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| 38 | <b><i>Factors Influencing the Adoption of Social Networking Sites by Malaysian Users: An Empirical Study Using Structural Equation Modelling</i></b> | <p>Muhammad Tahir Jan<br/>Assistant Professor: Faculty of Economics and Management Sciences,<br/>International Islamic University Malaysia, Kuala Lumpur, Malaysia<br/>tahirjan@iiu.edu.my</p> <p>Kalthom Abdullah<br/>Associate Professor: Faculty of Economics and Management Sciences,</p>   | 584 |

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| <b>39</b> | <b><i>Conceptualizing Employee's Creativity And Innovation For Effective Leadership</i></b>  | <p>Nabila Huda Ibrahim<br/>Faculty of Administrative Science and Policy Study, UiTM Shah Alam<br/>nabillhudd@gmail.com</p> <p>Dr Shireen Haron<br/>Faculty of Administrative Science and Policy Study, UiTM Shah Alam<br/>shireen738@salam.uitm.edu.my</p>                               | <b>599</b> |
| <b>40</b> | <b><i>The Influence of Reading Level of Students and Readability of Textbook among Malaysian ESL Secondary School Students</i></b> | <p>Nadzrah Sa'adan<br/>MARA University of Technology,<br/>Pasir Gudang, Johor,<br/>Malaysia<br/>nadzrahsaadan@gmail.com</p>  | <b>609</b> |
| <b>41</b> | <b><i>Pendirian Dan Amalan Tasawuf Imam Al-Shafi'i R.H.M</i></b>   | <p>Najihah binti Abd Wahid (Dr.)<br/>Fakulti Pengajian Kontemporari Islam,<br/>Universiti Sultan Zainal Abidin<br/>Kampus Gong Badak, 21300<br/>Kuala Terengganu<br/>anajihah@unisza.edu.my</p> <p>Anas bin Mohd Yunus (Dr.)<br/>Fakulti Pengajian Kontemporari Islam,</p>               | <b>625</b> |

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| 42 | <p><b><i>Pemakaian Peruntukan Akta Persaingan 2010 Terhadap Aktiviti Komersil Di Malaysia: Satu Tinjauan</i></b></p> | <p>Nazura Abdul Manap (Prof Madya Dr)<br/>Fakulti Undang-Undang, Universiti Kebangsaan Malaysia<br/>43650 Bangi, Selangor<br/>nazura@ukm.edu.my</p> <p>Haliza A. Shukor<br/>Fakulti Undang-Undang, Universiti Kebangsaan Malaysia<br/>43650 Bangi, Selangor<br/>hliza@usim.edu.my</p>   | 316 |
| 43 | <p><b><i>Oral Commentaries Using Movies In The Esl Classroom</i></b></p>   | <p>Noor Hanim Rahmat<br/>UiTM PasirGudang Campus<br/>Jalan Purnama, Bandar Seri Alam,<br/>81700 Masai, Johor Darul Ta'zim<br/>patanim@gmail.com</p> <p>Normah Ismail<br/>UiTM PasirGudang Campus<br/>Jalan Purnama, Bandar Seri Alam,<br/>81700 Masai, Johor Darul Ta'zim<br/>norma851@johor.uitm.edu.my</p> <p>D Rohayu Mohd Yunos<br/>UiTM PasirGudang Campus<br/>Jalan Purnama, Bandar Seri Alam,<br/>81700 Masai,</p> | 636 |

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| <b>44</b> | <b><i>Faktor Ekonomi Dan Brain Drain Di Negara Sedang Membangun</i></b>                  | Noor Shakira Binti Lukman<br>Universiti Kebangsaan Malaysia<br>43600 UKM, Bangi Selangor,<br>Malaysia<br>noorshakiralukman@yahoo.com  | <b>645</b> |
| <b>45</b> | <b><i>Research Approaches in Examining M-Government Services: An Investigation</i></b>   | Noor Suriana Abu Bakar<br>Faculty of Computer and Mathematical Sciences, Universiti Teknologi MARA, Malaysia<br>suriana_su@melaka.uitm.edu.my<br><br>Azizah Abdul Rahman (Assoc. Prof)<br>Faculty of Computing, Universiti Teknologi Malaysia, Malaysia<br>azizahar@utm.my<br><br>Haza Nuzly Abdul Hamid (Dr)<br>Faculty of Computing, Universiti Teknologi Malaysia, Malaysia<br>haza@utm.my | <b>655</b> |
| <b>46</b> | <b><i>Factors Influencing The Involvement Of Malaysian Youth In Entrepreneurship</i></b> | Nor Hidayah Harun<br>Faculty of Business Management<br>UiTM Pulau Pinang,<br>norhidayah510@ppinang.uitm.edu.my<br><br>Norchahaya Johar<br>Faculty of Business Management<br>UiTM Terengganu,<br>chahaya@tganu.uitm.edu.my<br><br>Marinah Maliki<br>Faculty of Business Management<br>UiTM Terengganu,<br>yemyem2605@gmail.com   | <b>666</b> |

