



2016 IPN CONFERENCES HATYAI, THAILAND

HATYAI, THAILAND
22-23 April 2016



IPN.org
IPN Education Group

ipnthailand



Welcome to IPN Conferences 2016

Dear Professor, Dr and distinguished delegates,

Welcome to the IPN Conferences 2016 in Hatyai, Thailand. On behalf of **IPN Education Group**, I would like to thank all the Conference Chair, Program Chairs and the Technical Committees. Their high competence and professional advice enable us to prepare the high-quality program. For the participants, we hope all of you have a wonderful time at the conference and also in Hatyai, Thailand.

We believe that by this excellent conference, you can get more opportunity for further communication with researchers and practitioners. For the conferences of **ICPCB, ICMSE, ICBTM and ICNAMM 2016** more than 80 submitted papers have been received and 40 papers have been accepted and published finally.

In order to hold more professional and significant international conferences, your suggestions are warmly welcomed. And we are looking forward to meet you again next time.

**Best Regards,
Thank you.**

Yours Sincerely,



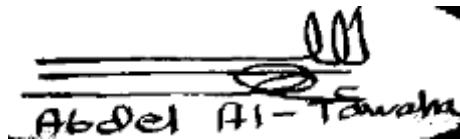
Datin MZ Zainab
Director – Conference Management IPN Education Group
Chairman, IPN Conference 2016 Hatyai



Message from IPN Honorary Advisor

On behalf the IPN Education Group, it is my privilege to welcome you to the IPN Conference Hatyai 2016. IPN is an independent, non-political, non-governmental organization of distinguished scientists dedicated to advancing science around the world. We aim to help scientists and researchers to publish their findings in scientific journals and to promote and help to organize worldwide conferences. We believe that has no boundaries, regardless of the great distances between countries and continents. Thus IPN welcomes contributions from researchers from all concern irrespective to the race, colour, religion and nationality.

Best Regards



Prof. Dr. Abdel Rahman Mohammad Said Al Tawaha
Honorary Advisor IPN Education Group
IPN Conference 2016 Hatyai



About IPN Education Group

The IPN Education Group is a non-profit international association dedicated to the promotion of international education and university cooperation in the field of Business, Art, Social Science, Management, Education, Science, Technology, Engineering and any other related field.

Through the organization of different international events, it brings together institutions, bodies and organizations from different countries of the world for discussion and cooperation. IPN Mission is to promote and enhance the dialogue in education among the institutions devoted to field mentioned above through:

- Promotion of best practice standards in the service of international education.
- The facilitation of relevant forums, training and information exchange.
- Creation and dissemination of knowledge; exert an influence in public policy.
- Production of publications used as a database document for research works, projects and innovation activities held on the international education field.

IPN believes that this is best achieved through international cooperation and promotes the development of closer links among relevant institutions and individuals around the world. IPN supports that such international cooperation can help countries learn from each other and promotes the dissemination of scientific and engineering activities. IPN.org intends to achieve the mentioned objectives and get an international visibility by the organization of international conferences and by interacting with public and private organisms from all parts of the world.



www.ipneducationgroup.org
www.ipnconference.org



ANNOUNCEMENT

All accepted papers will be published in:

- Australian Journal of Basic and Applied Science (ISI/THOMSON REUTERS/ERA) (online issue ISSN 1991-8178) (Indexed by ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ)
- Journal of Scientific Research and Development (ISSN: 1115-7569) (Indexed by ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ)
- MIDDLE-EAST JOURNAL OF SCIENTIFIC RESEARCH (MEJSR) ISSN 1990-9233 special issue (online). (Indexed in ISI/Thomson Reuters, Eur-asia Database, Intl Agric Database)
- International Journal of ADVANCED AND APPLIED SCIENCES (IJAAS) (Scopus) EISSN: 2313-3724 (online)
- Advances in Natural and Applied Sciences (online issue ISSN 1995-0772) (Indexed by Google Scholar, Ulrich Periodicals, EBSCO HOST, CSA, CAB Abstract, U.K., DOAJ and ISC.
- Advances in Environmental Biology (AEB) (online issue ISSN 1995-0756)(Indexed by Scopus, ISI/Thomson Reuters, Ulrich periodicals, Ebscohost, Cabi International and DOAJ)
- Research Journal of Social Sciences (online issue ISSN 1815-9125) (Indexed by Google Scholar, Ulrich, EBSCO HOST, DOAJ)
- International Journal of Applied Engineering Research (IJAER) (Scopus) ISSN of 0973-4562.

One Best Presenter Award will be selected from each oral session. The Certificate for Best Paper award will be awarded during presentation session on April 23, 2016





KEYNOTE SPEAKER:

Dr. Ong Meng Chuan

Universiti Malaysia Terengganu, Malaysia

Biography:

Dr. Ong was born in Johor, Malaysia on 1st August 1980. He is currently a Senior Lecturer at Marine Science Program, School of Marine and Environmental Sciences, Universiti Malaysia Terengganu, Terengganu, Malaysia. He obtained his Bachelor of Science in Marine Science in year 2003 from University College of Science and Technology, and Master of Science in Marine Geochemistry in year 2006 from same university. In year 2012, he completed his PhD in the field of Marine Pollution at University of South Brittany, France. His research interests include the heavy metals pollution in sediments and organism. Until now, he had participated in numbers of international conference and local conference in Malaysia to present his findings. He also actively published his finding in local Malaysia and international journal. So far, he obtained few research grants from Malaysian government under Ministry of Higher Education to do his research. Currently, he supervised 7 Master of Science student and numbers of Undergraduate students.



Marine Pollution in Malaysia Aquatic Environment: A Review of Heavy Metals in Sediment and Living Organism.

Abstract:

Heavy metals contamination has drawn increasing attention environmental problem including Malaysia through disturbing the normal functions of aquatic system. These pollutants are a worldwide problem because these chemical elements are indestructible and most of them have toxic effects on living organisms, when they exceed a certain concentration. With the rapid industrialization and economic development in the coastal region, these pollutants are continuing to be introduced to estuarine and coastal environment through rivers, runoff and land-based point sources where the chemical elements are produced as a result of metal refinishing by products. Heavy metals concentrations in harbour or estuarine sediments usually are quite high due to significant anthropogenic contaminants loading carried by the upstream of tributary rivers. The sediments serve as a metal pool that can release metals to the overlying water via natural or anthropogenic processes, causing potential adverse health effects to the ecosystems. Therefore, they are widely used as geo-markers for monitoring and identifying the possible sources of pollution in the coastal environments. On the other hand, marine aquatic organisms such as fishes, bivalve and mollusc can accumulate heavy metals from various sources in their surrounding environment. The accumulation of heavy metals in marine aquatic organisms can pose a long-term burden on biogeochemical cycling in the ecosphere. Once the heavy metals enter the food chain, they may accumulate to dangerous levels and be harmful to human health. In order to estimate the human health risk assessment, PTWI were calculated and all the data were compared to Malaysia Food Act and Malaysia Food Regulation.



LIST OF THE CONFERENCE COMMITTEE

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Prof. Dr. Abdel Rahman Mohammad Said Al-Tawaha (Ph.D McGill University)

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Datin MZ Zainab

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YKY
Nurul
Syafieqa

Sh. Intan
Emilia

INSTRUCTION FOR ORAL PRESENTATION

Devices Provided by the Conference Organizer:

- Laptop (with MS-Office & Adobe Reader)
- Projector & Screen
- Laser Sticks

Materials Provided by the Presenters:

- PowerPoint or PDF files

Duration of each Presentation (Tentatively):

- Regular oral presentation: about 15 minutes (including Q&A)
- Keynote speech: about 40 minute (including Q&A)

Notice: Please keep your belongings (laptop and camera etc) with you!

