibit a strong intellectual challenge inaugurated by the curator Rem Koolhaas. The “Theme” for the 14th cycle is “Fundamentals” in Art and Architecture. This theme will be presented by 40 different countries in the national pavilions. The major issue to be presented this year which is different than other years will be according to Koolhaas, the representation of “architecture” rather than “architects”. The main goal will be the expression of architecture in different nations during the past 100 years, from 1914-2014. Going through the different stages of understanding ‘national’ architecture, World Wars, Modernism and then globalization, the theme represents an important challenge for each contributor to express the evolution of architecture in their nations. This point will be the main core of analysis in this paper. In order to make this explicit, the paper will be divided into two parts. First is the documentation of the contributions of a selection of countries from the Middle East. Then, the second part will be analysis of those contributions in relation to the theme. The paper concludes by a discussion related to the intellectual outcomes of the contributions and their relation with the national history and Modernism. This discussion will shed light on how countries in the Middle East relate to the dilemma of representation in the shadows of Modernity.

Keywords: Modern architecture, Biennale, Fundamentals, National identity.

Paper No: 2nd ICETSR-27

Antecedents of Customer e-Loyalty with the Effect of Trustworthiness in Malaysia Context

Poh-Ming, Wong Winnie¹ --- May Chiun, Lo² --- T. Ramayah³

¹ *University College of Technology Sarawak, Sibu Sarawak*

² *University Malaysia Sarawak, Kuching Sarawak*

³ *Universiti Science Malaysia*

Abstract

The rapid growth of online shopping has led to inspire customer e-loyalty among Malaysians especially living in this digital atmosphere. Commitment-Trust Theory is applied as the theoretical base to explain the factors influencing customer e-loyalty. The primary objective of this study is to investigate the direct impact of customer interface quality, SERVQUAL, website quality, technology acceptance factors, and technology trust on customer e-loyalty. This study also aims to examine the indirect effect of independence variables on customer e-loyalty through the mediating effects of trustworthiness. SmartPLS 2.0 (M3) is applied to study the impact. A survey is conducted with three hundred and ninety five respondents who had online purchase experience. The findings indicated that customer Interface quality, SERVQUAL, website quality, technology acceptance factors, and technology trust have positive impact on customer e-loyalty. Trustworthiness is used as mediator exclusive of SERVQUAL. Several implications of the findings, limitations of the study, and recommendations for future research are discussed.

Keywords: Customer interface quality, SERVQUAL, Website quality, Technology acceptance factors, Technology trust, E-loyalty, Trustworthiness

Contribution of Study

This is expected to add to the body of knowledge on e-consumer behavior. Moreover, the effect of trustworthiness between the constructs and customer e-loyalty will also add more knowledge to the literature of e-commerce and consumer behavior from an academic perspective. Presently, there is limited literature that focuses on the adoption, acceptance and intention to use websites amongst Malaysians. Due to this, it is important for e-marketers to understand attitudes and behaviors' in order to encourage Malaysians to become involved in electronic-based activities. These antecedents might assist the e-marketer and e-designers to develop and reengineer the strategic tools to promote Malaysians to use the Internet for shopping regarding to the re-patronage behavior in online shopping. Additionally, the findings also reveal to e-retailers the importance of designing professional and well-structured websites with good content, in order to attract and retain existing and new e-consumers.

Paper No: 2nd ICETSR-58

Improved Performance in Aluminium Oxide Tool Inserts Via Post Sintering Using Hybrid Microwave Energy

Tasnim Firdaus Ariff¹ --- Muhammad Firdaus Azmi² --- Mohd Norhafiz Ismail³ --- Mohammad Iqbal⁴ --- Irfan Hilmy⁵

^{1,2,3,4,5} *Department of Manufacturing and Materials Engineering, Faculty of Engineering, International Islamic University Malaysia, Kuala Lumpur, Malaysia*