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| 47 | <b><i>Students' Part – Time Work: An Implication Towards Students' Academic Performance</i></b>                     | <p>Nor Khairunnisa Bt Mat Yunus<br/>UniversitiTeknologi Mara Pahang<br/>26400 Bandar Tun Abdul RazakJengka,<br/>Pahang, Malaysia.<br/>norkhairunnisa@pahang.uitm.edu.my</p> <p>Mohd Aidil Riduan Bin Awang Kader<br/>UniversitiTeknologi Mara Pahang<br/>26400 Bandar Tun Abdul RazakJengka,<br/>Pahang, Malaysia.<br/>aidilriduan@pahang.uitm.edu.my</p> <p>Roslina Bt Ali<br/>UniversitiTeknologi Mara Pahang<br/>26400 Bandar Tun Abdul RazakJengka,<br/>Pahang, Malaysia.<br/>roslinaali@pahang.uitm.edu.my</p> <p>Shamsul Nizam Bin Mohamed Badri<br/>UniversitiTeknologi Mara Pahang<br/>26400 Bandar Tun Abdul RazakJengka,<br/>Pahang, Malaysia.<br/>shamsulnizam@pahang.uitm.edu.my</p> | 677 |
| 48 | <b><i>Penyelidikan Genom Melayu di Malaysia: Konsep, Pencapaian &amp; Kajian Lanjutan dari Perspektif Islam</i></b> | <p>Norazmi Anas<br/>Akademi Pengajian Islam Kontemporari (ACIS), Universiti Teknologi MARA (Perak) Kampus Tapah,<br/>35400 Tapah Road, Perak, Malaysia<br/>norazmianas@perak.uitm.edu.my</p> <p>Engku Ahmad Zaki Engku Alwi<br/>Fakulti Pengajian Kontemporari Islam (FKI), Universiti Sultan Zainal</p>   | 690 |

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| 49 | <b><i>Communication Competence Among Managers At Government Sectors In Perak Tengah District,</i></b> | Nor Farhana Mohd Azmi<br>Lecturer , Faculty of Business Management, UiTM (Perak) Tapah Campus, 35400 Tapah Road, Perak  | 704 |

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| 50 | <b>Learning Styles And Academic Achievement: A Case Of Uitm Students</b> | <p>Norhafiza Hashim<br/>Lecturer, Faculty of Business Management, UiTM Kedah, 08400, Merbok, Kedah<br/>norha275@kedah.uitm.edu.my</p> <p>Norazlan bin Anual<br/>Lecturer, Faculty of Business Management, UiTM (Perak)<br/>Tapah Campus, 35400 Tapah Road, Perak<br/>azlanannual@perak.uitm.edu.my</p> <p>Zatul Himmah Abd Karim<br/>Lecturer, Faculty of Business Management, UiTM ( Perak)<br/>Tapah Campus, 35400 Tapah Road, Perak<br/>zatul446@perak.uitm.edu.my</p>                                       | 717 |

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| 51 | <b><i>Cross-Border Mergers And Acquisitions: Evidence From 10 Developed Countries</i></b>                                     | Nur Syazana Mohd Nasir<br>Faculty of Business Management<br>Universiti Teknologi MARA, Malaysia<br>syazana.mohdnasir@gmail.com<br><br>Norsiah Kadir<br>Department of Economics, Faculty of Business Management<br>Universiti Teknologi MARA, Malaysia<br>norsiahkadir@perlis.uitm.edu.my<br><br>Sabri Nayan<br>School of Economics, Finance and Banking<br>University Utara Malaysia, 06010 Sintok,<br>Kedah Darul Aman, Malaysia<br>sabri.nayan@uum.edu.my | 730 |
| 52 | <b><i>Kepentingan Kesihatan Terhadap Pertumbuhan Ekonomi Di Malaysia</i></b>  | Nur Yazira Binti Hamsan<br>Universiti Kebangsaan Malaysia<br>43600 UKM, Bangi Selangor,<br>Malaysia<br>nuryazirahamsan@hotmail.com  | 742 |
| 53 | <b><i>The Relationship between Workplace Environments and Job Performance in Selected Government Offices in Selangor,</i></b> | Nur Zainie Abd Hamid<br>Universiti Teknologi MARA, Faculty of Business Management, Puncak Alam, Malaysia<br>nurzainie60@salam.uitm.edu.my<br><br>Narehan Hassan<br>Universiti Teknologi MARA,   | 751 |



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| <b>54</b> | <b><i>The Tracking and Tracing Technology Integration in Supporting Smart City Concept</i></b> | <p>N. M. Nor<br/>Space Industry Development Division, National Space Agency (ANGKASA), JalanTuri, Kg. Sg. Lang, 42700 Banting, Sel. Malaysia<br/>nurfarhana@angkasa.gov.my</p> <p>N. A.Wahap<br/>Space Industry Development Division, National Space Agency (ANGKASA), JalanTuri, Kg. Sg. Lang, 42700 Banting, Sel. Malaysia</p> <p>N. Ahmad<br/>Space Industry Development Division, National Space Agency (ANGKASA), JalanTuri, Kg. Sg. Lang, 42700 Banting, Sel. Malaysia</p> <p>N. M. Yusoff<br/>Spatial Synergy Consultant Sdn. Bhd., 216B, Jalan Negara 2, Taman Melawati, 53100 Kuala Lumpur, Malaysia</p> <p>N.A.M Ismail<br/>Spatial Synergy Consultant Sdn. Bhd., 216B, Jalan Negara 2, Taman Melawati, 53100 Kuala Lumpur, Malaysia</p> | <b>761</b> |
| <b>55</b> | <b><i>Hubungan Dinamik Antara Pendidikan Dengan Pertumbuhan Ekonomi</i></b>                    | Nurhidayani Abd Wahab<br>Universiti Kebangsaan Malaysia<br>Bangi, Selangor, Malaysia<br>nurhidayaniabdwahab89@gmail.<br>com  | <b>773</b> |