During registration:

Original Receipt
Representative / Pass Card with lanyard
Printed Program
Lunch Coupon
Participation Certificate (collected from Session Chair after the session)
Conference Bag



**IPN Conferences Hatyai 2016
Conference Program**

| | | | | |
|-----------------------|--|-------------|---|---|
| April 22, 2016 | Venue: TBA | 1400 - 1600 | Registration | |
| April 23, 2016 | Venue: Suwannapoom 1 | 0845 – 1000 | Opening Remarks & Plenary Speech 1 | KEYNOTE SPEAKER – Ong Meng Chuan, Universiti Malaysia Terengganu |
| | | 1000 – 1030 | Group Photo and Coffee Break | |
| | Venue: Suwannapoom 1 | 1030 – 1230 | Session 1 | |
| | Venue: Krua Luang Restaurant | 1230 – 1400 | Lunch | |
| | Venue: Suwannapoom 1 | 1400 - 1600 | Session 2 | |
| | Venue: Suphannahong room | 1400 - 1600 | Session 3 | |
| | Venue: Infront Suwannapoom 1 | 1600 – 1630 | Coffee Break | |
| | Venue: Suwannapoom 1 | 1630 - 1800 | Session 4 | |



Session 1

Time: 1030 – 1230

Venue: **Suwannapoom 1**Session Chair: **TBA**

| No | Paper ID | Presenter |
|----|-----------|--|
| 1 | 006-icbtm | A Survey on Required Time Allocated vs. Actual Time Spent by Academic in Pursuit of Key Performance Indicators (KPIs) at Department of Quantity Surveying, KAED, IIUM Puteri Nur Farah Naadia Mohd Fauzi , Khairuddin Abd. Rashid, Azila Ahmad Sharkawi, Sharina Farihah Hasan, and Srazali Aripin <i>International Islamic University Malaysia, Malaysia</i> |
| 2 | 005-icbtm | Enhancing Halal practices integrity in the Malaysian Halal food industry Kamisah Supian * <i>Universiti Selangor, Malaysia</i> |
| 3 | 009-icbtm | Assessing the Prospect of Using <i>Tahkim</i> as a Shariah-Compliant ADR for Resolving Construction Disputes Muhammad Ariffuddin Arifin , Khairuddin Abdul Rashid, Azila binti Ahmad Sarkawi, Sharina Farihah Hasan, Puteri Nur Farah Naadia Mohd Fauzi, and Srazali Aripin <i>International Islamic University Malaysia, Malaysia</i> |
| 4 | 008-icbtm | <i>Takaful</i>: A Review on Performance, Issues and Challenges in Malaysia Khairuddin Abd. Rashid ¹ , Puteri Nur Farah Naadia Mohd Fauzi ² , Azila Ahmad Sharkawi ³ , Sharina Farihah Hasan ⁴ , Srazali Aripin ⁵ , and Muhammad Ariffuddin Arifin ⁶ <i>International Islamic University Malaysia, Malaysia</i> |
| 5 | 003-icbtm | Exploring the Share Ownership of Institutional Investors in Malaysia Hafizah Abd-Mutalib * , Che Zuriana Muhammad Jamil, Wan Nordin Wan-Hussi <i>Universiti Utara Malaysia, Malaysia</i> |
| 6 | 011-icbtm | A Review on The Malaysian Public Private Partnership (PPP) Khairuddin Abdul Rashid , Sharina Farihah Hasan, Puteri Nur Farah Naadia Mohd Fauzi, Srazali Aripin and Azila Ahmad Sarkawi <i>International Islamic University Malaysia, Malaysia</i> |
| 7 | 002-icbtm | Customer relationship management with Big Data Enabled in Banking Sector Muhammad Anshari* and Syamimi Ariff Lim <i>Universiti Brunei Darussalam, Brunei</i> |
| 8 | 013-icbtm | ASEAN Economic Community: Awareness and Acceptance Of Selected Member Countries Sharina Farihah Hasan, Khairuddin Abdul Rashid , Azila Ahmad Sarkawi, Srazali Aripin and Puteri Nur Farah Naadia Mohd Fauzi <i>International Islamic University Malaysia, Malaysia</i> |



Session 2

Time: 1400 - 1600

Venue: **Suwannapoom 1**

Session Chair: TBA



| No | Paper ID | Presenter |
|----|-----------|---|
| 1 | 004-icpcb | Heavy Metals Concentration in Four Landed Elasmobranchs from Kuala Terengganu Waters Ong MC and Gan SL <i>Universiti Malaysia Terengganu, Malaysia</i> |
| 2 | 001-icpcb | Protocol for Successful Sporophyte Formation and Development in Pteris melanocaulon Fée Dennis Apuan*, Mary Jean Apuan, Teresita Perez, Rene Juna Claveria, Ellaine Perez, Augustin Doronila, Mars Tan <i>Mindanao University of Science and Technology, Philippines.</i> |
| 3 | 005-icpcb | Trace Metals in Most Economically Important Fishes Along Coastal Water of Setiu, Malaysia Ong MC *, Kamaruzaman MI, Siti Norhidayah A, Joseph B <i>Universiti Malaysia Terengganu</i> |
| 4 | 003-icpcb | Modification of Polystyrene Supported Palladium(II) Complex as Effective Catalyst for Mizoroki-Heck Reaction Siti Kamilah Che Soh*, Siti Aminah Jusoh, Mohd Sukeri Mohd Yusof & Wan M. Khairul <i>Universiti Malaysia Terengganu, Malaysia</i> |
| 5 | 002-icpcb | Effects of Ficus deltoidea Ethanolic Leaves on Female Reproductive Organs among Letrozole-Induced Polycystic Ovarian Syndrome Rats Nur Ajeerah Suhaimi*, Nooraain Hashim and Nurdiana Samsulrizal <i>Universiti Teknologi MARA, Malaysia</i> |
| 6 | 008-icpcb | Avifauna assessment in and around the hydraulicking mining area of Brgy. Tumpagon, Cagayan de Oro City, Philippines Cordulo P. Ascaño II*, Queenilyn B. Albutra, Vicenta V. Ansigbat, Dennis A. Mugot, Cesar G. Demayo <i>Mindanao University of Science and Technology, Philippines</i> |
| 7 | 012-icpcb | Patterns of variations in earthworm density in multivariate landscape of Camiguin Island, Philippines Dennis A. Apuan, Mary Jean B. Apuan <i>Mindanao University of Science and Technology, Philippines</i> |