Abstract

This research investigates the effect of hybrid microwave energy toward the enhancement of tool life in Al₂O₃ inserts. Post sintering was done using conventional and hybrid microwave sintering at 600°C for 15 mins and compared the findings with the original available commercial inserts. Mechanical testing such as density, hardness and compression strength were performed together with the micro structural analysis using Scanning Electron Microscope (SEM) was done. Tool life of these Al₂O₃ inserts were analysed through dry machining using three different cutting speeds (245, 305 and 381 m/min) at the feed rate of 0.2 mm/rev and depth of cut of 0.2 mm. Two different workpieces were used in this research; T6061 Aluminium Alloy and Hardened Steel. Results have shown that the density and hardness remain quite similar with or without the post sintering effect. However, the material became slightly more brittle upon post sintering where conventional sintering produced a compression strength of 0.07 MPa while the hybrid microwave sintering produced a compression strength of 0.21 MPa. Tool life of Al₂O₃ inserts in dry machining of T6061 Aluminium alloy and Hardened Steel has increased by 27.0-40.0 % and 30.6-39.1 % respectively for the hybrid microwave post sintering.

Keywords: Aluminium oxide, Post sintering, Hybrid microwave energy, Conventional heating, Tool life, Wear resistance

Paper No: 2nd ICETSR-64

Challenges Facing Entrepreneurs in Developing Countries: A Study of the Dhofar Region of the Sultanate of Oman

Shouvik Sanyal¹

¹ Assistant Professor, College of Commerce and Business Administration, Dhofar University, Sultanate of Oman

Abstract

The aim of this paper was to investigate the perceptions of Omani youth towards entrepreneurial activity, with the view to extend entrepreneurial policies towards youth. The Sultanate of Oman is an Arab and Islamic country occupying the South-eastern corner of the Arabian Peninsula in the south-western part of the Asian Continent. Oman, the third largest country in the Arabian Peninsula, occupies a strategically important geographical location for international companies wanting to do business or considering access to Asian, Arabic and African markets (Selway, 1997). This study aims to understand the challenges facing entrepreneurs in the Dhofar region of Oman, along with the necessary skills and competencies required for success in such a scenario.

Paper No: 2nd ICETSR-79

Cost Analysis of using Hybrid Microwave Post-Sintered Aluminium Oxide Inserts

Tasnim Firdaus Ariff¹ --- Muhammad Firdaus Azmi² --- Mohamad Iqbal³ --- Rubina Bahar⁴

^{1,2,3,4} *Department of Manufacturing and Materials Engineering, Engineering Faculty, International Islamic University Malaysia*

Abstract

This research investigates the effect of heat treatment using hybrid microwave energy toward the enhancement of tool life in Aluminium Oxide (Al_2O_3) inserts. Al_2O_3 tool insert is known for its attractive properties including high fracture toughness, strength and wear resistance at elevated temperatures. Heat treatment was performed on these inserts by post-sintering them for 15 minutes at 600°C using conventional heating and hybrid microwave energy. Machining was performed on T6061 Aluminium alloy and hardened steel for tool life analysis at three different cutting speeds; 215, 314 and 393 m/min. Tool life for Al_2O_3 had increased by 27-40% and 31-40% for T6061 Aluminium alloy and hardened steel respectively. Cost analysis was performed on these post-sintered Al_2O_3 inserts and found that there are economical benefits in the tooling cost when compared with the untreated Al_2O_3 inserts.

Keywords: Aluminium oxide, Post sintering, Hybrid microwave energy, Conventional heating; Tool life, Cost analysis.

Paper No: 2nd ICETSR-80

Design Improvements in the Inner Shell of a Motorbike Helmet Using Coconut Fiber Composite

Tasnim Firdaus Ariff¹ --- Muhammad Ezurin Jalil²

¹ *Department of Manufacturing and Materials Engineering, Faculty of Engineering, International Islamic University Malaysia, Kuala Lumpur, Malaysia*

Abstract

Composite materials have changed the way of manufacturing motorbike helmets. It is widely used in the making of the outer shell of the helmet because of its lightweight, strength and high modulus-to-weight ratio properties. This research aims in design improvements in the inner shell of a motorbike helmet using coconut husk. Modelling of the inner shell of the motorbike helmet is done by using CATIA software. Finite Element Analysis (FEA) is used in analysing its performance using method from ANSYS software with the determined properties from series of mechanical testing. The cost analysis of the composite inner shell helmet is conducted in this study with the comparison from the cheapest commercial motorbike helmet. The outcome from the mechanical testing shows that this coconut fiber composite is strong with some properties of elasticity in it. This material has shown to have better stress absorption compared to Expanded Polystyrene Styrofoam (EPS). Therefore, this composite can be used as an alternative material to EPS which is non-biodegradable.