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| 56 | <b><i>Key Antecedents Influencing Customer Satisfaction With Service Recovery: A Case Of Airlines In Malaysia</i></b> | Nurliyana Abas<br>MBA Marketing, GSM Universiti Putra Malaysia,<br>nurliyanaabas@gmail.com  | <b>782</b> |
| 57 | <b><i>Application and Best Practices of New Communication Technology: A Case Study of Tourism Malaysia 2014</i></b>   | Nurul Diana Jasni<br>PTAR Library, UniversitiTeknologi MARA<br>diana875@salam.uitm.edu.my<br><br>Che Nur Amalina S. Che Zainal<br>Department of Communication Studies, Kolej Poly-Tech MARA (KPTM) Kuala Lumpur chenuramalina@gapps.kptm.edu.my<br><br>Zulkifli Abd Latiff, Ph.D.<br>Faculty of Communication and Media Studies, UniversitiTeknologi MARA Zulkifli858@salam.uitm.edu.my | <b>828</b> |
| 58 | <b><i>Natural Convection In Polar Enclosure</i></b>   | R. A. Rasih<br>Faculty of Mechanical Engineering,<br>UniversitiTeknologi MARA Johor KampusPasirGudang, Bandar Seri Alam,<br>81750 Masai, Johor<br>radzirasih@gmail.com<br><br>Azman Ahmad Bakir<br>Faculty of Mechanical Engineering,<br>UniversitiTeknologi MARA Pulau Pinang,<br>13500 PermatangPauh, Pulau Pinang<br>azmanbakir@ppinang.uitm.edu.my                                  | <b>841</b> |

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| 59 | <b><i>Policy Transfer In Malaysia: A Case Study Of National Biotechnology Policy</i></b> | <p>Ravi Mahalingam<br/>Immigration Department of Malaysia<br/>Division of Visa, Pas and Permit,<br/>persiaran perdana, Presint 2,<br/>62550, Putrajaya<br/>mitopower1984@yahoo.com</p>  | 851 |
| 60 | <b><i>Dilema Pembangunan Tanah Rizab Melayu : Satu Warisan Atau Satu Tangisan?</i></b>   | <p>Rohayati Hussin<br/>Universiti Teknologi Mara (UiTM)<br/>Cawangan Kedah<br/>roha427@kedah.uitm.edu.my</p> <p>Dr. Rusnadewi Abdul Rashid<br/>Universiti Teknologi Mara (UiTM)<br/>Perlis<br/>rusnadewi@perlis.uitm.edu.my</p>   | 867 |
| 61 | <b><i>Seni Cetak Dulu dan Kini dalam Perkembangan Seni Rupa di Malaysia</i></b>          | <p>Rosiah Md. Noor<br/>Fakulti Seni, Komputeran dan Industri Kreatif<br/>Universiti Pendidikan Sultan Idris<br/>Tanjung Malim, 35900 Perak,<br/>Malaysia.<br/>rosiah65@yahoo.com</p>  | 879 |

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| 62 | <p><b><i>Pola Dorongan Sosial Terhadap Konsistensi Niat Menderma Darah Bagi Penderma Darah Awalan (Pda) Dan Penderma Darah Mapan (PDM)</i></b></p> | <p>Juliana Rosmidah Jaafar<br/>Pusat Pengajian Psikologi dan Pembangunan Manusia, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia, Bangi, Selangor, Malaysia<br/>juliana.rosmidah@gmail.com</p> <p>Chong Sheau Tsuey<br/>Pusat Pengajian Psikologi dan Pembangunan Manusia, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia, Bangi, Selangor, Malaysia<br/>stchong@ukm.edu.my</p> <p>Asmawati Desa<br/>Pusat Pengajian Psikologi dan Pembangunan Manusia, Fakulti Sains Sosial dan Kemanusiaan, Universiti Kebangsaan Malaysia, Bangi, Selangor, Malaysia<br/>asma@ukm.edu.my</p> <p>Khadijah Alavi<br/>Pusat Pengajian Psikologi dan Pembangunan Manusia, Fakulti Sains Sosial dan Kemanusiaan,</p> | 893 |

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| <b>63</b> | <b><i>Stimulated Raman Scattering in Routing and Wavelength Assignment</i></b> | <p>W. S. Sim<br/>Faculty of Computing and Informatics. Multimedia University<br/>swssbaby@yahoo.com</p> <p>S. C. Tan<br/>Faculty of Computing and Informatics. Multimedia University<br/>sctan1@mmu.edu.my</p> <p>Zulfadzli Yusoff<br/>Faculty of Engineering. Multimedia University<br/>zulfadzli.yusoff@mmu.edu.my</p>   | <b>911</b> |
| <b>64</b> | <b><i>Post Keynesian Interest Rate Exogeneity: Evidence from Malaysia</i></b>  | <p>Sabri Nayan<br/>School of Economics Finance and Banking<br/>College of Business, Universiti Utara Malaysia<br/>06010 Sintok Kedah, Malaysia<br/>sabri.nayan@uum.edu.my<br/>sabrinyan585@yahoo.com</p> <p>Norsiah Kadir<br/>Department of Economics<br/>Faculty of Business Management<br/>Universiti Teknologi Mara (UiTM),<br/>02600 Arau Perlis, Malaysia<br/>norsiahkadir@perlis.uitm.edu.my</p> <p>Abdul Hafiz Yusof<br/>Department of Finance<br/>Faculty of Business Management</p> | <b>917</b> |

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| 65 | <p><b><i>An Empirical Analysis of the Factors Pushing the Educated Youth in Crimes: Evidence from Pakistan</i></b></p>  | <p>Saeed ul Hasan Chishti (Dr.)<br/>International Islamic University<br/>Islamabad, Pakistan<br/>saeedulhasanchishti@gmail.com</p>  | 932 |
| 66 | <p><b><i>An Analysis of Learning Preferences of Mechanical Engineering Undergraduate Students at Universiti Teknologi Mara (UiTM) Pulau Pinang to improve Teaching Approach</i></b></p> | <p>Salina Budin<br/>Faculty of Mechanical Engineering,<br/>Universiti Teknologi Mara<br/>Pulau Pinang<br/>salinabudin@ppinang.uitm.edu.my</p> <p>Shaira Ismail<br/>Faculty of Business Management<br/>Universiti Teknologi Mara Pulau<br/>Pinang<br/>Sheeraz_tz@yahoo.com</p>                                 | 946 |
| 67 | <p><b><i>The Use of Culture and Structure as a Tool to Guide Competitive Advantage: A Behavioral Model</i></b></p>  | <p>Sarah RikatmuaLukolm<br/>Post Graduate Center of Studies<br/>(PGC),Limkokwing University of<br/>Creative Technology,<br/>Cyberjaya, Malaysia</p> <p>Muffaddal Abbas<br/>Post Graduate Center of Studies<br/>(PGC),Limkokwing University of<br/>Creative Technology,<br/>Cyberjaya, Malaysia</p>            | 961 |