Session 3

Time: 1400 - 1600

Venue: **Suphannahong room**Session Chair: **TBA**

| No | Paper ID | Presenter |
|----|-----------|---|
| 1 | 010-icbtm | <p>A Review on the Application Of Bills Of Quantities (BQ) In Construction Project Procurement</p> <p>Khairuddin Abdul Rashid, Sharina Fariah Hasan, Puteri Nur Farah Naadia Mohd Fauzi, Srazali Aripin and Azila Ahmad Sarkawi</p> <p><i>International Islamic University Malaysia, Malaysia</i></p> |
| 2 | 007-icbtm | <p>Identification of Islamic Leadership Principles and Their Applicability in Construction Project Management</p> <p>Azila Ahmad Sarkawi, Khairuddin Abdul Rashid, Srazali Aripin, Sharina Fariah Hassan, Puteri Nur Naadia Ahmad Fauzi, and Mohd Rosdi Senam</p> <p><i>International Islamic University Malaysia, Malaysia</i></p> |
| 3 | 018-icbtm | <p>Training Aligned With Business Strategies : Aiming At The 'Strategic Fit'</p> <p>Mohammed Ilyas, Dr Cheng Wei Hin, Dr Zurine bte Adnan</p> <p><i>Universiti Utara Malaysia, Malaysia</i></p> |
| 4 | 014-icbtm | <p>Application of Ecological Attributes in the Contemporary Landscape Assessment Research</p> <p>Jamilah Othman, Muhammad Faris Abdullah, Azila Ahmad Sarkawi, Fadzidah Abdullah and NurEmira Ahmad Kamaruddin</p> <p><i>International Islamic University Malaysia, Malaysia</i></p> |
| 5 | 004-icbtm | <p>Marketing Practices of Micro Food Vendors in the Five Municipalities of the Province of Surigao del Sur, Philippine</p> <p>Jillard O. Mercado & Rozette E. Mercado</p> <p><i>Surigao del Sur State University-Cantilan Campus, Philippine</i></p> |
| 6 | 015-icbtm | <p>A Survey on the Space and Indoor Living Condition of Zakat House for Asnaf Fakr and Miskin</p> <p>Srazali Aripin, Khairuddin Abd. Rashid, Sharina Fariah Hasan, Azila Ahmad Sarkawi, and Puteri Nur Farah Naadia Mohd Fauzi</p> <p><i>International Islamic University Malaysia, Malaysia</i></p> |
| 7 | 016-icbtm | <p>ASEAN Economic Community: The Potential Impacts of Labour Mobility on the Economy and Construction Industry</p> <p>Sharina Fariah Hasan, Khairuddin Abdul Rashid, Azila Ahmad Sarkawi, Srazali Aripin and Puteri Nur Farah Naadia Mohd Fauzi</p> <p><i>International Islamic University Malaysia, Malaysia</i></p> |
| 8 | 017-icbtm | <p>Visual Merchandising as a Strategy to Stimulate Consumers' Behavioural Intention: A Case of Department Store in Putrajaya</p> <p>Norshahniza Sahari *, Sariza Saidon, Nora Mohd Basir, Mazlina Ismail</p> <p><i>Universiti Teknologi MARA (UiTM) Johor, Malaysia</i></p> |



Session 4

Time: 1630 - 1800

Venue: **Suwannapoom 1**

Session Chair: TBA



| No | Paper ID | Presenter |
|----|------------|---|
| 1 | 001-icnamm | <p>Stability Analysis and Qualitative Analysis of Chicken Pox Model with Sanitation Campaign</p> <p>Ongart Khanom, Surapol Naowarat*</p> <p><i>Suratthani Rajabhat University, Thailand</i></p> |
| 2 | 003-icnamm | <p>Morphometrics Approaches to Studying Phenotypic Plasticity in <i>Pomacea canaliculata</i> (Golden Apple Snail)</p> <p>Genelyn G. Madjos* and Olive S. Anies</p> <p><i>Mindanao State University-Iligan Institute of Technology, Philippines.</i></p> |
| 3 | 006-icpcb | <p>Vertical Profile of Heavy Metals Concentration in Core Sediments of Sungai Muar, Johor</p> <p>Ong MC*, Wan Mohd Ikhrum WJ and Joseph B</p> <p><i>Universiti Malaysia Terengganu, Malaysia</i></p> |
| 4 | 003-icmse | <p>Embedding Eggshell as Flux in Porcelain Clay Products to Reduce Firing Temperature via Extrusion Process</p> <p>Nuchnapa Tangboriboon*, Suchanthip Pornsimma, Anuvat Sirivat</p> <p><i>Kasetsart University, Thailand</i></p> |
| 5 | 007-icpcb | <p>Determination of Total Organic Carbon Concentration in Surficial Sediments of Sungai Juru and Sungai Tengah, Penang, Malaysia</p> <p>Fok FM, Ong MC* and Lim CL</p> <p><i>Universiti Malaysia Terengganu, Malaysia</i></p> |



Conference Venue



The Regency Hotel Hatyai

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Note



List of Abstract

| No | Paper | Abstract |
|----|-----------|---|
| 1 | 002-icbtm | <p>Customer relationship management with Big Data Enabled in Banking Sector</p> <p>Muhammad Anshari ^{1,*} and Syamimi Ariff Lim ²</p> <p><i>¹E-Government Innovation Centre & Continuing Education Centre, Universiti Brunei Darussalam</i></p> <p><i>²E-Government Innovation Centre & Continuing Education Centre, Universiti Brunei Darussalam</i></p> <p>Abstract: Customer Relationship Management is undergoing a paradigm shift from a single channel relationship (organization-to-customer relationship) to multi channels of relationships (customer-organization-organization-customer-machines) with the emphasis on integration and collaboration. The relatively recent developments of Information and Communication Technology, especially smart mobile devices and big data application have become the main drivers of this paradigm shift. Big data optimizes capabilities process, high growth, and diversified data that create value for any organizations including in banking sectors. The growth in big data is not only because a growing number of smart mobile devices, but also trigger by pervasive computing abilities that is multiplying quickly. Customer behavior in using smart mobile device and Internet activities impact to banking sectors. We will use the CRM with big data enabled to motivate us in developing a model to address a direction of CRM strategies with big data enabled in mobile sector.</p> |
| 2 | 003-icbtm | <p>Exploring the Share Ownership of Institutional Investors in Malaysia</p> <p>Hafizah Abd-Mutalib ^{*1}, Che Zuriana Muhammad Jamil ², Wan Nordin Wan-Hussin ³</p> <p><i>^{1,2} School of Accountancy, College of Business, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia.</i></p> <p><i>³ Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, 06010 Sintok, Kedah, Malaysia</i></p> <p>Abstract: The vast amount of assets owned by the institutional investors has significantly alters the ownership structure of organizations. The purpose of this study is to explore the share ownership by institutional investors among the Bursa Malaysia listed firms. The sample consists of 330 listed firms in the year 2011, and the share ownership of institutional investors is measured by the</p> |



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| | | percentage of ownership held by the institutional investors in the annual report. The results reveal that more than two-third of the firms under study has share ownership by institutional investors. The largest share ownership is by the unit trusts and mutual funds institutions. Furthermore, by separate institutions, the government-managed unit trust fund, namely the Permodalan Nasional Berhad (PNB) and the pilgrims fund, that is the Lembaga Tabung Haji (LTH) hold the highest percentage of share ownership, followed by the government-managed pension fund, namely the Employees Provident Fund (EPF). When the institutions are classified according to their investment behavior, dedicated institutions mark higher level of ownership compared to the transient institutions. Moreover, the government-managed institutions significantly dominate the market for institutional shareholdings. |
| 3 | 004-icbtm | <p>Marketing Practices of Micro Food Vendors in the Five Municipalities of the Province of Surigao del Sur, Philippine</p> <p>Jillard O. Mercado & Rozette E. Mercado</p> <p><i>College of Education, Business and Management, Surigao del Sur State University-Cantilan Campus, Surigao del Sur, Philippine</i></p> <p>Abstract: The study evaluates the marketing practices of micro food vendors in the five municipalities of the province of Surigao del Sur, Philippines, conducted last December 2015 - January 2016. A total of 134 micro food vendors were considered as respondents. Self-made questionnaire was given to the respondents accompanied by formal interview to validate answers. Result of the study revealed that majority of them was at ages ranges 36-45 yrs old, female, married and have been in the business three years and below, a sole proprietor with none to three number of workers. As to their start-up capital most of them started with a three thousand pesos capital or less which are taken either from their savings or from loans. In terms of marketing practices, result showed that most of the products were fresh however the price was based on their desired profit and majority position in the public areas. Promotion is less practiced. Recommendations include provision of training for the micro food vendors on basic marketing practices to improve their profit.</p> |
| 4 | 005-icbtm | <p>Enhancing Halal practices integrity in the Malaysian Halal food industry</p> <p>Kamisah Supian *¹</p> <p><i>¹ Faculty of Business, Universiti Selangor, Jalan Zirkon 7 A/7, Seksyen 7, 40000 Shah Alam, Selangor Darul Ehsan, Malaysia.</i></p> <p>Abstract: Halal food is a choice of the Muslim consumers. Muslim consumers must follow a strict dietary laws enshrined in the holy Quran and consume the food with a proper food description of its halal status. However, the intensifying number of food safety scandals and withdrawal of halal certification during recent years has led to increased uncertainty about food consumption choices. The uncertainty of halal</p> |



