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Sustainable Science, Technology & Society

1– 2 December 2010

Organised by the Centre for General Studies of Universiti Kebangsaan Malaysia (UKM), and the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO Bangkok.

Venue: Equatorial Hotel, Bangi-Putrajaya Malaysia

1st December

9.00-10.00: Opening Session

1) Welcoming Words
Assoc. Prof. Dr. Latifah Amin
ICEP Chairperson, Centre for General Studies, Universiti Kebangsaan Malaysia.

2) Welcoming Words
Prof. Dr. Darryl Macer
ICEP Joint Chairperson, Regional Adviser, the Regional Unit for Social and Human Sciences in Asia and the Pacific (RUSHSAP), UNESCO Bangkok.

3) Opening Words by the Honourable Vice Chancellor, Universiti Kebangsaan Malaysia
Tan Sri Prof. Dato' Dr. Sharifah Hapsah Syed Hasan Shahabudin

10.00-10.30: Morning Tea Break

ethical and moral issues, as compared to those with low level of religiosity. Also, studies in social psychology and business ethics have consistently supported the positive association between personality, religiosity and ethical perception and behavior. Implication on the strategies to improve ethical thought and behavior is also discussed.

12.30-14.00: Lunch

14.00-17.00: Parallel Session 1 (PS 1)

Theme (T) 1: Ethics and Professionalism in Science, Technology and Engineering
Chairs: Prof. Datin Dr. Azizan Baharuddin, and Prof. Dr. S. Panneerselvam

PS 1 (T 1-1): Violation of Cyberlaws and Computer Ethics: The Consequences and Potential Legal Actions

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Good ethics and professionalism when using computer or Internet should be strictly observed and exercised. Failure to do so will result in violation of the laws and computer ethics. Consequently, not only the victim will suffer loss but also the country as a whole. It is known that, the borderless nature of the cyber world has encouraged many people to try and explore various types of cyber activities but this is not a passport for everyone to cross the border and ignored the laws and regulations. Although there are cyber laws to control and regulate these cyber activities, cases of cyber attacks and invasion to privacy and safety are still rampant. Thus, this paper seeks to study the available laws governing computer users, cases that involve violation of cyber laws and computer ethics, the effect of violation of those laws on the victim, and finally the potential legal actions available to the victim of cyber attacks according to the categories of the offences. References will be taken from various discussions on cyber and computer ethics as well as cases on cyber offences. In conclusion, the authors hope that this paper will be able to assist the victims to stand up for their rights by seeking the available remedies besides providing resources to lawyers and court officers in dealing with cases on cyber attacks, particularly in Malaysia.
Keywords: Computer ethics, cyber laws, professionalism, computer users, remedies

PS 1 (T 1-2): Identifying Public Sustainable Development Values: A Case Study in Sepang Selangor

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Public's ways of viewing and interpreting the development scenarios around them provide the framework in how they perceive and understand the issues of current development. The continuous process of observing and assessing will eventually identify the shortcomings of the current development methods which inspired them to develop a set of preferred development values. Public's values for development are key elements of sustainable development management as values underlie people's action and behavior. Without greater understanding and awareness of this, institutions involved in development will often experience conflict over management. This research focuses on the development values from the socio-cultural point of views in Sepang, Selangor. Using qualitative methods, in-depth interviews and group discussions of selected respondents were held to represent their views of their own and communities represented by them. The analysis of data highlights five major themes in development namely identities, peace, freedom, environment and development. There were seven fundamental needs according to Max-Neef list discovered namely subsistence, protection, affection, participation, creation, identity and freedom.
Keywords: Values, needs, well-being, sustainable development

PS 1 (T 1-3): Consumer Information, Ethical Issues of Biotechnology and Willingness to Buy

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The controversial agricultural biotechnology issue actually is a consumer information issue. The lack of information availability may cause over reacting from the public as both pro- and anti-biotechnology parties induce more confusion towards the consumer by arguing over normative issues using propaganda style. Therefore enquiring the public's willingness to pay or understanding the consumer's attitude for GM food by giving them neutral or balanced information is crucial for setting up marketing decisions. There are uncertainties to which consumers in Malaysia will accept genetically modified food (GMF) if they were commercialized in Malaysia market given that most Malaysian have low to medium familiarity on GMF. Therefore, obtaining the public's willingness to pay for GMF is essential to ensure the interest of various stakeholders and the welfare of the public are intact by implementing a suitable marketing strategies. The objective of this study is to elicit the public's WTP for