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| 68 | <b><i>A Conceptual Framework To Examine The Role Of Information Systems Quality In Work Life Balance And Employee Performance</i></b> | <p>Sharmini. Gopinathan<br/>Multimedia University, Cyberjaya, Selangor<br/>sharmini29@gmail.com</p> <p>Murali Raman<br/>Multimedia University, Cyberjaya, Selangor<br/>murali.raman@mmu.edu.my</p>   | 969 |
| 69 | <b><i>Elemen Alam Sekitar Dalam Menangani Tekanan Emosi: Analisis Surah Maryam</i></b>  | <p>Siti Aisyah binti Yusof<br/>Akademi Pengajian Islam Kontemporari (ACIS)<br/>Universiti Teknologi MARA<br/>Cawangan Kedah<br/>aisyah421@kedah.uitm.edu.my</p> <p>Muhammad Saiful Islami B. Mohd Taher<br/>Akademi Pengajian Islam Kontemporari (ACIS)<br/>Universiti Teknologi MARA<br/>Cawangan Kedah<br/>msaiful0860@kedah.uitm.edu.my</p> | 979 |
| 70 | <b><i>The Antecedents and Influence of Consumer Relationship Proneness towards Perceived</i></b>                                      | <p>Siti Ilmiah Binti Ismail<br/>Master of Science in Business Management Mara University of Technology<br/>mia.isma@gmail.com</p>  | 989 |

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|    | <b><i>Relationship Quality and Customer Loyalty of Apparel Retailing Industry in Malaysia</i></b> |  |      |
| 71 | <b><i>Kata Pinjaman Bahasa Cina Dalam Bahasa Melayu: Satu Kajian Morfologi</i></b>                | Soo Yew Phong<br>Universiti Teknologi MARA<br>sooyewphong@melaka.uitm.edu.my   | 1002 |
| 72 | <b><i>PLC Controlled Roller Clamp Automatic Assembly Machine</i></b>                              | S. S. Ngu<br>Universiti Malaysia Sarawak<br>ssngu@feng.unimas.my<br><br>L. C. Kho<br>Universiti Malaysia Sarawak<br>lckho@feng.unimas.my<br><br>T.P. Tan<br>Act Multiaxis Sdn. Bhd.,<br>alextan@yahoo.com              | 1021 |
| 73 | <b><i>Conceptualising Organisational Learning System Model, And Innovativeness</i></b>            | Thilageswary Arumugam<br>University Putra Malaysia<br>Serdang, Malaysia<br>srimatikrs@gmail.com<br><br>Khairuddin Idris<br>University Putra Malaysia<br>Serdang, Malaysia<br>kidin@upm.edu.my                          | 1030 |
| 74 | <b><i>The Integration Of Competence Model In B2B For Sports Industry</i></b>                      | Yulita Hanum P Iskandar<br>Graduate School of Business,<br>University Sains Malaysia<br>yulita@usm.my<br><br>Noornasirah Nasri<br>GraduateSchool of Business, Uni-<br>versity Sains Malaysia<br>nasirahnasri@gmail.com |      |



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| 75 | <b><i>Simulation Study of Flow in Fluidized Bed Reactor: Vortex Distribution</i></b>          | <p>Zaidi M.R.<br/>Faculty of Chemical Engineering,<br/>Universiti Teknologi MARA (UiTM)<br/>(Pulau Pinang), Malaysia. sky-<br/>way_ez@yahoo.com.my</p> <p>Mahadzir M.M.<br/>Faculty of Mechanical Engineer-<br/>ing, Universiti Teknologi MARA<br/>(UiTM)(Pulau Pinang),Malaysia.<br/>mohdmahadzir@ppinang.uitm.<br/>edu.my<br/>Automotive Research and Test-<br/>ing Centre (ARTeC), Universiti<br/>Teknologi MARA (UiTM), (Pulau<br/>Pinang), Malaysia</p> | 1045 |
| 76 | <b><i>A Study of Lipid Oil Production from Chlorophyta Species as Biodiesel Potential</i></b> | <p>Zuraidah Rasep<br/>UniKL MICET<br/>zuraidahr@unikl.edu.my</p> <p>Fatein Azrin Megat Muhammmad<br/>Amin<br/>UniKL MICET<br/>juerasep@yahoo.com</p> <p>Suhaini Mamat<br/>UniKL MICET<br/>suhainim@micet.unikl.edu.my</p> <p>Norilhamiah Yahya<br/>UniKL MICET<br/>norilhamiah@micet.unikl.edu.my</p> <p>Law Jeng Yih<br/>UniKL MICET<br/>jylaw@micet.unikl.edu.my</p> <p>Mohd Syazwan Mohd Ghazali<br/>UniKL MICET<br/>msyazwan@micet.unikl.edu.my</p>      | 1057 |

