<table>
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<tr>
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<tr>
<td>08:00 – 09:00</td>
<td>Registration</td>
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<tr>
<td>09:00 – 10:00</td>
<td>Orchid 3 Welcoming speech by the KMICe2012 Chair</td>
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<td>Opening ceremony:</td>
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<td>Officiated by Prof. Dato' Dr. Mohamed Mustafa Ishak (Vice-Chancellor of</td>
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<td>Universiti Utara Malaysia)</td>
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<td>10:00 – 10:30</td>
<td>Morning Tea Break</td>
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<tr>
<td>10:30 – 11:45</td>
<td>Orchid 3 Keynote Speech by Prof. Dr. Julia Connell</td>
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<td>(Curtin University, Australia)</td>
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<td>Chairperson: Assoc. Prof. Dr. Shahizan Hassan</td>
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<tr>
<td>11:45 – 13:00</td>
<td>Invited Speech by Mr. Nagendran Perumal</td>
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<td>Chairperson: Assoc. Prof. Dr. Huda Ibrahim</td>
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<td>13:00 – 14:30</td>
<td>Lunch Break (Orchid 1)</td>
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</table>
Chairperson: Ali Yusny Daud & Aniza Mohamed Din

1. (KM71) – KM in Education
Knowledge Management Mechanisms for Attrition Control in Private Higher Learning Institutions
*Muthukkaruppan Annamalai, Sabiroh Md Sabri and Salmiah Amin*

2. (KM130) – Intelligent System in KM
Malaysia Indigenous Herbs Knowledge Representation
*Zulazeze Sahri, Sharifalillah Nordin and Haryani Harun*

3. (KM131) – KM in Business
Utilizing Ulū Al-Albāb Approach for Managing Organizational Knowledge Assets
*Suhaimi Mhd Sarif and Yusof Ismail*

4. (KM63) – Innovation and Technologies
The Relationships among Knowledge Management Processes, Innovation, and Organisational Performance in the Iraqi Mobile Telecommunication Sector
*Laith Ali Yousif Al-Hakim and Shahizan Hassan*

5. (KM81) – Knowledge Sharing
Knowledge Audit Roles and Contributions towards Continuous Quality Improvement: A Review
*Azizah Abdur Rahman and Nur Syufiza Ahmad Shukor*

6. (KM95) – Software Engineering in KM
Designing for Privacy from Islamic Perspectives Using Value Sensitive Design
*Fadzlin Ahmadon, Rosmawati Nordin and Rashidah Md. Rawi*

7. (KM250)
The Relationship of Knowledge Management Capabilities, Learning Organization and Organizational Performance in Public Sector of Dubai Government
*Taufiq Tai Gak Whee, Rohana Ngah, and Yap Ching Seng*

16:30 – 17:00 Tea Break, End of Day One
DAY 2 – THURSDAY 5th JULY 2012

PARALLEL SESSION A

08:30 – 10:30  Seroja Dahlia  Parallel Session A1: Intelligent System in KM

Chairperson: Dr. Yuhanis Yusof

1. (KM180)
Levy Mutation in Artificial Bee Colony Algorithm for Gasoline Price Prediction
Zuriani Mustaffa and Yuhanis Yusof

2. (KM224)
Filter-wrapper Based Feature Ranking Technique for Dynamic Software Quality Attributes
Siti Sakira Kamaruddin, Jamaiah Yahaya, Aziz Deraman, and Ruzita Ahmad

3. (KM150)
Multi-agent Reputation Point System Framework
Shahrinaz Ismail and Mohd Sharifuddin Ahmad

4. (KM213)
Transforming Noun Phrase Structure Form into Heuristics and Rules for Detecting Compound Noun in Malay Sentence
Suhaimi Ab Rahman and Nazlia Omar

5. (KM83)
Prediction Accuracy Measurements for Ensemble Classifier
Abdullah and Ku Ruhana Ku Mahamud

6. (KM333)
Designing Story Card in Extreme Programming Using Machine Learning Technique
Azman Yasin, Shamsan Ghaber, Mazni Omar, Haslina Mohd, Fauziah Baharom, and Marina Md Din