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| | | <p>food may affect the image and reputation of halal integrity as halal is part of a belief system and moral code of conduct of the Muslim consumers. Thus, the purpose of this paper is to review current literature and practices concerning the halal food practices integrity for halal food industry. Additionally, it is expected that the halal practices integrity, namely, compliance, coordination, control, cooperation and communication, will serve as a basis for more effective halal food operations and practices in Malaysia by ensuring the sustainability of the halal food manufacturing. The study will contribute to the body of knowledge on halal food business performance and can help managers to react accordingly as to ensure that their halal food integrity is sustained and maintained by providing a quality and safe halal food.</p> |
| 5 | 006-icbtm | <p>A Survey on Required Time Allocated vs. Actual Time Spent by Academic in Pursuit of Key Performance Indicators (KPIs) at Department of Quantity Surveying, KAED, IIUM</p> <p>Puteri Nur Farah Naadia Mohd Fauzi¹ , Khairuddin Abd. Rashid² , Azila Ahmad Sharkawi³ , Sharina Farihah Hasan⁴ , and Srazali Aripin⁵</p> <p>¹ <i>Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM); Email: puteri@iium.edu.my; Tel No.: 0149311639</i></p> <p>² <i>Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</i></p> <p>³ <i>Assoc. Prof., Department of Urban Planning, Kulliyah of Architecture & Environmental Design, IIUM</i></p> <p>⁴ <i>Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</i></p> <p>⁵ <i>Asst. Prof., Department of Architecture, Kulliyah of Architecture & Environmental Design, IIUM</i></p> <p>Abstract: Key Performance Indicator (KPI) is a measurable value that demonstrates how effectively an organization is achieving its main objectives. At IIUM, academics are allocated forty (40) working time in a week to achieve KPIs comprise of teaching, research, publication, supervision, consultancy and administration. Academics are said to spend more time in order to achieve the KPIs. This study is conducted to identify and compare required allocated and actual working time spent by academics at Department of Quantity Surveying, Kulliyah of Architecture and Environmental Design, IIUM. The study deployed 1) content analysis on teaching schedule for academic session 2014/2015, and 2) detailed interviews with six (6) academic staff at Department of Quantity Surveying, KAED, IIUM. The key results from the study appears that more than 50% of the academics' working time on average were spent for teaching and its related tasks i.e. preparation of courses, marking of assignments and students' consultations. In addition, the study found that academics are willing to work beyond the allocated required working time in order to achieve KPIs of the university. The outcomes of the study suggest that academics at Department of Quantity Surveying, KAED are dedicated and committed to achieve beyond the targeted KPIs for a more effective and quality academic performance as well as contributions to the university.</p> |



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| 6 | 007-icbtm | <p>Identification of Islamic Leadership Principles and Their Applicability in Construction Project Management</p> <p>¹Azila Ahmad Sarkawi, ²Khairuddin Abdul Rashid, ³Srazali Aripin, ⁴Sharina Farihah Hassan, ⁵Puteri Nur Naadia Ahmad Fauzi, and ⁶Mohd Rosdi Senam</p> <p>¹Associate Professor, Department of Urban & Regional Planning, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia ²Professor, ^{4&5}Assistant Professor, ⁶Postgraduate, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia ³Assistant Professor, Department of Architecture, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia</p> <p>Abstract: Islamic leadership principles are universal in nature that is applicable in all branches of human activities including project management. However, current project management theory and practice seldom focus on aspects related to religion and faith whereby dealing with human aspect, religion and faith is relatively inseparable. Thus, this paper attempts to explore the potential of bringing in the aspect of religion and faith into contemporary project management practice. This attempt is considered a novelty since literature of construction project management generally focuses on implementation and result with little care on religion. Through extensive literature review and interview with Islamic experts a list of Islamic leadership principles has been developed. Their applicability in construction project management is thereafter evaluated by project management's experts and practitioners taking Public Work Department of Malaysia as a case study. In a nutshell, there are rooms for application of Islamic leadership principles within current practices of project management. Moreover, Muslims are religiously believe that its application may enhance the potential of project success as well as contribute towards satisfying the need of human beings to fulfil his obligation as <i>khalifah</i> (vicegerent) on earth.</p> |
| 7 | 008-icbtm | <p>Takaful: A Review on Performance, Issues and Challenges in Malaysia</p> <p>Khairuddin Abd. Rashid¹, Puteri Nur Farah Naadia Mohd Fauzi², Azila Ahmad Sharkawi³, Sharina Farihah Hasan⁴, Srazali Aripin⁵, and Muhammad Ariffuddin Arifin⁶</p> <p>¹ Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM ² Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM); Email: puteri@iium.edu.my; Tel No.: 0149311639 ³ Assoc. Prof., Department of Urban Planning, Kulliyah of Architecture & Environmental Design, IIUM ⁴ Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM ⁵ Asst. Prof., Department of Architecture, Kulliyah of Architecture &</p> |



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| | | <p><i>Environmental Design, IIUM</i> ⁶ <i>Postgraduate student, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</i></p> <p>ABSTRACT: - This paper aims to bring to attention the state of <i>takaful</i> or Shariah compliant insurance industry in Malaysia. It provides a review on <i>takaful</i> and its performance in Malaysia and highlights issues and challenges it faced. The review is undertaken through a detail desk study. The outcome of the review suggests that the penetration growth of <i>takaful</i> in Malaysia is relatively small in contrast to the conventional insurance, and that the <i>takaful</i> industry faces a series of constraints that require immediate attention if the industry is going to offer a reliable alternative to conventional insurance.</p> |
| 8 | 009-icbtm | <p>Assessing the Prospect of Using <i>Tahkīm</i> as a Shariah-Compliant ADR for Resolving Construction Disputes</p> <p>Muhammad Ariffuddin Arifin¹, Khairuddin Abdul Rashid², Azila binti Ahmad Sarkawi³, Sharina Fariyah Hasan⁴, Puteri Nur Farah Naadia Mohd Fauzi⁵, and Srazali Aripin⁶</p> <p>¹ <i>Postgraduate Student, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia. Email: ariff.arifin@gmail.com</i> ² <i>Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia.</i> ³ <i>Associate Professor, Department of Urban and Regional Planning, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia.</i> ⁴ <i>Assistant Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia.</i> ⁵ <i>Assistant Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia.</i> ⁶ <i>Assistant Professor, Department of Architecture, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia, Kuala Lumpur, Malaysia.</i></p> <p>Abstract: Conventionally, arbitration is deemed as the most frequently used alternative dispute resolution (ADR) mechanism for settling construction related disputes. In Islam a similar approach in ADR, is known as <i>Tahkīm</i>. While the practice and procedures in arbitration are well established, but not much is known about <i>Tahkīm</i>. In line with the interest of the business community to seek ways to adopt Shariah-compliant practice and procedures it is considered important for the prospect on using <i>Tahkīm</i> in settling construction related disputes to be assessed. This paper reports on a study to assess the prospect of using <i>Tahkīm</i> as a Shariah compliant ADR for resolving construction disputes. Methodology adopted for the study combines review of literature and interviews with Shariah, legal and construction experts. The outcome of the study suggests that <i>Tahkīm</i> has the potential to be used for settling construction related disputes.</p> |



