



Othman Yeop Abdullah
Graduate School of Business

Universiti Utara Malaysia

Abstract Book
8th International Conference
on Education and Information Management
ICEIM-2015

Rainbow Paradise Hotel, Penang, Malaysia
May 16-17, 2015



Ankara, Turkey



"PETRE ANDREI" of IASI, Romania



SHINAWATRA
UNIVERSITY

Bangkok, Thailand



RAM, Ukraine

*Abstracts of 8th International Conference on Education & Information Management
(ICEIM-2015)*

Abstracts Book

8th International Conference on Education and Information Management

Penang, Malaysia

16 -17, May 2015

ISSN 2307-8588

Organized by

**International Foundation for Research and Development
(IFRD)**

Preface

Dear Distinguished Delegates and Guests,

The Conference Committee warmly welcomes our distinguished delegates and guests to the 2015 International Conference on Education and Information Management (ICEIM-2015) held on May 16-17 in Penang, Malaysia.

ICEIM-2015 is organized by International Foundation for Research and Development (IFRD). The conference is aimed at discussing with all of you the wide range of problems encountered in present and future issues in economies and Societies. ICEIM-2015 is organized in collaboration with OYAGSB, University Utara Malaysia, Malaysia, Yildirim Beyazit University, Turkey, Shinawatra International University, Thailand, PERTRE ANDERI of IASI, Romania and National Academy of Management, Ukraine where researchers from around the world presented their work. The conference committee is itself quite diverse and truly international, with membership around the world.

The main conference themes and tracks are Education, Information management and Business. Conference aims to bring together researchers, scientists, engineers and practitioners to exchange and share their experiences, new ideas and research results about all aspects of the main conference themes and tracks and discuss the practical challenges encountered and the solutions adopted. Main goal of the event is to provide a scientific forum for exchange of new ideas in a number of fields that interact in depth through discussions with their peers from around the world.

Conference has solicited and gathered technical research submission related to all aspects of major conference themes and tracks. All the submitted papers have been peer reviewed by the reviewers drawn from the scientific committee, external reviewers and editorial board depending on the subject matter of the paper. Reviewing and initial selection were undertaken electronically. After the rigorous peer-review process, the submitted papers were selected based on originality, significance, and clarity for the purpose of the conference. The conference program is extremely rich, featuring high-impact presentations. The high quality of the program guaranteed by the presence of an unparalleled number of internationally recognized top experts. Conference will therefore be a unique event, where attendees will be able to appreciate the latest results in their field of expertise, and to acquire additional knowledge in other fields. The program has been struttred to favor interactions among attendees coming from many diverse horizons, scientifically, geographically, from academia and from industry.

We would like to thank the program chairs, organization staff, and members of the program committee for their work. We are grateful to all those who have contributed to the success of ICEIM -2015 especially our partners. We hope that all participants and other interested readers benefit scientifically from the proceedings and find it stimulating in the process. Finally, we would like to wish you success in your technical presentations and social networking.

We hope you have a unique, rewarding and enjoyable time at ICEIM-2015 in Penang.

With our warmest regards,

Conference Committee
May 16–17, 2015
Penang, Malaysia.

ICEIM-2015

Conference Committee

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International Conference on Education & Information Management (ICEIM-2015)

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Undergraduates' Needs and Seeking Behaviour: A Preliminary Study

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Abstract: Information seeking behaviour refers to the process of how individual identify their information needs, search and use the information identified to support their work. Understanding the needs and seeking for information from different types of information sources is very important to student in completing their research activities. This paper presents findings from a preliminary study of undergraduate students' information seeking behaviour and their need of information for their research project. The aim of this study is to identify their information seeking behaviour in finding the required information that meet their information needs. A survey was carried out and thirty nine final year students from two related Information Technology (IT) programs in a Higher Learning Institution in Malaysia returns the questionnaires. Findings indicate that information about development tools was the most important information needed by the students for finishing research project. In searching for required information, Google search engine was found to be the most widely used by the students. Furthermore, most students preferred to use the electronic information sources to search information due to the variety of information available on the Web.

Keywords: *information needs, information seeking, information behaviour, information search, undergraduate*