10:30 – 11:00  Morning Tea Break
DAY 2 – THURSDAY 5th JULY 2012

PARALLEL SESSION A

08:30 – 10:30  Jasmine Rafflesia  Parallel Session A2: Knowledge Sharing

Chairperson: Dr. Nor Intan Saniah Sulaiman

1. (KM258)  
Multicriteria Decision Making in Knowledge Sharing Behaviour among Malaysian Student  
Nor Intan Saniah Sulaiman, Khodijah Md Ali, and Mazlan Mohd Sappri

2. (KM203)  
The Influence of Theories on Factors Affecting Knowledge Sharing and its Relationship with Innovation and Organizational Performance  
Noorazah Md Noor and Juhana Salim

3. (KM137)  
Vexing Issues of Knowledge Sharing: The Case Study of the Wiki Initiative in a Malaysian Public Organization  
Khairil Hizar Md Khuzaimah, Padzil @ Fadzil Hassan, Keoy Kay Hooi, and Roznita Othman

4. (KM219)  
Information Dissemination and Fairness Perceptions: The Case of Inland Revenue Board Malaysia  
Natrah Saad

5. (KM113)  
Persuasion Knowledge Transfer: A Conceptual Model  
Aeni Zuhana Saidin, Catriona Macaulay, and Nick Hine

6. (KM134)  
Knowledge Transfer of the Wireless Healthcare Application in Rural Community: A Case Study in Baling Kedah  
Massudi Mahmuddin, Mazida Ahmad, Rosmadi Bakar, Mawarny Md. Rejab, Noraziah Che Pa, and Ahmad Tajudin Baharin

10:30 – 11:00  Morning Tea Break
## PARALLEL SESSION A

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<td>08:30 – 10:30</td>
<td>Alamanda Hibiscus</td>
<td>Parallel Session A3: Social Media &amp; Multimedia Technologies</td>
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<td>Chairperson: Mr. Kamarul Faizal Hashim</td>
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<td>1. (KM241) The Understanding of Social Networking Site Adoption as S-Commerce Platform</td>
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<td>2. (KM265) Social Media for Business: Knowledge Gathering Through Focus Group Session with Business Owners</td>
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<td>3. (KM245) Modeling Digital Wayang Kulit Based on Traditional Wayang Kulit Characteristics</td>
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<td>4. (KM107) Socio-pleasure in Digital Storybook</td>
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<td>5. (KM234) Towards Developing Cognitive Process Mobile Game-based Training (MGBT) Model</td>
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<td>6. (KM211) Implementing BISM and CCL Algorithm for Managing Audio Storage</td>
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DAY 2 – THURSDAY 5th JULY 2012

PARALLEL SESSION A

08:30 – 10:30  Orchid 3  Parallel Session A4: Knowledge Creation & Governance

Chairperson:  Dr. Sobihatun Nur Abdul Salam

1. (KM238)
Investigating the Knowledge Creation Processes in a Learning Management System (LMS)
Mazida Ahmad, Merza Abbas, Wan Ahmad Jaafar Wan Yahaya, and Sobihatun Nur Abdul Salam

2. (KM117)
Knowledge Discovery in Databases: A Knowledge Management Strategic Approach
Akanmu, Semiu A. and Shamsuddeen Rabi’u

3. (KM50)
Knowledge Audit Made Comprehensive thru 6 Stages
Aruntethy Bai Ganasan and Dhanapal Durai Dominic P

4. (KM149)
The Role of Information and Memory in Shaping Organisational Improvisation
Darwina Arshad and Hendrik Lamsali

5. (KM179)
Electronic Government: The Level of Implementation in the State of Pahang
Mohd Zainudin Othman, Zainol Bidin, Mohd Noor Azman Othman, and Mas Anom Abdul Rashid

6. (KM73)
A Framework for Formulating Malaysia’s Public Policy through Citizen E-Participation
Mohamad Aizi Salamat, Shahizan Hassan, Mohd Farhan Md Fudzee, and Azizul Azhar Ramli

7. (KM87)
Knowledge Management and Business Performance of Casual Dining Restaurants in Malaysia
Abdul Rahim Othman and Mohd Sobri Don