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| 9 | 010-icbtm | <p>A Review on the Application Of Bills Of Quantities (BQ) In Construction Project Procurement</p> <p>Khairuddin Abdul Rashid¹, Sharina Fariyah Hasan², Puteri Nur Farah Naadia Mohd Fauzi³, Srazali Aripin⁴ and Azila Ahmad Sarkawi⁵</p> <p>¹ Professor Sr. Dr. Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM). ² Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM (Corresponding Author) Email: sfariyah@iium.edu.my ³ Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM ⁴ Asst. Prof. Dr., Department of Architecture, Kulliyah of Architecture & Environmental Design, IIUM ⁵ Assoc. Prof. Dr., Department of Urban and Regional Planning, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>ABSTRACT: In Malaysia, Bills of Quantities (BQs) is widely used in project procurement. BQs, prepared by Quantity Surveyors, serves as one of the primary components of the tender and contract documents. However, in spite of its extensive use numerous questions were raised concerning the effectiveness of BQs in meeting the needs of project procurement. This paper provides a review of the BQs including its functions, types and critiques. The paper concludes with questions on the effectiveness of the BQs and whether the quantity surveying profession has moved forward or are old issues and problems remained unattended.</p> |
| 10 | 011-icbtm | <p>A Review on The Malaysian Public Private Partnership (PPP)</p> <p>Khairuddin Abdul Rashid¹, Sharina Fariyah Hasan², Puteri Nur Farah Naadia Mohd Fauzi³, Srazali Aripin⁴ and Azila Ahmad Sarkawi⁵</p> <p>¹ Professor Sr. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM); (Corresponding Author) Email: khairuddin@iium.edu.my ² Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM ³ Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM ⁴ Asst. Prof. Dr., Department of Architecture, Kulliyah of Architecture & Environmental Design, IIUM ⁵ Assoc. Prof. Dr., Department of Urban and Regional Planning, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>ABSTRACT: The paper provides a review on the Malaysian Public Private Partnership (PPP). Through a desk study, the paper begins by defining the key concept of PPP and presents the evolution of the Malaysian PPP and its implementation. Moving on the paper provides a detailed analysis off PPP projects implementation in</p> |



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| | | Malaysia and highlights key issues and problems. |
| 11 | 013-icbtm | <p>ASEAN Economic Community: Awareness and Acceptance Of Selected Member Countries</p> <p>Sharina Farihah Hasan¹, Khairuddin Abdul Rashid², Azila Ahmad Sarkawi³, Srazali Aripin⁴ and Puteri Nur Farah Naadia Mohd Fauzi⁵</p> <p>¹ Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM). (Corresponding Author). Email: sfarihah@iium.edu.my</p> <p>² Professor Sr. Dr. Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>³ Assoc. Prof. Dr., Department of Urban and Regional Planning, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>⁴ Asst. Prof. Dr., Department of Architecture, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>⁵ Asst. Prof. Dr., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>ABSTRACT:- ASEAN wishes to achieve regional economic integration by 2020. Consequently, a host of policies aimed at facilitating achieving economic integration was initiated and implemented commencing 2015. However, published empirical study is scarce especially one that concerns the policies, their awareness, understanding and acceptance by the people of the ASEAN member countries. This paper attempts to patch the presence of such a gap in the literature. Specifically, this paper reports on a study to identify key policies related to the ASEAN Economic Community 2015 and assesses the ASEAN peoples' awareness and acceptance of the identified policies. The study combined desk research with a questionnaire survey, the latter comprised of respondents carefully drawn from selected member countries of ASEAN. The results from the desk study identified the key policies that would drive ASEAN 2020 while the results from the survey suggest that on the whole the respondents are aware of ASEAN 2020, its policies and implementation. In addition, the results suggest that the ASEAN people accept the implementation of ASEAN 2020 and its corresponding policies thus, implying that they are ready and willing to call themselves citizens of a larger and regional economic community otherwise known as the ASEAN Community.</p> |
| 12 | 014-icbtm | <p>Application of Ecological Attributes in the Contemporary Landscape Assessment Research</p> <p>Jamilah Othman¹, Muhammad Faris Abdullah², Azila Ahmad Sarkawi³, Fadzidah Abdullah⁴ and NurEmira Ahmad Kamaruddin⁵</p> <p>¹Asst. Prof. Dr. Jamilah Othman, Dept. of Landscape Architecture, Kull. of Architecture & Environmental Design, International Islamic University Malaysia, Jalan Gombak, 53100 Gombak Selangor. Email: jamilah_61164@iium.edu.my</p> <p>²Asst. Prof. Dr. Muhammad Faris Abdullah, Dept. of Urban & Regional Planning, Kull. of Architecture & Environmental Design, International Islamic University Malaysia, Jalan Gombak, 53100 Gombak Selangor. Email: mfaris@iium.edu.my</p> |



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| | | <p>³ Assoc. Prof. Dr. Azila Ahmad Sarkawi, Dept. of Urban & Regional Planning, Kull. of Architecture & Environmental Design, International Islamic University Malaysia, Jalan Gombak, 53100 Gombak Selangor. Email: azila@iium.edu.my</p> <p>⁴Asst. Prof. Dr. Fadzidah Abdullah. Dept. of Architecture, Kull. of Architecture & Environmental Design, International Islamic University, Malaysia, Jalan Gombak, 53100, Gombak, Selangor. Email: fadzidah@iium.edu.my</p> <p>⁵NurEmira Ahmad Kamaruddin Dept. of Landscape Architecture, Kull. of Architecture & Environmental Design, International Islamic University Malaysia, Jalan Gombak, 53100 Gombak Selangor. Email: NemirA92@gmail.com</p> <p>Abstract- Ecological attributes are most commonly associated to nature-based landscape assessment. But their applications are less discussed in the non-nature based landscape assessment. This paper reviews a collection of 31 journal articles, which were published between 1974 and 2015. The results show that ecological attributes such as water, vegetation and landform, have increasingly featured in various studies on non-nature based landscape assessment studies. This suggests that ecological attributes can support and enhance the assessment of both nature- and non-nature-based landscapes significantly. To this end, this paper also proposes a preliminary ecological model for landscape assessment research.</p> |
| 13 | 015-icbtm | <p>A Survey on the Space and Indoor Living Condition of Zakat House for <i>Asnaf Fakr</i> and <i>Miskin</i></p> <p>Srazali Aripin¹, Khairuddin Abd. Rashid², Sharina Fariyah Hasan³, Azila Ahmad Sharkawi ⁴, and Puteri Nur Farah Naadia Mohd Fauzi⁵</p> <p>¹ Asst. Prof., Department of Architecture, Kulliyah of Architecture & Environmental Design, International Islamic University Malaysia (IIUM), (Corresponding Author), Email: srazali@iium.edu.my; Tel No.: 0127828869</p> <p>² Professor, Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>³ Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>⁴ Assoc. Prof., Department of Urban Planning, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>⁵ Asst. Prof., Department of Quantity Surveying, Kulliyah of Architecture & Environmental Design, IIUM</p> <p>ABSTRACT:- In Malaysia, the <i>asnaf fakr</i> and <i>miskin</i> receives monetary assistance from zakat authority for shelter or housing either to build new houses (for those that own land), to repair current houses or to help in meeting the cost of rental charges. The paper aims to bring to attention the state of houses occupied by the <i>asnaf</i>. It provides a review on the role of zakat authority in providing houses for the <i>asnaf</i> and evaluation on the appropriateness and adequacy of the indoor space and living conditions of those houses. The study combines a detail desk research with a questionnaire survey. Case studies of houses occupied by the <i>asnaf</i> were made to ascertain their satisfaction level. The outcome suggests that the houses are neither appropriate nor adequate in meeting the needs and requirements of the households of the <i>asnaf</i>. Thus, the role of zakat authority should go beyond just providing</p> |