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| 77 | <b><i>Novelty Modelling in Inspection Station Allocation Based Facility Layout Problem</i></b>                          | Abdul Talib Bon<br>Universiti Tun Hussein Onn Malaysia , talibon@gmail.com<br><br>Umol Syamsyul Rakiman<br>Universiti Tun Hussein Onn Malaysia,<br>serapohkampungku@yahoo.com.my  | <b>1087</b> |
| 78 | <b><i>The Challenges To Infiltrate The Rural Communities In Bridging Digital Divide</i></b>                             | Abdul Hapes Mohammed<br>Faculty of Computer and Mathematical Science<br>Universiti Teknologi MARA Perlis<br>02600, Arau, Perlis, MALAYSIA<br>hapes232@perlis.uitm.edu.my  | <b>1097</b> |
| 79 | <b><i>Estimation Of Actual Evapotranspiration By Using Satellite Imagery In Kota Kinabalu, Sabah</i></b>                | Ahmad Norazhar Mohd Yatim<br>Faculty of Science and Natural Resources<br>Universiti Malaysia Sabah<br>88400 Kota Kinabalu, Sabah.<br>norazhar@ums.edu.my  | <b>1102</b> |
| 80 | <b><i>Anticipation towards an old age amongst older Resident of an Elderly Institution: A Mixed Method Approach</i></b> | Akehsan Dahlan<br>Faculty of Health Sciences, Universiti Teknologi MARA (UiTM), Puncak Alam Campus, 42300 Bandar Puncak Alam, Selangor Darul Ehsan, Malaysia<br>akehsan@salam.uitm.edu.my<br><br>Syamsul Anwar Sultan Ibrahim<br>Faculty of Health Sciences, Universiti Teknologi MARA (UiTM), Puncak Alam Campus, 42300 Bandar Puncak Alam, Selangor Darul Ehsan, Malaysia | <b>1111</b> |

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| 81 | <b><i>Persepsi Komuniti Cina Muslim Terhadap Dialog Kehidupan: Kajian di Pusat Latihan Saudara Baru</i></b> | <p>Azarudin Bin Awang<br/>Academy Comtemporary of Islamic Study, UITM Terengganu<br/>azaru154@tganu.uitm.edu.my</p> <p>Prof Madya Dr. Khadijah Mohd Khambali @ Hambali<br/>Jabatan Akidah &amp; Pemikiran Islam, Akademi Pengajian Islam, Universiti Malaya<br/>ijamh@um.edu.my</p> <p>Prof. Madya Azman Che Mat<br/>Pusat Pengajian Bahasa, UITM Terengganu<br/>azmanchemat@yahoo.com</p>   | 1132 |
| 82 | <b><i>Learning Organization And Its Effect On Counterproductive Work Behavior</i></b>                       | <p>Azfahanee Zakaria<br/>Faculty of Business Management<br/>Universiti Teknologi MARA Kedah<br/>azfa292@kedah.uitm.edu.my</p> <p>Sarah Sabir Ahmad<br/>Faculty of Business Management<br/>Universiti Teknologi MARA Kedah<br/>sarah 342@kedah.uitm.edu.my</p> <p>Maznah Wan Omar<br/>Universiti Teknologi MARA Kedah<br/>Faculty of Business Management<br/>maznah199@kedah.uitm.edu.my</p> <p>Syed Mohammed Alhady<br/>Faculty of Information Studies<br/>Universiti Teknologi MARA Kedah<br/>syalhady506@kedah.uitm.edu.my</p> | 1149 |

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| <b>83</b> | <b><i>Effectiveness Of Human Resource Practices On Intention To Stay Among Employees</i></b> | Azira Binti Rahim<br>Business Management Faculty<br>Universiti Teknologi Mara Kedah<br>azira925@kedah.edu.my   | <b>1158</b> |
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| <b>85</b> | <b><i>The Construction of Career Women in Cleo: Critical Discourse Analysis</i></b>          | Che Nooryohana Zulkifli<br>UiTM Pulau Pinang<br>yoezulkifli@gmail.com  | <b>1193</b> |

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| 86 | <b><i>Towards Impact to the Community – Higher Education and Industrial Engagement for Mobile Application Development</i></b>                               | <p>Dr Esyin Chew<br/>Monash University Malaysia<br/>chew.esyin@monash.edu</p> <p>Abdullah Al Yousuf<br/>Monash University Malaysia<br/>aayou1@student.monash.edu</p> <p>Kar Mun Pui<br/>Monash University Malaysia<br/>kmpui1@student.monash.edu</p> <p>Omer Mohamed Tahir Hussein<br/>Mohamed<br/>Monash University Malaysia<br/>omoh2@student.monash.edu</p> <p>Xin Yue Cheon<br/>Monash University Malaysia<br/>xyche16@student.monash.edu</p> | 1204 |
| 87 | <b><i>Sustainable Employment for Persons with Learning Disabilities in Malaysia</i></b>   | <p>Chu Shi Wei<br/>SEGi University<br/>swchu@segi.edu.my</p> <p>Loh Sau Cheong<br/>University of Malaya<br/>lohsc@um.edu.my</p>   | 1212 |
| 88 | <b><i>Beliefs About English Language Learning Among the Universiti Teknologi Mara Branch Kedah Students: A Case Study of Industrial Design Students</i></b> | <p>Fathiyah Ahmad @ Ahmad Jali<br/>UiTM Kedah</p> <p>Siti Fairus Mokhtar<br/>UiTM Kedah</p>   | 1217 |