10:30 – 11:00  Morning Tea Break
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<tr>
<th>Session</th>
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<tr>
<td><strong>1. (KM215)</strong></td>
<td>Device Readiness of Tablet Computer for Classroom Use</td>
<td>Ahmad Hanis Mohd Shabli and Noorulsadiqin Azbiya Yaacob</td>
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<tr>
<td><strong>2. (KM161)</strong></td>
<td>Data Management of Triple Quorum Replication (TQR) for Data Grid</td>
<td>Rohaya Latip, Feras Ahmad Hanandeh, Mohd Helmy Abd Wahab, and Tazquia Mizan</td>
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<td><strong>3. (KM170)</strong></td>
<td>Initial Model Based Malaysia Regulations Broadband Technology Over Power Line Networks</td>
<td>Wan Rozaini Sheik Osman, Kashif Nisar, and Abdallah Mahmoud Mousa Altrad</td>
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<td><strong>4. (KM199)</strong></td>
<td>An Interaction between SCTP and On Demand Manet Routing Protocols</td>
<td>Fazli Azzali, Khuzairi Mohd Zaini, Baharudin Osman, Azizi Abas, and Fahrurrozi Lubis</td>
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<td><strong>5. (KM233)</strong></td>
<td>A Qualitative Study of Innovativeness, Strategies and Leadership Styles of Successful Women Entrepreneurs in Malaysia</td>
<td>Cheng Wei Hin, Filzah Md. Isa, and Norashidah Hashim</td>
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**13:00 – 14:30** Lunch Break (Orchid 2)
PARALLEL SESSION B

11:00 – 13:00  Jasmine Rafflesia  Parallel Session B2: KM in Business

Chairperson: Dr. Faudziah Ahmad

1. (KM119)
B2C Quality Evaluation Factors from Jordanian Consumer Perspective
Faudziah Ahmad, Jamaiah Yahaya, Omar Tarawneh, Fauziah Baharom, Alawiyah Abd Wahab

2. (KM162)
The Influence of Market Orientation and Brand Equity on SMEs
Azmi Amat Murjan, Salniza Md Salleh

3. (KM191)
Board Effectiveness, Managerial Ownership and Company Performance
Aza Azlina Md Kassim, Zuani Ishak, and Nor Aziah Abdul Manaf

4. (KM168)
Brand Loyalty as a Mediator of the Relationship between Brand Trust and Brand Performance
Mohd Noor Mohd Shariff, Sri Murni Setyawati, Kristina Anindita H.

5. (KM78)
Usefulness of Cash Flow in Business Decision Making
Noor Afza Amran and Abdi Nassir Ali Abdi

6. (KM218)
The Mediating Effect of Management Information System (MIS) on Warehouse Layout and Efficiency in Small and Medium Enterprises (SMEs)
Adam Mohd Saifudin, Nizamuddin Zainuddin, Mohd Azwardi Md Isa

13:00 – 14:30 Lunch Break (Orchid 2)
11:00 – 13:00  *Alamanda Hibiscus*  **Parallel Session B3: Software Engineering in KM**

**Chairperson: Dr. Nor Laily Hashim**

1. **(KM146)**
   Usage of Call Graph for Representing Software Component Interactions
   *Nor Laily Hashim and Nooraini Ismail*

2. **(KM135)**
   Agile Development Methods for Developing Web Application in Small Software Firms
   *Faudziah Ahmad, Fauziah Baharom and Moath Husni*

3. **(KM75)**
   Knowledge Management in Globally Distributed Software Development Teams: Sensemaking Challenges
   *Aini Aman and and Brian Nicholson*

4. **(KM201)**
   Knowledge Transfer in Non-collocated Software Architecture Development: From the Perspective of Analysts and Software Architects
   *Salfarina Abdullah, Marzanah A. Jabar and Sazly Anuar*

5. **(KM148)**
   Contribution of Gender Towards Open Source Software: A Preliminary Study
   *Musyrafah Mahmood, Zulkhairi Md. Dahalin, Norsiah Abdul Hamid, and Azizah Ahmad*

6. **(KM202)**
   A Requirement Model for Managing Inventory of Raw Food Materials
   *Nor Laily Hashim, Nor Zahirah Mohd Ghouse, and Nooraini Ismail*

13:00 – 14:30  Lunch Break (Orchid 2)
PARALLEL SESSION B

11:00 – 13:00  Orchard 3  Parallel Session B4: KM in Education

Chairperson: Dr. Fadhilah Mat Yamin

1. (KM240)
Design, Purpose of Usage and the Impact of LMS on Student Learning: A Preliminary Findings  
*Kung Siew Min, Fadhilah Mat Yamin and Wan Hussain Wan Ishak*

2. (KM164)
Eliciting Tacit Knowledge from Special Education Teachers  
*Norsyahida Ghazali, Azizah Abdul Rahman and Mahadi Bahari*