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| | | monetary assistance. It is also recommended that Zakat authority to make reference to currently available standards when considering funding newly built houses, repair of existing houses or renting houses for the <i>asnaf</i> . In the longer term, zakat funded housing should establish their own design specification that is <i>shari'ah</i> compliant standards. |
| 14 | 016-icbtm | <p>ASEAN Economic Community: The Potential Impacts of Labour Mobility on the Economy and Construction Industry</p> <p>Sharina Fariah Hasan, Khairuddin Abdul Rashid, Azila Ahmad Sarkawi, Srazali Aripin and Puteri Nur Farah Naadia Mohd Fauzi</p> <p>ABSTRACT:- In their endeavor to achieve economic integration, the leaders of ASEAN initiated and implemented a host of policies under the so called "ASEAN Economic Community 2020". The policies address almost all sectors of the ASEAN's economy. In relation to labour mobility, the free movement of skills and unskilled labour representing the construction sector across the 10 member countries of ASEAN may bring economic and non-economic implications to both the host and exporting member countries. However, empirical study addressing the subject matter is scarce. Consequently, a study by way of a desk research and a questionnaire survey among respondents representing selected member countries of ASEAN was carried out. The findings from the study identified the key policies relevant to labour mobility of the construction sectors of ASEAN and highlight the potential impacts they may have, economically and socially, to both the host and exporting member countries.</p> |
| 15 | 017-icbtm | <p>Visual Merchandising as a Strategy to Stimulate Consumers' Behavioural Intention: A Case of Department Store in Putrajaya</p> <p>Norshahniza Sahari *¹, Sariza Saidon ², Nora Mohd Basir ³, Mazlina Ismail ⁴</p> <p>¹ <i>Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia</i> ² <i>Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia</i> ³ <i>Universiti Teknologi MARA (UiTM) Seremban 3, Faculty of Science and Mathematics, 70300 Seremban, Negeri Sembilan, Malaysia</i> ⁴ <i>Universiti Teknologi MARA (UiTM) Johor, Faculty of Business Management, 85009 Segamat, Johor, Malaysia</i></p> <p>Abstract: Background: Visual merchandising also known as silent salesman is part of push strategy forcing the product through marketing channels to attract, encourage and motivate consumers towards making a purchase. Consumers like to shop in person and even want to touch, smell and try on products while feel comfortable in the store. Visual merchandising practices are becoming more operational challenge in getting high consumer responses. Thus, retailers should find ways in influencing consumers to purchase and revisit the store. Objective: This study aims to identify the visual merchandising elements that influence on the buying behavior of the consumers in the department store and to evaluate the relationship between visual merchandising independent</p> |



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| | | variables (colors, lighting, signage, window display and store interior) and the dependent variable being customer repurchase intention. Results: In this study, the findings indicate that color is the most influential factor while lighting is the least significant in influencing consumer to response and repurchase in ladies department. This article concludes by suggesting potential ways for visual merchandising design in the department store. Conclusion: Visual merchandising is a tool to differentiate the store with other competitors in a saturated market or new market. Attention should be given to various elements in visual merchandising in order to increase purchase intention, store loyalty and repeat purchase. Thus, this study is one of good resource for anyone who is interested in visual merchandising research, and for the practitioners to improve on the guidelines of visual stimulus in store. |
| 16 | 018-icbtm | <p>Training Aligned With Business Strategies : Aiming At The 'Strategic Fit'</p> <p>¹Mohammed Ilyas ²Dr Cheng Wei Hin ³Dr Zurine bte Adnan</p> <p><i>Ph.D Student, SBM, College of Business, Universiti Utara Malaysia Sintok, Kedah, Malaysia</i> <i>Associate Professor, SBM, College of Business, Universiti Utara Malaysia Sintok, Kedah, Malaysia</i> <i>Faculty, SBM, College of Business, Universiti Utara Malaysia Sintok, Kedah, Malaysia</i></p> <p>Abstract: Training wherever linked with business strategies has helped organizations manage their global business environments and to gain competitive advantage. Although much research has been done on the issue of training aligned with business strategies however there are very scanty studies on a "strategic fit" that shows an integration of training with the business strategies particularly those enterprises that have practised acquisitions and mergers in the recent times and felt the need of integrating training with their novel business strategies or helping their people to acquire the learning of the required strategic skills and competencies. Methodologically, stratified and sampling random techniques were used to select the respondents for the study and an adapted questionnaire was distributed. Two softwares namely, Statistical Package For Social Sciences (SPSS) and Smart PLS (PLS-SEM) were used to analyze the data collected. The findings of the study revealed that training and business strategy are key to achieving employees' strategic fit. Thus, training and business strategy are an important predictors of strategic fit in an organization. In the end, this study concludes that training and business strategy are a way of updating employees' competency. This study recommends that since change is constant, training and re-training of employees should be the watch-word of any organization.</p> |

| No | Paper | Abstract |
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| 1 | 003-icmse | Embedding Eggshell as Flux in Porcelain Clay Products to Reduce Firing Temperature via Extrusion Process |



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| | | <p>Nuchnapa Tangboriboon^{*1}, Suchanthip Pornsimma², Anuvat Sirivat³</p> <p>^{*1, 2} <i>The Materials Engineering Department, Faculty of Engineering, Kasetsart University, Bangkok 10900, Thailand</i></p> <p>³ <i>The Petroleum and Petrochemical College, Chulalongkorn University, Bangkok, 10330, Thailand</i></p> <p>Abstract: The porcelain clay products were prepared by extrusion. Eggshells embedded into porcelain clay products can reduce the firing temperature and firing time due to anorthite or calcium feldspar or calcium aluminum silicate (CaAl₂Si₂O₈) phase formation. The main composition of eggshells is 96.23%wt calcium carbonate (CaCO₃) and 3.27%wt other oxide compounds [1]. The calcium carbonate can transform to calcium oxide (CaO) and react to alumina and silica in porcelain clay to form anorthite phase formation acted as a flux to decrease the firing temperature from 1250°C to 800°C. In addition, eggshell acted as a filler to reinforce and increase mechanical-thermal properties of the porcelain clay products. The porcelain clay products added 8%V/V eggshells can be fired at low temperature 800°C for 2 hrs., to get good physical, mechanical, and thermal properties. The true density, volume shrinkage, water absorption, modulus of elasticity, compressive strength, and thermal expansion coefficient of porcelain clay products added 8%V/V eggshells and fired at 800°C for 2 hrs., are 2.4186 ± 0.0920 g/cm³, 28.7863 ± 1.9300%, 17.8603 ± 4.6500%, 522.95 MPa, 61.16 MPa, and 2.2149x10⁻⁶ (°C)⁻¹, respectively, consistent with the theoretical values. The compressive strength and water absorption of standard clay products are more than 7.0 MPa and less than 25%wt. Furthermore, X-ray diffraction (XRD), UTM, and dilatometer, are used to investigate phase composition and phase transformation, mechanical and thermal properties of porcelain clay products reported here.</p> |
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| 1 | 001-icnamm | <p>Stability Analysis and Qualitative Analysis of Chicken Pox Model with Sanitation Campaign</p> <p>Ongart Khanom¹, Surapol Naowarat^{*2}</p> <p>¹<i>Department of Mathematics, Faculty of Science and Technology, Suratthani Rajabhat University, Surat Thani, Thailand, 84100</i></p> <p>[*]<i>Corresponding Author: su1963n@gmail.com</i></p> <p>Abstract: In this study, we proposed and analyzed a mathematical model to study the dynamics transmission of chickenpox with effect of sanitation campaign. The model is analyzed using stability theory of differential equations and computer simulations. The results showed that there were two equilibrium points; chickenpox-free equilibrium</p> |