Keywords: Coconut fiber, Composite, Inner shell, Motorbike helmet, Finite element analysis.

Paper No: 2nd ICETSR-25

Renewable Sources of Energy for Economic Development in Nigeria

Danjuma Maijama'a¹ --- Ladan Maijamaa'a² --- Mohammed Umar³

¹ Abubakar Tatari Ali Polytechnic Bauchi, Nigeria; Ph.D economics student, University Utara Malasia

² Federal Polytechnic Bauchi, Nigeria

³ Federal University Kashere Gombe, Nigeria; PhD Economics Student at University Utara Malasia

Abstract

It has become widely acknowledged that the rising environmental and economic cost associated with fossil fuel energy has made renewable energy a basic requirement for the development of Nigeria's economy. The paper focuses on renewable source of energy for economic development in Nigeria. Specifically, the Nigeria's energy scene, renewable energy potentials and barriers, as well as various national energy policies were analysed and areas that require attention to achieve sustainable provision of renewable energy were highlighted. Overall, achieving sustainable development in Nigeria lies in addressing the imminent energy crisis facing the country. While fossil fuels have increased in use and declined in supply, excessive usage of fuel wood is already creating environmental problems especially in the Sahel area. But renewable energy brings together climate protection, poverty reduction, and technological progress.

Keywords: Renewable energy, Electricity, Economic development.

Contribution of Study

The paper has pointed out the crucial energy need of Nigeria and identifies alternative sources of energy which if adequately harness as done in other developed and developing countries will solve the energy (electricity) problem in the country.

Paper No: 2nd ICETSR-66

The Role of CRM Technology in Online Advertising

K.K.Hashimova¹

¹ Sector chief of the Institute of Information Technology of ANAS

Abstract

The paper conducts characteristics of online advertising, role of CRM technologies and CRM system, its functions. Advertising ties between producers and consumers has been studied. Information model is discussed as well.

Keywords: Online advertising, CRM systems, CRM applications, Marketing, Customer service, Customer evaluation

Paper No: 2nd ICETSR-94

Reduction in Carbon Dioxide Emissions and Global Climate in Campus

Nurul Asyqin binti Ramli¹ --- Irina Safitri Zen² --- Masalah Bandi³

^{1,2,3} *Office of Campus Sustainability, Universiti Teknologi Malaysia, Johor, Malaysia*

Abstract

The world is facing a tremendous environmental challenge in terms of climate change, use of natural resources and natural environment damage. It's the time where organization focus on policy making which the policy is focusing on technology, problem solution towards sustainability and applying it in the organization. This study objective is to analyse the university policy which is the sustainable policy, energy policy and transport policy and the impact resulted from the action taken. This effort is as part of the Malaysia commitment to support the 40% national reduction in carbon dioxide emissions. The measurement will focus on the three stages; consist of the analysis of campus sustainability policy of Universiti Teknologi Malaysia; the implementation taken and the impact of the campus sustainability initiative's being in place. Among the initiative's in place is the development of Energy Efficiency index (EEI) monitor the sustainable energy performance. It was implemented on 2010 and until 2013 the results shows that a total carbon emission reduction from electricity from 2009 to 2013 is 36%. Other on university transport policy, the limitation set by the policy on the consumption of buses that travel up to 300km shows that a total GHG emissions decrease by 6% from 3092.66 metric tons to 2900.92 while carpooling has been encourage for group travels from Johor to Kuala Lumpur and others. Besides from that, UTM safety unit despite the adoption of cycling for campus patrols since 2011 which has remained for once a week. On sustainability system and operations, university provide a sustainable facilities and make an effort of sustainability such as recycling day campaign, waste management, green office and reducing paper consumption. Solid waste generation recorded has been respectively

259.7, 285.5, and 279.83 tonnes for 2009, 2010 and 2011. The target has been to reduce waste generated from normal campus activities from 2 kg per capita per day to 0.83. For paper consumption reduction, the results gradually decreasing which is 50% reduction based on 2008 data. It is part of the effort to show our awareness by the way we operate our campus that doesn't affect the natural resources and environment.

Keywords: Sustainability, Sustainable campus, Carbon emission reduction.