3. (KM198)
Technology to Enhance Learning: The Jordanian Experience  
*Mohammad Mansour Fawwaz Al-Khasawneh and Huda Binti Hj Ibrahim*

4. (KM165)
Education and Training is a Key Success Factor of Knowledge Management Implementation: A Case Study  
*Yip Mum Wai, Alex Ng Hou Hong, Sabariyah Din and Nooh Abu Bakar*

5. (KM254)
Personal, Social and Organizational Factors in Usage of Collaboration Systems for Research  
*Halimi Zakaria, Norzaidi Mohd Daud and Fazli Idris*

6. (KM151)
Assessing Generation Y Readiness to Meet Job Demand: A Case Study of Internship Students at Large Government Invested Company  
*Romiza Md Akhir, Misron Omar, Azlina Shaikh Awadz, and Noor Raihan Abdul Hamid*

13:00 – 14:30  Lunch Break (Orchid 2)
Parallel Session C

14:30 – 16:30 Seroja Dahlia  Parallel Session C1: Intelligent System in KM

Chairperson: Mr. Muhamad Shahbani Abu Bakar

1. (KM108)  
Data Warehouse Design for Mobile Environment  
*Muhamad Shahbani Abu Bakar and Azman Ta‘a*

2. (KM197)  
Classification of Machine Learning Engines Using Latent Semantic Indexing  
*Yuhanis Yusof, Taha Alhersh, Massudi Mahmuddin, and Aniza Mohamed Din*

3. (KM239)  
A Heuristic Rule-based Approach for Monitoring of Hemodynamic in Cardiothoracic  

4. (KM103)  
Emerging Personal Intelligence in Collective Goals: Data Analysis on the Bottom-up Approach From PKM to OKM  
*Shahrinaz Ismail and Mohd Sharifuddin Ahmad*

5. (KM262)  
Semantic Network Representation of Female Related Issues from The Holy Quran  
*Ku Ruhana Ku-Mahamud, Faudziah Ahmad, Aniza Mohamed Din, Wan Hussain Wan Ishak, Farzana Kabir Ahmad, Roshidi Din, and Noraziah Che Pa*

16:30 – 17:00  Tea Break, End of Day Two
PARALLEL SESSION C

14:30 – 16:30 Jasmine Rafflesia  Parallel Session C2: KM in Business

Chairperson: Assoc. Prof. Dr. Nor Aziah Abdul Manaf

1. (KM178)
Tax Professionals' View on Continuing Professional Development (CPD) Programs in Malaysia
Noraza Mat Udin, Nor Aziah Abdul Manaf, Zuaini Ishak, and Rsniza Abdul Rahman

2. (KM212)
Principles and Guidelines for Developing Implementation Methodology of Customer Relationship Management (CRM) Systems
Khalid Ali Rababah, Haslina Mohd, and Huda Ibrahim

3. (KM190)
Compensation Practices and Transformational Leadership Influences on Intention to Stay: The Mediating Role of Perceived Organizational Support
Md Lazim Mohd Zin, Siti Zubaidah Othman, and Faizuniah Pangil

4. (KM77)
Towards Developing an Integrated Maturity Model Framework for Managing an Enterprise Business Intelligence
Chuah Min Hooi and Wong Kee Luen

5. (KM98)
Investigating the Effect of Intellectual Capital on Bank Performance in Malaysia
Rosli Mahmood and Rosni Abd Wahid

6. (KM142)
Knowledge Management Infrastructure: Preliminary Evidences of Malaysian Banking Practice
Meisam Hamidi, Azira Abd Aziz, Nazirah Mat Sin, and Woods, P.

16:30 – 17:00 Tea Break, End of Day Two
### Parallel Session C

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<tr>
<td><strong>Chairperson:</strong></td>
<td>Assoc. Prof. Abdul Nasir Zulkifli</td>
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| **1. (KM227)** | Evaluations of the Islamic Sex Education (ISE) Courseware Prototype for Parents Based on Cognitive Theory  
*Abdul Nasir Zulkifli, Nurtihah Mohamed Noor, and Fadzilah Siraj* |
| **2. (KM122)** | Learning Object for the Hearing-impaired: Design and Development of Koswer Pendidikan Islam Tunakerna (KOSPIT)  
*Ariffin Abdul Mutalib, Sharifah Nadia Syed Yahya, and Sobihatun Nur Abdul Salam* |
| **3. (KM145)** | A Process Framework to Capture Tacit Knowledge Using Storytelling  
*Khairul Shafee Kalid and Ahmad Kamil Bin Mahmood* |
| **4. (KM163)** | Core Elements of Digital Storytelling from Experts’ Perspective  
*Tenh Hock Kuan, Norshuhada Shiratuddin, and Harryizman Harun* |
| **5. (KM99)**  | Incorporating Multiple Intelligence into Electronic Teaching Material in Supports of Usability Aspect  
*Ariffin Abdul Mutalib* |
*Fakhrul Anuar Aziz and Husniza Husni* |