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| | | point and chickenpox - present equilibrium point. The qualitative analysis results depend on the Chickenpox basic reproductive number (R_0). we derived the Chickenpox reproductive number by using the next generation method. Stabilities of the model are determined by Routh-Hurwitz conditions. If $R_0 < 1$, then the chickenpox- free equilibrium point is local asymptotically stable, but if $R_0 > 1$, then the chickenpox*-present equilibrium point is local asymptotically stable. The graphical representations are provided to qualitatively support the analytical results. It concluded that with an increase in the effectiveness of individuals sanitation, the number of infected population will be decreased. |
| 2 | 003-icnamm | <p>Morphometrics Approaches to Studying Phenotypic Plasticity in Pomacea canaliculata (Golden Apple Snail)</p> <p>Genelyn G. Madjos^{1,2*} and Olive S. Anies¹</p> <p>¹Department of Biological Sciences, College of Science and Mathematics, Mindanao State University-Iligan Institute of Technology, Iligan City, Philippines. ²Department of Biology and Natural Sciences, College of Science and Mathematics, Western Mindanao State University, Zamboanga City *Corresponding Author email: genelyn_madjos@yahoo.com</p> <p>Abstract: Morphometrics can be used to quantify a trait of ecological significance by detecting phenotypic plasticity responses. Pomacea canaliculata (golden apple snail), an invasive agricultural pest, is an ideal model for demonstrating the organism's capability to morphologically transform in answer to environmental changes because of its slow mobility and known resilience to different ecological conditions. This study aims to explore a case of phenotypic plasticity, specifically a case of agro-ecotype, in geographically isolated, rice field populations of P. canaliculata from Mindanao, Philippines through the use of traditional and geometric morphometrics methods. Relative warp scores of the landmarked aperture, dorsal and whorl shapes of P. canaliculata, as well as some conchological measurements were subjected to Correlation Analysis Based on Distances (CORIANDIS) software, a tool which can visualize congruence and disparity of multivariate traits. Significant phenotypic variation is revealed among P. canaliculata populations, to which females exhibit greater plastic responses than males. This variability could be due to geographical isolation, as well as varying agricultural practices to counter-attack snails since these said practices can also affect some of the physico-chemical factors that influence P. canaliculata morphology. Evaluating these variations can therefore aid in understanding the very nature of this pest and consequently support integrated pest management control. This study has also revealed the efficiency of morphometrics and CORIANDIS in describing an organism's morphological variations.</p> |

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| 1 | 001-icpcb | Protocol for Successful Sporophyte Formation and Development in |



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| | | <p>Pteris melanocaulon Fée</p> <p>Dennis Apuan^{1*}, Mary Jean Apuan⁴, Teresita Perez², Rene Juna Claveria², Ellaine Perez², Augustin Doronila³, Mars Tan⁴</p> <p><i>¹Department of Environmental Science and Technology, Mindanao University of Science and Technology, Cagayan de Oro City, Philippines.</i></p> <p><i>²Department of Environmental Science. Ateneo de Manila University, Philippines</i></p> <p><i>³School of Chemistry, University of Melbourne, Australia.</i></p> <p><i>⁴McKeough Marine Center, Xavier University, Cagayan de Oro City, Philippines</i></p> <p><i>*Corresponding Author email: dennis_apuan@yahoo.com</i></p> <p>Abstract: The purpose of this study was to develop a protocol for the formation and production of sporophytes of Pteris melanocaulon. Here we describe the procedure for the successful germination of spores and techniques of creating conditions that allow gametophytes to develop into sporophytes. The procedure described will allow for mass production of Pteris melanocaulon that will be used for phytoremediation as phytostabilizer in soil with high copper content in the mining areas.</p> |
| 2 | 002-icpcb | <p>Effects of Ficus deltoidea Ethanolic Leaves on Female Reproductive Organs among Letrozole-Induced Polycystic Ovarian Syndrome Rats</p> <p>Nur Ajeerah Suhaimi[*], Nooraain Hashim and Nurdiana Samsulrizal</p> <p><i>School of Biology, Faculty of Applied Sciences, Universiti Teknologi MARA (UiTM), 40450 Shah Alam, Selangor, Malaysia</i></p> <p>Abstract: Insulin resistance and hyperandrogenism in polycystic ovarian syndrome (PCOS) have been implicated in the hypothalamic-pituitary-ovary (HPO) axis dysfunction, impacting on anovulation as well as menstrual irregularity. Thus, the main step in restoring ovarian function and a normal menstrual cycle in PCOS patients is by breaking the pattern of hyperinsulinemia, together with diet and lifestyle modification. In present study, Ficus deltoidea was evaluated to elucidate its effects on reproductive organs including ovary and uterus of letrozole-induced female Sprague Dawley rats (1.0 mg/kg bw, for 21 consecutive days). Experimental animals were divided into six (n=6) and five groups were induced into PCOS, while the sixth group received the vehicle and tagged as normal control (NC). The five groups of PCOS induced rats were treated for 36 days with; (i) saline (negative control, PC), (ii) 10 mg/kg bw clomiphene citrate (positive control, PCC), and (iii) three test groups comprise; 25 mg/kg bw (PFD25), 125 mg/kg bw (PFD125) and 250 mg/kg bw F. deltoidea ethanolic leaves extracts (PFD250). At the end of treatment period, respective organs were harvested, weighed and relative ovarian and uterine weights were calculated. Both tissues then were subjected with standard histological procedure. Treatment with F. deltoidea leaves extract significantly reduce the relative ovarian wet weight than PC rats (44.83±4.33 vs 63.44±4.03 mg/100g bw respectively, p<0.05). Meanwhile, relative</p> |



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| | | uterine wet weight was significantly higher in extract treated groups than values of that observed in PC and PCC rats. Qualitative assessment on histology of ovaries and uteri in PC group exhibited high incidence of cystic follicles, absence of corpora lutea structures with significantly thin uterus ($111.87 \pm 20.95 \mu\text{m}$, $p < 0.05$). Treatment with the extracts showed less number of cystic follicles together with a number of corpora lutea structures and various stages of developing follicles implying ovulation had been restored in PCOS animal model in dose-dependent manner. Significantly higher uterine diameter was also observed ($492.43 \pm 14.84 \mu\text{m}$ (PFD250), $p < 0.05$). In summary, <i>F. deltoidea</i> leaves exert a protective effect against ovarian and uterine PCOS phenotypes induced by letrozole leading to a promising recovery in both ovarian and uterine tissues. |
| 3 | 003-icpcb | <p>Modification of Polystyrene Supported Palladium(II) Complex as Effective Catalyst for Mizoroki-Heck Reaction</p> <p>Siti Kamilah Che Soh^{1,*}, Siti Aminah Jusoh¹, Mohd Sukeri Mohd Yusof² & Wan M. Khairul²</p> <p><i>¹School of Marine Science & Environment, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia</i> <i>²School of Fundamental Science, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia</i></p> <p>Abstract: Chloromethylated polystyrene cross-linked with 5% divinylbenzene (PS) has been successfully functionalized with phenyldithiocarbazate ligand (PS5-PDC). The polymer was used as solid support for anchoring the palladium metal (PS5-PDC-Pd). The properties of dark colored polymer, impregnated with palladium complex was then characterized by various spectroscopic and analytical techniques namely Fourier Transform Infrared (FTIR), elemental chemical analysis CHNS, Thermogravimetric analysis (TGA), BET surface area, powder X-ray Diffraction (XRD), Inductively Coupled Plasma-Optical Emission Spectrometer (ICP-OES) and Scanning Electron Microscopy/Energy Dispersive X-ray (SEM-EDX). Supported catalyst of PS5-Pd was then tested in the Mizoroki-Heck reaction of 4-bromoacetophenone with methyl acrylate. The reaction was monitored by GC-FID. Preliminary results showed that supported catalyst could be used in at least three consecutive Mizoroki-Heck reactions with the same catalytic activity.</p> |
| 4 | 004-icpcb | <p>Heavy Metals Concentration in Four Landed Elasmobranchs from Kuala Terengganu Waters</p> <p>Ong MC and Gan SL</p> <p><i>School of Marine and Environmental Sciences, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Terengganu, Malaysia</i></p> <p>Abstract: Concentration of essential metals (Cu and Zn) as well as non-essential metals (Cd, Hg and Pb) in four different elasmobranchs species, purchased from LKIM Complex, Pulau Kambing, Kuala Terengganu, had been investigated in this study. Species of</p> |