Contribution of Study

This study contributes in the existing campus operation to change people behavior in achieving sustainable campus by reducing the carbon emission by year. It helps staff and students to understand the university policy regarding sustainability indirectly change their behavior towards saving the environment.

Paper No: 2nd ICETSR-56

Effects of Lambad-cyhalothrin and Emamectin Benzoate on Predatory Performance of Wolf Spiders

Muhammad Tahir¹

¹ Assistant Professor of Zoology, Department of Zoology, University of Sargodha, Pakistan

Abstract

In the present study, the effects of Lambad-cyhalothrin and Emamectin Benzoate on the predatory potential of lycosid spiders were studied. *Pardosa birmanica* was taken as a indicator species. Spiders were divided into control and experimental groups. All spiders were fed on insect's larvae up to satiation level to standardize the hunger level. Experimental groups were exposed to sub-lethal (1/20th of field rate) doses of insecticides for one hour and then transferred to separate clean jars. Each spider was offered five pests (plant hopper nymphs) and data of feeding was recorded after every 4 hours till 24 hours. To test the effect of prey density on feeding behavior we offered different prey numbers (five or ten) to each spider. Results showed that both Lambada-cyhalothrin and Emamectin Benzoate significantly affect the predation of spiders. Furthermore, consumption rate was significantly increased with the increase of pest density.

Paper No: 2nd ICETSR-52

Factor Increasing the Productivity of Human Resources, Sport Federations in Iran

Saeid Sedaghati¹ --- Bahareh Abedi²

¹Islamic Azad University, Islamshahr Branch, Faculty of Physical Education & Sport Science, Sport management group

² Master of Arts sport management

Abstract

Objective: The objective of this research was to investigate the factors affecting in human resources productivity at sport Federations of Iran. **Methods:** The method of research is the descriptive nature performed in a field form. The statistical universe of this study was included all the human resources at sport federation of Iran (1394 people). Sample group was consisting of 302 people that randomly selected. For data collection, two researchers - made questioner were used. The descriptive statistics and inferential statistics were used for data analysis. **Results:** The relationship between main internal factors, complement internal factors & external factors with components of productivity is significant ($\alpha=0/01$). The main internal factors have a significant effect on the component of organizational effectiveness but there isn't significant effect on the other components of productivity ($\alpha=0/01$). The complement internal factors haven't a significant effect on the components of productivity. The external factors have a significant effect on the components of productivity. **Conclusion:** with regard the significant influence of external organizational factors in increasing employee productivity, the officials of sports federation must pay particular attention to these factors.

Keywords: Productivity, Human resources, Sport federations, Iran

Paper No: 2nd ICETSR-77

Incorporation of Human Personality Types (Based on Mbti) in Web User Interface Designs Using Genetic Algorithm

Kasthuri Subaramaniam¹ --- Atbin Yeganeh²

¹ Faculty of Business and Information Science, UCSI University Kuala Lumpur, Malaysia

² Faculty of Business and Information Science, UCSI University, Kuala Lumpur, Malaysia

Abstract

Nowadays users are increasingly accessing internet applications for learning, business or pleasure using a variety of computing devices which includes head held devices, mobile phones, televisions and internet appliances. Web interface design for pervasive computing is becoming an area of significant importance within the research area of human-computer interaction and visual interface. There is unimaginable number of web sites and each of them has different designs and interfaces to interact with their users and viewers, who come from many different country, culture and personality (Feuerlicht, 2008). Web user interface (WUI) designers have to consider to design user interface based on users' demands and wishes and when we face with many different viewers from different parts of work with variety of personality, it is very important to build and design interfaces. Therefore according to different types of human personality and interface design factors, most important thing is to create and design a web interface which satisfies most users.

Keywords: Human computer interaction, Personality types, Genetic algorithm, Web designing

Paper No: 2nd ICETSR-96

Employee Performance and Non-Financial Incentives: A Qualitative Study on SEGi University Employees

Tek Leong Lim¹ --- Wei Ying Chong²

^{1,2} SEGi University, Kuala Lumpur, Malaysia

Abstract

The objective of this study is to assess the association between employee performance and non-financial incentives as a motivational tool in SEGi University. A semi-structure interview was used to examine the perceptions of employees towards the impact of non financial incentives as a motivational tool in their job performances. 10 SEGi University employees were interviewed: 5 academic employees and 5 non-academic employees. Findings revealed that non-financial incentives have a steady, sustainable impact on the performance of the employees. Therefore, the authors suggest that SEGi University should take the non-financial incentives into consideration as part of their human resource strategies since non-financial incentives can enhance the employees performances.