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# PARALLEL SESSION C

**14:30 – 16:30 Orchid 3**  Parallel Session C4: KM in Education

**Chairperson:** Dr. Abdul Jaleel Kehinde Shittu

1. **(KM104)**
   Knowledge Management Implementation in Information Society: A Study in IIUM Library
   *Nafisat Afolake Adedokun-Shittu and Abdul Jaleel Kehinde Shittu*

2. **(KM57)**
   Proposed Research Model for Students Acceptance of M-Learning Services among Malaysian Higher Education
   *Naji Shukri Alzaza, and Abdul Razak Yaakub*

3. **(KM229)**
   The Usefulness of Online Questionnaire System Among Students in Higher Learning Institution
   *Azizi Abas, Azman Taa, Fazli Azali, Baharudin Osman, and Hyder Yahya Atown*

4. **(KM158)**
   Knowledge Management in Public University: Empirical Relationship between Learning Organisation and Knowledge Management Process of Tacit Knowledge
   *Kalsom Salleh*

5. **(KM152)**
   Evaluating Customer Satisfaction of Training Provider: A Case Study in Johor Bahru
   *Anizan Ali, Mohd Saiful Izwaan Saadon and Khairul Za”im Kamarulzaman*

**16:30 – 17:00**  Tea Break, End of Day Two
**DAY 3 – FRIDAY 6th JULY 2012**

**PARALLEL SESSION D**

08:30 – 10:30 Seroja Dahlia  **Parallel Session D1: Innovation and Technologies**

**Chairperson: Ms. Nor Iadah Yusop**

1. **(KM210)**
   Incorporating Innovations in Online Product Descriptions to Reduce Product Uncertainty in Agribazaar Portal

   *Nor Farzana Abd Ghani, Nor Azila Mohd Noor, Nor Iadah Yusop, Huda Ibrahim, and Mohd Khairudin Kasiran*

2. **(KM116)**
   Investigating the Relationship among Knowledge Management, Human Resources Management Practices and Innovation: A Conceptual Study of Malaysia SMEs

   *Tee Chee Wee, Oon Kam Hoe, Kuek Thiam Yong, Chua Beng Hui*

3. **(KM220)**
   Factors that Contribute in Successful Implementing of Modularity Product: Study of Manufacturing Firm in Malaysia

   *Amlus Ibrahim, Rohafiz Sabar, Mohamad Harith Amlus, Shahimi Mokhtar, Ahmad Shabudin Ariffin, and Naimah Amlus*

4. **(KM91)**
   HRM and KM as Catalysts of Environmental Performance: A Conceptual Framework

   *Yin-Kuan Ng, Peter Sin-Howe Tan, Chee-Yang Fong and Choy-Har Wong*

5. **(KM106)**
   Knowledge Strategy: The Way to Sustain Competitive Advantage for Technology-based Enterprises

   *Suhaimi Mhd Sarif, Yusof Ismail*

6. **(KM58)**
   Unapparent Information Revelation for Counterterrorism: Visualizing Associations Using a Hybrid Graph-based Approach

   *Norshuhani Zamin and Alan Oxley*

10:30 – 10:45  **Morning Tea Break**
DAY 3 – FRIDAY 6th JULY 2012

PARALLEL SESSION D

08:30 – 10:30 Jasmine Rafflesia  Parallel Session D2: Knowledge Sharing

Chairperson: Mr. Mohd Adan Omar

1. (KM228)
Actor-Network Theory in Consolidating Collaborative Web Platform Methodology for Knowledge Collaboration
Mohd Adan Omar, Amal Ibrahim, and Huda Ibrahim

2. (KM138)
Factors Influencing Interdepartmental Information Sharing Practice in Electronic Government Agencies
Mohd Razalan Kamal, Dalbir Singh Valbir Singh, and Kamsuriah Ahmad