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| <p><b>89</b></p> | <p><b><i>Future Capacity Of Port Klang: Expansion Or New Port</i></b></p>   | <p>Fauziah Ab Rahman<br/>Malaysian Institute of Marine Engineering Technology, Universiti Kuala Lumpur<br/>fauziahabra@unikl.edu.my</p> <p>Umami Habibah Amirullah<br/>Malaysian Institute of Marine Engineering Technology, Universiti Kuala Lumpur<br/>mieabiha@gmail.com</p>   | <p><b>1223</b></p> |
| <p><b>90</b></p> | <p><b><i>The Influence Of Social Media Use (Facebook And Twitter) On Brand Equity: Case Of Generation Y</i></b></p> | <p>Hilwana Abd Karim<br/>Universiti Teknologi MARA (Perak), Malaysia,<br/>hilwa250@perak.uitm.edu.my</p> <p>Norhaniza Md Akhir<br/>Universiti Teknologi MARA (Perak), Malaysia<br/>norha360@perak.uitm.edu.my</p> <p>Syamsul Ikram Mohd Noor<br/>Universiti Teknologi MARA (Perak), Malaysia<br/>syamsul592@perak.uitm.edu.my</p> <p>Norasyikin Abdullah Fahami<br/>Universiti Teknologi MARA (Perak), Malaysia<br/>syikin109@perak.uitm.edu.my</p> | <p><b>1235</b></p> |
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| <p><b>92</b></p> | <p><b><i>“Kawaii” Culture Evaluation in Malaysia Based on Japanese and Malaysian Fashion</i></b></p>              | <p>Julaila Abdul Rahman<br/>International Islamic University<br/>Malaysia<br/>julailarahman@iium.edu.my</p> <p>Farhana Md Fudzee<br/>Sumitomo Mitsui Banking Corporation<br/>farhanafudzee@yahoo.com</p> <p>Shigeru Furuya<br/>Shibaura Institute of Technology<br/>Japan<br/>sfuruya@sic.shibaura-it.ac.jp</p> | <p><b>1254</b></p> |
| <p><b>93</b></p> | <p><b><i>Online Identities Construction In Facebook</i></b></p>   | <p>LAI YUH YING<br/>Universiti Teknologi Mara Melaka (UiTM)<br/>laiyuhying@gmail.com</p> <p>YAP NGEE THAI<br/>Universiti Putra Malaysia (UPM)<br/>ntyap@upm.edu.my</p> <p>MOHD.FAIZ SATHIVELLU BIN ABDULLAH<br/>Universiti Putra Malaysia (UPM)<br/>faiz@upm.edu.my</p>   | <p><b>1262</b></p> |
| <p><b>94</b></p> | <p><b><i>Kesilapan Sintaksis dalam Pembelajaran Bahasa Mandarin di Kalangan Pelajar Melayu UiTM Kedah</i></b></p> | <p>Lee Chai Chuen<br/>Jabatan Pengajian Bahasa, Universiti Teknologi MARA cawangan Kedah<br/>lcc76@kedah.uitm.edu.my</p> <p>Nor Azrina Mohd Yusof<br/>Fakulti Perakaunan, Universiti Teknologi MARA Malaysia<br/>yina1437.yn@gmail.com</p>  | <p><b>1271</b></p> |

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| <p><b>96</b></p> | <p><b><i>Cultural Landscape Study For Malay Middle Landscape In Lenggong</i></b></p>            | <p>Marina Abdullah<br/>Faculty of Architecture, Planning &amp; Surveying UiTM (Perak),<br/>32610 Seri Iskandar, Perak, Malaysia<br/>marina84@perak.uitm.edu.my<br/>marinawithart@yahoo.com</p> <p>Assoc. Prof. Dr. Kamarul Bahrain Shuib<br/>Faculty of Architecture, Planning &amp; Surveying UiTM,<br/>40450 Shah Alam, Selangor, Malaysia<br/>kamarulshuib@yahoo.com</p>   | <p><b>1296</b></p> |



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| 97 | <b><i>Social Responsible Marketing: Bamboo Product</i></b>                           | <p>Maznah Wan Omar<br/>Faculty of Business Management<br/>Universiti Teknologi MARA Kedah<br/>maznah199@kedah.uitm.edu.my</p> <p>Sarah Sabir Ahmad<br/>Faculty of Business Management<br/>Universiti Teknologi MARA Kedah<br/>sarahsabir@kedah.uitm.edu.my</p> <p>Azfahanee Zakaria<br/>Faculty of Business Management<br/>Universiti Teknologi MARA Kedah<br/>azfa@kedah.uitm.edu.my</p> <p>Mohd Noor Mohd Ali<br/>Faculty of Applied Science<br/>Universiti Teknologi MARA Pulau Pinang<br/>mohdnoorma@ppinang.uitm.edu.my</p> | 1305 |
| 98 | <b><i>Visual Landscape Character Assessment As A Tool For Landscape Planning</i></b> | <p>Mohd Zulhaili Teh<br/>Faculty of Architecture, Planning and Surveying, UiTM (Perak)<br/>mohdz841@perak.uitm.edu.my</p> <p>Noorsazwan Ahmad Pugi<br/>Faculty of Architecture,</p>  | 1312 |

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| 99 | <b><i>A Study Of Dry Bulk Cargo Handling Towards Fishery Activities</i></b> | <p>Muna Norkhairunnisak Ustadi<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia<br/>norkhairunnisak@unikl.edu.my</p> <p>Norazlina Abdul Nasir<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia</p> <p>Parid Abdul<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia<br/>parid@unikl.edu.my</p> <p>Wardiah Mohd Dahlan<br/>Marine Electrical &amp; Electronics Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia<br/>wardiah@unikl.edu.my</p> <p>Aminuddin Md. Arof<br/>Maritime Management Section</p> | 1326 |

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| <b>100</b> | <b><i>An Analysis of Cargo Throughput Growth</i></b> | <p>Muna Norkhairunnisak Ustadi<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia<br/>norkhairunnisak@unikl.edu.my</p> <p>Norazlina Abdul Nasir<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia<br/>norazlinaan@unikl.edu.my</p> <p>Parid Abdul<br/>Maritime Management Section<br/>Universiti Kuala Lumpur, Malaysian Institute of Marine Engineering Technology, 32020 Lumut, Perak, Malaysia</p> <p>Ab Saman Abd Kader<br/>Faculty of Mechanical Engineering<br/>Universiti Teknologi Malaysia,<br/>81310 Skudai, Johor, Malaysia<br/>abdsaman@fkm.utm.my</p> <p>Aminuddin Md. Arof<br/>Maritime Management Section</p> | <b>1330</b> |