Keywords: Motivation, job performance, nonfinancial incentives, qualitative study

Contribution of Study

In contrast with most reseach in this area, this study employed a qualitative study. Although non-financial incentives schemes are being implemented in many organizations, little is known about the view of the private university employees of the effects of the non-financial incentives on their job performance. This study attempts to assess the association between employee performance and non-financial incentives as a motivational tool in SEGi University.

Paper No: 2nd ICETSR-97

Mobile Robot Obstacles Avoidance by Using Braitenberg Approach

Nohaidda Binti Sariff¹ --- Nur Ilyana bt Nubli²

¹ Faculty of Electrical Engineering, SEGI University Kota Damansara, Petaling Jaya, Selangor, Malaysia

² Faculty of Electrical Engineering, Universiti Teknologi MARA Malaysia, Shah Alam, Selangor, Malaysia

Abstract

This paper presents an obstacle avoidance using Braitenberg approach for the E-puck mobile robot. The Braitenberg control was design using 8 IR sensors and 2 motor speeds. Proximal control was used in this project, which make the robot has the ability to adjust its path in response to the obstacles. The main goal of this research is to test the performance of E-puck mobilerobot to avoid obstacles by using Braitenberg approach. The performance of the robot was tested to difference complexities of obstacles. The obstacles are fixed into a static environment. The controller for the robot is designed using C programming on Webots software. There are two things that we consider about the robot success which are the ability of the robot to avoid the obstacles in different shape and also the ability of the robot with various complexity of obstacles. The result shows that the robot can avoid the obstacles successfully in simple and medium environment, but having some local minima problem when faced to the complex environmentwith obstacles.

Keywords: Mobile Robot, Braitenberg approach, Obstacle avoidance

Paper No: 2nd ICETSR-98

Line Following Mobile Robot by using a Fuzzy Logic Technique

Nohaidda Binti Sariff¹ --- Ummu Raihan Bt Yussuf²

¹ Faculty of Electrical Engineering, SEGI University Kota Damansara, Petaling Jaya, Selangor, Malaysia

² Faculty of Electrical Engineering, Universiti Teknologi MARA Malaysia, Shah Alam, Selangor, Malaysia

Abstract

This project described the development of E-puck line follower robot by using a Fuzzy Logic approach. The E-puck robot task is to follow the line while avoiding astatic obstacle around the line. The Webots software is used in this project to display E-puck movement and MATLAB software used as a controller for Fuzzy Logic. The input of Fuzzy Logic based on 8 IR sensors and the output of Fuzzy Logic are the movements of E-puck. The result of trajectory, line and obstacle avoidance was recorded during simulation testing. The result shows the E-puck successfully follow the line while avoid an obstacle in a state environment.

Keywords: Line Following Robot, Fuzzy Logic, Obstacle avoidance

Paper No: 2nd ICETSR-15

Economic empowerment of rural women in developing countries: Hands on training on Horticultural produce

NagaLaxmi M Raman¹

¹ Ph.D Research Scholars, Amity Institute of Social Sciences, Amity International Centre for Post Harvest Technology and Cold Chain Management, Amity University Uttar Pradesh, Noida

Abstract

Empowering rural women is crucial for ending hunger and poverty. By denying women rights and opportunities, we deny their children and societies a better future. Gender inequality and limited access to credit, healthcare and education have posed a number of challenges for rural women. Meanwhile, the global food and economic crisis and climate change have only aggravated the situation. Some 925 million people go hungry every day. Women are also strong contributors to the economy, and form a large proportion of the agricultural work force globally. FAO estimates if women farmers (43 per cent of the agricultural labour force in developing countries) have the same access as men to agricultural resources, this could increase production on women's farms in developing countries by 20-30 per cent, and potentially reduce the number of hungry people in the world by 100 to 150 million people. Majority of the village population in developing countries like India earn their subsistence from agriculture and this is not enough to provide a good source of income for their livelihood. The optimum utilization of horticultural produces (vegetables and fruits) cultivated would help to increase their source of income and hence, improve their standard of living. Entrepreneurship development and income generating activities are a feasible solution especially for empowering women. It generates income and also provides flexible working hours according to the needs of homemakers. Economic independence is the need of the hour. Participation in income generating activities helps in the overall empowerment of women. Thus to investigate the empowerment of women through entrepreneurial activities of self-help groups, this particular research was conducted with the specific objective to