3. (KM186)
Roadmapping System for Knowledge Generation, Storage, and Sharing
Yee Choy Leong

4. (KM143)
Trust and its Relationship with Knowledge Sharing and Virtual Team Effectiveness
Faizuniah Pangil and Chan Joon Moi

5. (KM101)
Knowledge Sharing and Transfer Through Tableeghi Jamaat Among Muslims in India
Mehtab Alam Ansari

6. (KM82)
Factors that Impel Individuals? To Share Knowledge
Eugene Okyere-Kwakye, Khalil Md Nor, and Andrew Ologbo

10:30 – 10:45 Morning Tea Break
DAY 3 – FRIDAY 6th JULY 2012

PARALLEL SESSION D

08:30 – 10:30 Alamanda Hibiscus  Parallel Session D3: Software Engineering in KM

Chairperson: Mr. Azman Ta’a

1. (KM79)
Requirement Analysis Approach for Universiti Utara Malaysia (UUM) Library Data Warehouse
Azman Ta’a, Muhammad Shahbani Abu Bakar, Mohd Syazwan Abdullah, and Haider AbdulKadhim Alwan

2. (KM147)
Mohd Zairol Yusoff, Massudi Mahmuddin and Mazida Ahmad

3. (KM259)
A Metric-based Evaluation Model for Applications on Mobile Phone
Azham Hussain and Maria Kutar

4. (KM102)
Bridging Information and Knowledge using Codification Technology in Requirements Elicitation Process
Noraini Che Pa and Sa’adah Hassan

5. (KM214)
Misuse Case Modeling for Secure E-Tendering System
Haslina Mohd, Mohd Afdhal Muhammad Robie, Fauziah Baharom, Nazib Nordin, Norida Muhd Darus,
Mohamed Ali Saip, Azman Yasin, Azida Zainol and Nor Laily Hashim

6. (KM208)
The Vendor and User Organizations Characteristics for COTS Software Evaluation and Selection
Fauziah Baharom, Feras Tarawneh, Jamaiah Hj. Yahaya, Azida Zainol, Nurnasran Puteh, Haslina Mohd,
Norida Muhd Darus, Zaharin Marzuki @ Matt, and Azman Yasin

10:30 – 10:45 Morning Tea Break
**DAY 3 – FRIDAY 6th JULY 2012**

**PARALLEL SESSION D**

08:30 – 10:30 *Orchid 3*  **Parallel Session D4: KM in Governance**

**Chairperson: Dr. Kang Eng Thye**

1. **(KM140)**
The Benefits Of and Challenges Faced by Worldwide Federal Governments in Implementing the Telework Program

*Kang Eng Thye, Wan Rozaini Sheik Osman, Nafishah Othman, Rafidah Abd. Razak, and Zahurin Mat Aji @ Alon*

2. **(KM232)**
The Mediating Role of Organizational Innovation on the Relationship between Knowledge Management Processes and Organizational Performance in the Public Sector

*Mojtaba Naghavi, Zainal Abidin Mohamad, and Murali Sambasivan*

3. **(KM141)**
Adoption of E-Voting Systems: A Case Study of Independent National Electoral Commission (INEC), Nigeria: A Preliminary Study

*Salimonu Rasheed Ishaq, Jimoh, R.G., Wan Rozaini Sheik Osman and Abdul Jaleel Kehinde Shittu*

4. **(KM89)**
Knowledge Management in Malaysian Nuclear Agency: The First 40 Years

*Habibah Adnan, Norzehan Ngadiron and Iberahim Ali*

5. **(KM111)**
Communities of Practice for Inter-Organizational Knowledge Management: An Empirical Study

*Sujata N Gamage*

6. **(KM350)**
Service Oriented Architecture (SOA) Adoption on Heterogeneous Information Systems in Universities’ Environment: A Case of Universiti Utara Malaysia