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| 101 | <p><b><i>Contributing Factors To The Pupils' Decision To Choose Islamic Religious Secondary (Sma) School: A Study Among Standard Six Pupils In Dungun</i></b></p> | <p>Noor Erni Fazlina Mohd Akhir<br/>Faculty of Computer and Mathematical Sciences, Universiti Teknologi Mara (Terengganu) Kampus Kuala Terengganu, Terengganu<br/>noore800@tganu.uitm.edu.my</p> <p>Nurul Adlina Rosli<br/>Faculty of Computer and Mathematical Sciences, Universiti Teknologi Mara (Kelantan) Kampus Kota Bharu, Kelantan<br/>nurul.rosli@gmail.com</p> <p>Norhamimah Rani<br/>Academy of Language Studies, Universiti Teknologi Mara (Terengganu) Kampus Kuala Terengganu, Terengganu<br/>norhamimah@tganu.uitm.edu.my</p> <p>Rubiah Abu Bakar<br/>Academy of Contemporary Islamic Studies, Universiti Teknologi Mara (Terengganu) Kampus Kuala Terengganu, Terengganu<br/>rubiah73@tganu.uitm.edu.my</p> | 1336 |

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| 104 | <b><i>Relevancy Of Asean + 3 Grouping Relationship In Closer Economic Linkages</i></b> | Nor Suhaiza Md Khalid<br>Universiti Teknologi MARA<br>Kampus Seremban 3, Seremban,<br>Negeri Sembilan, Malaysia<br>suhaizakhalid@yahoo.com<br><br>Muhammad Izmer Yusof<br>Universiti Malaysia Perlis (UNI-<br>MAP)<br>Kampus Kubang Gajah, 02600<br>Arau Perlis, Malaysia<br><br>Zarina Mohd Zain<br>Universiti Teknologi MARA<br>Kampus Seremban 3, Seremban,<br>Negeri Sembilan, Malaysia<br><br>Suzei Mat Nurudin@ Nordin<br>Universiti Teknologi MARA<br>Kampus Seremban 3, Seremban,<br>Negeri Sembilan, Malaysia | 1366 |

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| 108 | <b><i>Kepimpinan Transformasi (TL) Dan Pengurusan Kualiti Menyeluruh (TQM) Dalam Sektor Awam</i></b> | Norwahida Musa<br>Faculty of Business Management<br>UiTM Kedah<br>norwa720@kedah.uitm.edu.my<br><br>Hafizah Besar Sa'aid<br>Faculty of Business Management<br>UiTM Kedah<br>fizah598@kedah.uitm.edu.my<br><br>Norafiza Mohd Hardi<br>Faculty of Business Management<br>UiTM Kedah<br>nora0717@kedah.uitm.edu.my<br><br>Nor Samsinar Kamsi<br>Faculty of Business Management<br>UiTM Perak<br>norsa837@perak.uitm.edu.my | 1418 |
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| 110 | <p><b><i>Alasan-alasan Berpoligami: Suatu Kajian Perbandingan Antara Hukum Syarak dan Perundangan Syariah</i></b></p> | <p>Redwan bin Yasin<br/>Pensyarah<br/>Universiti Pertahanan Nasional Malaysia<br/>redwan.yasin@yahoo.com</p> <p>Dr. Sayuti bin Ab. Ghani<br/>Universiti Pertahanan Nasional Malaysia</p>  | 1449 |
| 111 | <p><b><i>Malaysian and Australian Rural Public Library: Librarian Relationship Marketing</i></b></p>                  | <p>Roziya Abu<br/>MARA University of Technology(Kedah Branch)<br/>roziya307@kedah.uitm.edu.my</p> <p>Ahmad Zaharuddin Sani Ahmad Sabri<br/>Institute of Tun Mahathir Mohamad Thoughts,<br/>UUM, Kedah Darul Aman<br/>zaharsani@uum.edu.my</p> | 1462 |
| 112 | <p><b><i>Rural Community Learning Network (RCLN): Rural Community Public Library Development Framework</i></b></p>    | <p>Saira Joe<br/>Universiti Teknologi MARA<br/>saira03@sarawak.uitm.edu.my</p> <p>Amelia Alfred Tom<br/>Universiti Teknologi MARA<br/>ameliaalfred@sarawak.uitm.edu.my</p>  | 1469 |

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| 115 | <b><i>Whistle blowing Intentions in the Retaliation Sphere</i></b>     | <p>Shahriza Ilyana binti Ramli<br/>Department of Administrative Science and Policy Studies1<br/>Universiti Teknologi MARA Kedah<br/>08400 Merbok, Kedah<br/>ilyana@kedah.uitm.edu.my</p> <p>Azni Syafena binti Andin Salamat<br/>Department of Administrative Science and Policy Studies2<br/>Universiti Teknologi MARA Kedah<br/>08400 Merbok, Kedah<br/>azni_syafena@kedah.uitm.edu.my</p> <p>Syazliyati Ibrahim<br/>Department of Language Studies<br/>Universiti Teknologi MARA Kedah<br/>08400 Merbok, Kedah<br/>syazliyati@kedah.uitm.edu.my</p> | 1498 |