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| | | <p>elasmobranchs used in this study included spot-tail sharks (<i>Carcharhinus sorrah</i>), milk sharks (<i>Rhizoprionodon acutus</i>), whitespotted bamboo sharks (<i>Chiloscyllium plagiosum</i>) and also whitespotted guitarfish (<i>Rhynchobatus australiae</i>). Five organs (muscles, fins, gills, liver and stomach) from each fish were dissected and its metals levels were analyzed by Inductively Coupled Plasma Mass Spectrometry (ICP-MS). Zn contained the highest concentration in most of the organs of elasmobranchs, followed by Cu. Besides, relationship of heavy metals in five organs of the fish and their length was also studied. Present study revealed that Hg in muscles and fins as well as Cu in gills and stomach showed positive relationship with the length of fish. Pb in liver was negatively correlated with the length of the fish. It can be concluded that distribution of heavy metals are different in organs, species and size of the fish.</p> |
| 5 | 005-icpcb | <p>Trace Metals in Most Economically Important Fishes Along Coastal Water of Setiu, Malaysia</p> <p>Ong MC ^{*1,2}, Kamaruzaman MI¹, Siti Norhidayah A¹, Joseph B^{2,3}</p> <p>¹<i>School of Marine and Environmental Sciences, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, MALAYSIA</i> ²<i>Sunda Shelf Research Group, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, MALAYSIA</i> ³<i>Institute of Oceanography and Environment, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, MALAYSIA</i></p> <p>Abstract: Fish in Setiu, Malaysia are the main source of protein for people who live near to the water continent. However, the unknown composition and concentration of heavy metal in the fish in Setiu, Malaysia is still in controversy and people still eating without knowing the safety. Determination of heavy metal in organism especially wide-consume by human is really important useful to understand and realize the safety of consuming the marine fish that they have caught. 211 fish with 5 types of most species consumed were collected and analysed. From 5 species analysed [<i>Thunnus</i> sp., <i>Megalaspis cordyla</i>, <i>Rastrelliger</i> sp., <i>Nemipterus</i> sp., and <i>Selaroides</i> sp.], the concentration of Copper [Cu], Zinc [Zn], Lead [Pb], Cadmium [Cadmium] and Mercury [Hg] was determined in the muscle. Metal that have acute effect on human even at low concentration for these 5 species of fish such as Cd, Pb, and Hg which is did not exceed the maximum permissible limit provided by Malaysian Food Regulation (1985). Both metal Zn and Cu that toxic at high concentration, did not passes the permissible level in muscle. In conclusion, the fish in Setiu, Malaysia can be consume or for economical uses.</p> |
| 6 | 006-icpcb | <p>Vertical Profile of Heavy Metals Concentration in Core Sediments of Sungai Muar, Johor</p> <p>Ong MC*, Wan Mohd Ikhrum WJ and 1Joseph B</p> <p><i>School of Marine and Environment Sciences, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia</i> ¹<i>Institute of Oceanography and Environment, Universiti Malaysia Terengganu,</i></p> |



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| | | <p>21030 Kuala Terengganu, Malaysia *Corresponding author: ong@umt.edu.my</p> <p>Abstract: Two core sediment samples were collected along Sungai Muar, Johor. The down core variation in heavy metals concentrations (As, Cd, Cu, Pb, Zn, Hg) and sediment characteristic were determined by using Inductively Coupled Plasma-Mass Spectrometry (ICP-MS) and Particle Size Analyzer, respectively. The result shows the average concentration (ppm) of selected heavy metals in the S4 core followed the order Zn (54.05) > Pb (16.33) > Cu (9.63) > As (3.43) > Cd (0.054) > Hg (0.031). For S5 core sediment, the average concentration for Zn, Pb, Cu, As, Hg and Cd were 59.75, 23.77, 15.04, 3.57, 0.034 and 0.10, respectively. The EF result shows, all the selected heavy metals from S4 and S5 core sediment were came from natural sources (EF<2). For index of geoaccumulation (Igeo), the pollution levels for Zn, Cu and Pb from S4 and S5 core sediment were extremely polluted, whereas the Hg and Cd remain in uncontaminated status. The average of pollution load values (PLI) was concluded that S5 core was polluted by selected heavy metals, but not in S4. The result of sediment characteristics shows average of mean size value for S4 core sediment was 7.58 ϕ and was higher than S5 cores, 6.73ϕ.</p> |
| 7 | 007-icpcb | <p>Determination of Total Organic Carbon Concentration in Surficial Sediments of Sungai Juru and Sungai Tengah, Penang, Malaysia</p> <p>Fok FM, Ong MC* and Lim CL</p> <p><i>School of Marine and Environment Sciences, Universiti Malaysia Terengganu, 21030 Kuala Terengganu, Malaysia</i> *Corresponding author: ong@umt.edu.my</p> <p>Abstract: According to Malaysia Environment Report 2013, Sungai Juru was categorized as polluted river based on water quality analysis. Owing to surface sediment is acted as sink for various chemical pollutants, thus, urban surficial sediments of Sungai Juru and Sungai Tengah in Penang were collected to determine the concentration of Total Organic Carbon (TOC) and type of sediment. From the results of sediment texture (%), most of sampling stations in both rivers were categorized as silt. On one hand, the correlation relationship of TOC and mean size sediment of Sungai Juru and Sungai Tengah was accounted for $r=0.28$ and $r=0.61$ respectively. This was probably showing that both rivers have different controlling factors that affect the TOC content in surficial sediment. The highest of TOC concentration in Sungai Juru was 4.64% at station J1 which located at upper of rivers. The concentration was then level off at river mouth (1.34% - 1.83%). Anthropogenic might play dominant role in TOC concentration in Sungai Juru. Compare with Sungai Tengah, medium positive correlation between TOC and mean size sediment was showed, it indicates that mean grain size was possibly the important factor had influences the TOC content in surficial sediment.</p> |
| 8 | 008-icpcb | <p>Avifauna assessment in and around the hydraulicking mining area of Brgy. Tumpagon, Cagayan de Oro City, Philippines</p> |



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| | | <p>Cordulo P. Ascaño II^{1*}, Queenilyn B. Albutra¹, Vicenta V. Ansigbat¹, Dennis A. Mugot², Cesar G. Demayo³</p> <p>¹<i>Department of Environmental Science and Technology, College of Arts and Sciences, Mindanao University of Science and Technology, Cagayan de Oro, Philippines</i></p> <p>²<i>Institute of Arts and Sciences, Misamis Oriental State College of Agriculture and Technology, Claveria, Philippines</i></p> <p>³<i>Department of Biological Sciences, College of Science and Mathematics, Mindanao State University - Iligan Institute of Technology, Iligan City, Philippines</i></p> <p>Abstract: Birds are good indicators as it respond fast to threats and changing environmental conditions. Assessment of bird's diversity was conducted in and around the mining area of Brgy. Tumpagon, Cagayan de Oro during the dry and wet season. Line transect, point count and mist netting method were used to survey the birds in the study area. Four 2-km transect lines were established in each key mine site (two 2-km transects within mine areas and another two 2-km transects outside mine areas with at least 5 km distance). Diversity indices were calculated to determine the diversity of birds in the two sampling sites. Results revealed that a total of 58 species under 31 different families were identified in the study area. Species composition and diversity of birds differ between seasons and between sampling sites. Species richness and abundance of bird are higher during the wet season and at the outside mining area. More endemic bird species are also found outside the mining area. Conservation or rehabilitation strategies must be implemented inside the mining area for the protection and conservation of bird species.</p> |
| 9 | 012-icpcb | <p>Patterns of variations in earthworm density in multivariate landscape of Camiguin Island, Philippines</p> <p>Dennis A. Apuan, Mary Jean B. Apuan</p> <p><i>Department of Environmental Science and Technology, Mindanao University of Science and Technology, Cagayan de Oro, Philippines</i></p> <p>Abstract: The purpose of the study was to explore large scale patterns of variations in earthworm density along the elevation gradient in the island of Camiguin, Philippines. A total of 360 observations were gathered from 30 samples collected from high elevation, middle and low elevation using twelve environmental variables. These observations were subjected to multivariate statistical technique, primarily the Principal Component Analysis and MANOVA and Kriging to explore which factors affect earthworm density and the significant segregation of samples. Results revealed that elevation contributed large variation in earthworm density (80.45%) followed by potassium (19.44%). These two factors were the new dimensions observed in a large scale study of continuous land.</p> |