*Azman Yasin, Huda Ibrahim, and Nur Hidayat Harun*

10:30 – 10:45  **Morning Tea Break**
**PARALLEL SESSION E**

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<td><strong>Parallel Session E1: KM in Business</strong></td>
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<td>Chairperson: Prof. Dr. Zulkhairi Md. Dahalin</td>
<td><strong>1. (KM100)</strong></td>
<td>Business Process Re-engineering of e-catalogue Distribution Process</td>
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<td>Zulkhairi Md. Dahalin and Siti Fatimah Yusof</td>
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<td><strong>2. (KM196)</strong></td>
<td>The Determinant of Online Purchasing Behaviour in Malaysia Based on Technology Acceptance Model (TAM)</td>
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<td>Conceptual Framework of Knowledge Growth for Enhancing Organizational Knowledge Capital</td>
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<td><strong>4. (KM92)</strong></td>
<td>Competitive Priorities, Competitive Advantage and Performance of Real Estate Firms in Dubai</td>
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<td><strong>5. (KM114)</strong></td>
<td>Women Entrepreneurship in Micro Credit Performance: The Preliminary Study in Kelantan</td>
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<th>Time</th>
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<td>12:45 – 14:00</td>
<td>Lunch (Orchid 2), Conference Ends</td>
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**PARALLEL SESSION E**

10:45 – 12:45 *Jasmine Rafflesia*  **Parallel Session E2: KM in Health and Emergency**

**Chairperson: Dr. Haslina Mohd**

1. **(KM243)**
   Enhanced Quality of Electronic Clinical Record Through Open-Source Tool  
   *Kashif Nisar, Saima Nisar, and Abas Md Said*

2. **(KM159)**
   The Review of Integrative Medicine Practice’s Strengths and Weaknesses Worldwide  
   *Kang Eng Thye and Lim Thong Soon*

3. **(KM93)**
   Knowledge Based Helpdesk System in Nuclear Malaysia  

4. **(KM118)**
   *Magiswary Dorasamy, Murali Raman, Saravanan Muthaiyah, and Maniam Kaliannan*

5. **(KM88)**
   International Nuclear Information System (INIS): Malaysia’s Contribution for Nuclear Knowledge Preservation  
   *Mohd Hafizal Yusof, Mohd Hasnor Hassan, Habibah Adnan, and Iberahim Ali*

12:45 – 14:00  **Lunch (Orchid 2), Conference Ends**
**PARALLEL SESSION E**

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<td>10:45 – 12:45</td>
<td>Almamda Hibiscus</td>
<td>Dr. Siti Mahfuzah Sarif</td>
<td><strong>Parallel Session E3: Multimedia and Software Engineering in KM</strong></td>
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<td><strong>Chairperson: Dr. Siti Mahfuzah Sarif</strong></td>
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<tr>
<td>1. (KM206)</td>
<td>Decisional Guidance for Computerised Personal Decision Aid (COMPDA)</td>
<td>Siti Mahfuzah Sarif and Syamsul Bahrin Zaibon</td>
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<td>2. (KM236)</td>
<td>Malay Sign Language for the Deaf and Hearing Impaired</td>
<td>Norida Muhd Darus, Nur Tahrina Abdullah, and Ariffin Abdul Mutalib</td>
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<td>6. (KM204)</td>
<td>Normalization of Common Noisy Terms in Malaysian Online Media</td>
<td>Norlela Samsudin, Mazidah Puteh, Abdul Razak Hamdan and Mohd Zakree Ahmad Nazri</td>
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12:45 – 14:00 Lunch (Orchid 2), Conference Ends
10:45 – 12:45 Orchid 3  Parallel Session E4: KM in Education

Chairperson: Dr. Maznah Mat Kasim

1. (KM86)
Prioritization of Criteria in Teacher-Candidate Selection Process by a Pairwise Comparison Method
Maznah Mat Kasim, Razamin Ramli, Haslinda Ibrahim, Mohd Izam Ghazali, Fazillah Mohmad Kamal, and S.Vikneswari

2. (KM223)
Organic Paddy Farming Practice to Learning Application
Zakirah Othman and Amran Muhammad

3. (KM132)
Bibliometrics, Reference Enhanced Databases and Research Evaluation
Muzammil Tahira, Rose Alinda Ilyas, and Aryati Bakri

4. (KM200)
RASCH Analysis on Individual Cognitive Styles for Museum Learning Performances
Asmidah Alwi

5. (KM166)
Knowledge Management and Academic Performance: An Empirical Study of Iraqi HEIs
Ammar A. Ali Zwain, Lim Kong Teong, and Siti Norezam Othman

6. (KM80)
Behavior Usage Model to Manage the Best Practice of E-Learning
Songsakda Chayanukro, Massudi Mahmuddin, and Husniza Husni

12:45 – 14:00 Lunch (Orchid 2), Conference Ends