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| 116 | <b><i>Kajian Pemasaran Produk Makanan Kolej Pertanian Malaysia</i></b>   | <p>PM Hj Kamal Bahrin Shamsuddin<br/>Pensyarah Kanan Jabatan Ekonomi UiTM Cawangan Kedah<br/>kamal477@kedah.uitm.edu.my</p> <p>Shakirah Mohd Saad<br/>Pensyarah Pemasaran Jabatan Pengurusan Perniagaan UiTM Cawangan Kedah shakirahmdsaad@kedah.uitm.edu.my</p> <p>Ida Normaya Mohd Nasir<br/>Pensyarah Jabatan Matematik dan Sains UiTM Cawangan Kedah normaya@kedah.uitm.edu.my</p> <p>Intan Nazrenee Ahmad<br/>Pensyarah Pemasaran Jabatan Pengurusan Perniagaan UiTM Cawangan Kedah intan192@kedah.uitm.edu.my</p> | 1503 |
| 117 | <b><i>Enhancing Learners' Understanding Via Blended Learning In Maritime English Classes</i></b>   | <p>Shamsul Rizal Haji Mohd Rosedi<br/>Malaysian Maritime Academy<br/>Batu 30, Tanjung Dahan 78200<br/>Kuala Sungai Baru, Melaka, Malaysia<br/>shamsulrizal@alam.edu.my</p>  | 1523 |
| 118 | <b><i>Barriers in the Implementation of Industrialised Building Systems (IBS) Encountered By Private Client in Malaysian Construction Industry – A Literature Review</i></b> | <p>Siti Sarah Mat Isa<br/>Department of Quantity Surveying, Faculty of Architecture, Planning and Surveying, Universiti Teknologi Mara (PERAK), Campus Seri Iskandar, 32610 Seri Iskandar, Perak, Malaysia<br/>sitis366@perak.uitm.edu.my</p> <p>Wan Norizan Wan Ismail<br/>Department of Quantity Surveying, Faculty of Architecture, Planning and Surveying, Universiti Teknologi Mara</p>  | 1533 |

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| 119 | <b><i>Comparative Study on Iris Segmentation Algorithm for Iridology Domain</i></b> | <p>Mohamad Faizal Ab Jabal<br/>Universiti Teknologi MARA, Kedah Branch<br/>m.faizal@kedah.uitm.edu.my</p> <p>Suhardi Hamid<br/>Universiti Teknologi MARA, Kedah Branch<br/>suhardi@kedah.uitm.edu.my</p> <p>Salehuddin Shuib<br/>Universiti Teknologi MARA, Kedah Branch<br/>saleh966@kedah.uitm.edu.my</p>   | 1541 |
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| 121 | <b><i>The Effects Of Engagement In Meaningful And Valued Activities To Older People In Institutions: A Randomised Controlled Trial Study</i></b> | <p>Syamsul Anwar Sultan Ibrahim<br/>Faculty of Health Sciences, Universiti Teknologi MARA (UiTM),<br/>Puncak Alam Campus, 42300<br/>Bandar Puncak Alam, Selangor<br/>Darul Ehsan, Malaysia<br/>syamsul2893@puncakalam.uitm.edu.my</p> <p>Akehsan Dahlan<br/>Faculty of Health Sciences, Universiti Teknologi MARA (UiTM),<br/>Puncak Alam Campus, 42300<br/>Bandar Puncak Alam, Selangor<br/>Darul Ehsan, Malaysia<br/>akehsan@salam.uitm.edu.my</p> | 1564 |
| 122 | <b><i>Legal Protection against Child Supervisory Neglect in Malaysia: Issues and Challenges</i></b>  | <p>Syatirah Abu Bakar<br/>Universiti Teknologi MARA<br/>syatirah@kedah.uitm.edu.my</p> <p>Nur Irinah Mohamad Sirat<br/>Universiti Teknologi MARA<br/>irinah@kedah.uitm.edu.my</p> <p>Sarirah Che Rose<br/>Universiti Teknologi MARA<br/>sarirah@kedah.uitm.edu.my</p> <p>Irma Kamarudin<br/>Universiti Teknologi MARA<br/>irma@kedah.uitm.edu.my</p>   | 1585 |
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| 124 | <b><i>Relevancy Of<br/>Weber's Theory Of<br/>Bureaucracy As<br/>Practiced In Public<br/>Administration</i></b> | <p>Zarina Bt Mohd Zain<br/>Universiti Teknologi MARA<br/>Kampus Seremban 3, Seremban,<br/>Negeri Sembilan, Malaysia<br/>mohdzain_zarina@yahoo.com.my</p> <p>Suzei Bt Mat Nurudin@ Nordin<br/>Universiti Teknologi MARA<br/>Kampus Seremban 3, Seremban,<br/>Negeri Sembilan, Malaysia<br/>suzei78@yahoo.com</p> <p>Nor Suhaiza Bt Md. Khalid<br/>Universiti Teknologi MARA<br/>Kampus Seremban 3, Seremban,<br/>Negeri Sembilan, Malaysia<br/>suhaizakhalid@yahoo.com</p> | 1612 |

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| <p><b>125</b></p> | <p><b><i>Consumer Trust, Consumer Expectation &amp; Consumer Fraud Guarantee: The Attraction Roles of Empowering E-Business Among Generation Y</i></b></p> | <p>Zuhal Hussein<br/>                 Universiti Teknologi MARA, Faculty of Business Management, Kota Bharu Campus, Wisma KUB, Jalan Sultan Ibrahim, 15050, Kota Bharu, Kelantan<br/>                 zuhal@kelantan.uitm.edu.my</p>  | <p><b>1620</b></p> |
| <p><b>126</b></p> | <p><b><i>Audit Committees' Structures and External Audit Fee: A Malaysian Evidence</i></b></p>   | <p>Maisarah Abd Rahim<br/>                 Universiti Teknologi MARA Malaysia<br/>                 maisarah435@kedah.uitm.edu.my</p> <p>Mazlifa Md Daud<br/>                 Universiti Teknologi MARA Malaysia<br/>                 mazlifa338@kedah.uitm.edu.my</p> <p>Syazliyati Ibrahim<br/>                 Universiti Teknologi MARA Malaysia<br/>                 syazliyati@kedah.uitm.edu.my</p> | <p><b>1632</b></p> |