Foreword from Conference General Chair

It is indeed a great pleasure for me to represent Universiti Malaysia Kelantan to welcome you to the 2013 International Conference on Innovation, Management and Technology Research (ICIMTR 2013).

The main objective of ICIMTR2013 is to provide a platform for academics, researchers and engineers as well as industrial professionals from all over the world to present, disseminate and discuss their current research findings and also to explore and promote recent developments, current practices and future trends in the area of innovation, management and technology. Thus, with the theme “Connecting and Empowering Human Capacity Building through Innovation, Management and Technology Research,” ICIMTR2013 hopes this conference would meet its objectives in not only fostering collaborative efforts; but also as a platform for networking and bases for discussion on University global issues on innovation, management and technology. With a total of overwhelming responses of more than 200 papers, the committee had finalised about less than 100 papers coming from various disciplines of technology, management and innovation research stream respectively; we should be grateful to publishing team—The Elsevier for his continuous support in making the ICIMTR2013 a success.

Many have enjoyed ICIMTR 2012 which was held in the World Heritage City—Melaka, Malaysia. In this year, ICIMTR 2013 is held at Klana Resort, Negeri Sembilan, Malaysia. The organizer would also like to take this opportunity to express our gratitude to the Klana Resort for supporting the conference venue; the Tourism Malaysia and Tourism Negeri Sembilan Office; Malaysia Convention and Exhibition Bureau and all participating committee members from various faculties of Universiti Malaysia Kelantan for their strong commitment in organizing this 2013 International Conference on Innovation, Management and Technology Research (ICIMTR 2013).

PROFESSOR DR. RAJA SUZANA RAJA KASIM
Conference General Chair
ICIMTR2013
Guest Editors

Prof. Dr. Raja Suzana Raja Kasim, Universiti Malaysia Kelantan, Malaysia

Prof. Dr. Fatemeh Emdad, Babson College, Massachussetts, US.

International Advisory Committee

Prof. Dr. Klaus Oestreicher, Paris Graduate School of Management, France

Prof. Dr. Mundhe Shivaji D., Sinhgad Institute Pune, India

Prof. Dr. Shaukat Amer, COMSATS Institute of Information Technology, Attock, Pakistan

Prof. Dr. Fatemeh Emdad, Babson College, Massachussetts, US.

Prof. Dr. Mahmoud Al-Mousafir, UNITEN, Malaysia
Committee Member

**Conference General Chair**
Professor Dr. Raja Suzana Raja Kasim

**Finance I Chair**
Ms. Wan Sofira Eliza Hj Wan Yusof

**Technical Program Chair**
Professor Dr. Raja Suzana Raja Kasim  
Ms. Wan Nursafiah Wan Ibrahim

**Registration Chair**
Mrs. Musliza Mat Jusoh

**Local Arrangement Chair**
Mr. Zulazli Hashim

**Logistics Chair**
Mr. Mohd Akhmarudi Mohd Yusoff