investigate the empowerment. Employment generating schemes in rural areas providing preferential treatment to poor women workers may prove to be a good move in this direction, but it needs a definite preconceived development strategy and pattern. Growth itself does not guarantee gender equality and women empowerment. Indian rural economy is also experiencing behavior of entrepreneurial. Empowering women by enhancing their livelihood by making them adopt simple technology of postharvest management of fruits and vegetables. A case study at Ghaziabad district, Uttar Pradesh, India encouraging the women to become an entrepreneur is not a simply adoption of new technology but it is transformation of technology to rural sector.

Paper No: 2nd ICETSR-73

A New Nonlinear Programming Algorithm for CAD System of Railways Routing

Valery I. Struchenkov¹

¹ *Moscow State University of Radio Engineering, Electronics and Automation, Moscow, Russia*

Abstract

This article deals with a new CAD system of railways routing. The route of railway as 3D curve is traditionally presented by two flat curves: plan and longitudinal profile. The plan of route is its projection on horizontal plane XOY and its longitudinal profile is dependent $Z(s)$, where s is the length of plan from initial point. The software of the new system allows to receive the optimal project line of the longitudinal profile for each variant of the route plan. Thus it is opportunity for objective comparison and selection the best of them. A new algorithm of nonlinear programming was developed for this purpose. This algorithm bases on essential features of the system of constraints on parameters of unknown optimal project line. In the new CAD system projecting of longitudinal profile is provided many times with different source data due to interrelations with other project tasks. For railway haul (25-30 km) optimization of longitudinal profile is a big dimension problem of nonlinear programming with the number of variables and constraints in a few hundreds and more. The standard algorithms of nonlinear programming demands a lot of machine time for solving this task. The new algorithm is more efficient due to using features of constraints.

Keywords: Objective function, System of constraints, Reduced antigradient, Basis of linear space, Null space of a matrix.

Paper No: 2nd ICETSR-29

Materials for the Earth Air Pipe Heat Exchanger (EAPHE) System as a Passive Cooling Technology for Hot-Humid Climate

Noor Aziah Mohd. Ariffin¹ --- Aliyah Nur Zafirah Sanusi² --- Aminuddin Mohd Noor³

^{1,2,3} *Department of Architecture Kulliyah of Architecture & Environmental Design
International Islamic University Malaysia*

Abstract

The implementation of the earth-air pipe heat exchanger (EAPHE) system as a passive cooling technology for both residential and commercial buildings in the hot humid climate of Malaysia is relatively new. To date this technology has not been implemented in Malaysia, although it is proven in many studies particularly in drier climates, that it has the potential to reduce energy consumption for passive cooling. Studies by local researchers on EAPHE are also limited as a passive cooling system for the country. Thinner on the ground are the potentials of the appropriate pipe materials for the EAPHE system. The study investigated the most appropriate pipe materials that will predict the optimum air temperature reduction through computer simulation studies for achieving thermal comfort. The study utilizes the Energy Plus program to investigate the performances of three pipe materials system: single pipe material, hybrid pipes and insulated hybrid pipes system. Through an exhaustive enumeration process the study found that the insulated hybrid pipes system gave the best temperature reduction indicating promising cooling and energy savings potentials.

Keywords: EAPHE, pipe materials, temperature reduction, passive cooling.

Paper No: 2nd ICETSR-63

Kinetic of the Thermal Conversion Processes of Tropical Biomasses

Villegas Aguilar, P. J.¹ --- Camerucci, M. A.² --- Quintana Puchol, R.³

¹University of Belize. Faculty of Science & Technology. PO. Box 340. Belmopan, Belize

²Structural Materials Department, Ceramic Division, Faculty of Engineering, Mar del Plata, Argentina

³Central University of Las Villas – Chemistry Department - Santa Clara, 54830, Villa Clara, Cuba

Abstract

The growing demand of carbonaceous adsorbents, fundamentally for environmental applications, has motivated the use of different resources of biomass unknown until now. In the present work, the characteristic kinetic parameters of the pyrolysis and activation processes corresponding to different tropical renewable precursors (Anonillo, Brasilete, Marabou barks and coconut shell) were determined by using a simple mathematical model, frequently employed in similar systems. Thermogravimetric tests (TGA) were done in nitrogen atmosphere for the pyrolysis process and N₂-steam water for the activation one up to 1000°C employing a heating rate of 10°C*min⁻¹. Also, the crystallinity degree (α) of the precursors, employed as raw material, was determined by X-ray diffraction analysis (XRD). The characterization of the activated carbons prepared was accomplished through the determination of a parameter that provides an indirect estimation of the impact resistance and wear resistance. The reached results allowed inferring a correlation between the crystallinity degree of the studied renewable precursors and the analyzed thermal conversion processes.

Keywords: Activated carbon precursor, Kinetics parameters, Pyrolysis-activation, Thermal conversion, Thermogravimetric analysis, X ray Diffraction.

Paper No: 2nd ICETSR-19

Administrator's Role in Training Programs Stimulating Training Motivation

Azman Ismail¹ --- Siti Ngayesah Ab. Hamid² --- Nor Anis Nadira Ahmad³

^{1,2,3} *Universiti Kebangsaan Malaysia, Bangi, Malaysia*

Abstract

A recent literature relating on human resource development and management highlights that administrators often play two important roles in planning and implementing training programs: assignment and support. The capability of administrators to appropriately implement assignment and support may induce positive personal outcomes, especially training motivation. Although the nature of this association is interesting, not much is recognized on the role of administrators as an essential determinant in the workplace human resource model. Thus, this study was carried out to examine the association between administrator's role in training programs and training motivation using self-report questionnaires collected from employees at a large bank group in Malaysia. The results of SmartPLS path model analysis showed two important findings: first, support was positively and insignificantly related to training motivation. Second, assignment was positively and significantly related to training motivation. This finding confirms that support does not act as an essential determinant of training motivation, but assignment does act as an essential determinant of training motivation in the studied organization. In addition, discussion, implications and conclusion are elaborated.

Keywords: Administrator's Role in Training Program, Training Motivation.

Contribution of Study

Findings of this study can be used to improved the design and administration of training programs in organisations.

Paper No: 2nd ICETSR-42

Medium of instruction policies and language practices, ideologies and institutional divides: Voices of teachers and students in a private university in Bangladesh

M. Obaidul Hamid¹ --- Iffat Jahan² --- M. Monjurul Islam³

¹ *The University of Queensland*

² *The University of Queensland/The University of Dhaka*

³ *International University of Business, Agriculture and Technology*

Abstract

The increasing use of English as a medium of instruction (MOI) in polities across the world has drawn attention of language policy and planning scholars and researchers. Increasingly, research on medium on instruction policy and practice focuses on how macro-level policies are translated into action by “actors” including teachers and students in the micro context. However, there has been limited research on teachers’ and students’ language practices and ideologies that potentially reproduce divisive medium of instruction policies for different sectors of education. This article reports a case study involving teachers and students in a private university in Bangladesh to demonstrate how national MOI policies provide the context to actors in the micro context to construct identities of languages and institutions by means of “othering”. Higher education in Bangladesh is divided between public and private sectors and the divide is marked by MOI—English and Bangla in the former and English only in the latter. Based on our analysis of interview data, we argue that through their language practices and beliefs students and teachers constructed hierarchies of languages and institutions following the rules of self- and other-representation and thereby perpetuated the macro-level divide. We suggest implications of the macro-level MOI policies and micro-level practices for students’ content knowledge and English proficiency development in a globalizing world where English is widely believed to hold immense potential for individuals and societies because of its role in human capital development.

Keywords: English as a medium of instruction, globalization, public and private universities, language ideologies, identity, othering, Bangladesh.



PAK Publishing Group

Sadeeq Block, Near Fawara Chowk, Abbasia Town,

Rahim Yar Khan - 64200, Punjab, Pakistan

Contact Number: +923146715528, +92685900477

Email: editor@aessweb.com, editor.aess@yahoo.com

Website: www.pakinsight.com