



**IPN-MDSG Conferences 2016 Kuala Lumpur, Malaysia
Conference Program**

December 23, 2016	Venue: Lobby	1000 - 1200	Registration	
December 24, 2016	Venue: SKYROOM, Level 15	0830 – 0845	Opening Remarks	Opening Remarks
		0845 - 1000	Plenary Speech 1	Keynote Speaker – Prof. Dr. Abdul Talib Bon, UTHM
		1000 – 1030	Group Photo and Coffee Break	
	Venue: SKYROOM SKYROOM, Level 15	1030 – 1230	Session 1	
	Venue: KONTIKI RESTAURANT @ Level MEZZAIN	1230 – 1400	Lunch	
	Venue: SKYROOM, Level 15	1400 – 1600	Session 2	
	Venue: PENANG SUITE, Level 2	1400 – 1600	Session 3	
	Venue:	1600 – 1630	Coffee Break	
	Venue: SKYROOM, Level 15	1630 - 1800	Session 4	
Venue: PENANG SUITE, Level 2	1630 - 1800	Session 5		



Session 1

Time: 1030 - 1230

Venue: SKYROOM

Session Chair: Prof. Dr. Talib Bon



No	Paper ID	Presenter
1	001-kul	<p>Suspended Solids Transport Simulation for Siakap North Petai Oil and Gas Platform: Cost-Effective and Environmentally Sustainable Offshore Disposal of Wastes</p> <p>Su Yean Teh, Hock Lye Koh</p> <p><i>Sunway University Business School, Selangor Malaysia</i></p>
2	002- amestic	<p>Two-dimensional simulation of diffusion and advection effects in enzymatic hydrolysis of cellulose</p> <p>Norazaliza Mohd Jamil, Qi Wang</p> <p><i>Universiti Malaysia, Malaysia</i></p>
3	017-kul	<p>Construction Cost and Carbon Emission Computational Model for Office Buildings in Malaysia</p> <p>Mustafa M. A. Klufallah*, Idris Othman, Muhd Fadhil Nuruddin, Mohd Faris Khamidi</p> <p><i>Universiti Teknologi PETRONAS, Malaysia</i></p>
4	006-kul	<p>A Preliminary Study of Heavy Metals Removal from Synthetic Rainwater by Natural Mineral Adsorbents</p> <p>Puganeshwary Palaniandy , Khairunnisa Fakhriah Mohd Omar</p> <p><i>Universiti Sains Malaysia, Pulau Pinang, Malaysia</i></p>
5	011-kul	<p>Adsorption kinetics and isotherm of methylene blue by thermally treated alum-based water treatment plant sludge</p> <p>Soleha Mohamat Yusuff, Ong Keat Khim*, Wan Md Zin Wan Yunus, A. Fitrianto, M. B. Ahmad, N. A. Ibrahim Mohd Junaedy Osman, Teoh Chin Chuang</p> <p><i>Universiti Pertahanan Nasional Malaysia, Malaysia</i></p>
6	012-amestic	<p>Investigated Performance of Davidson Model for DVB-T2 Propagation in medium and small Urban Area</p> <p>Pitak Keawbunsog, Pitchaya Supannakoon, Sathaporn Promwong</p> <p><i>King Mongkut's Institute of Technology Ladkrabang, Thailand</i></p>
7	018-kul	<p>Barriers to Sustainable Practices towards Low Carbon Emission Projects in Malaysia</p> <p>Mustafa M. A. Klufallah*, Idris Othman, Muhd Fadhil Nuruddin, Mohd Faris Khamidi</p> <p><i>Universiti Teknologi PETRONAS, Malaysia</i></p>
8	024-kul	<p>Structural Dynamic Analysis of A Cross Country Mountain Bike Frame</p> <p>Kausalyah V., Zulhilmi Shah, Shasthri S.</p> <p><i>Universiti Teknologi MARA, Malaysia</i></p>



Session 2

Time: 1400-1600

Venue: SKYROOM

Session Chair: Dr. Mohd Tahir Ismail



No	Paper ID	Presenter
1	008-kul	<p>Simple and Rapid Quantitative Determination of Total Arsenic</p> <p>Jin Hoong Leong, Keat Khim Ong*, Wan Yunus Wan Md Zin, Fitrianto Anwar, Chin Chuang Teoh, Hussin Abdul Ghapor</p> <p><i>Universiti Pertahanan Nasional Malaysia, Malaysia.</i></p>
2	009-amestic	<p>R-K 4th order Mathematical Model of the Hypothalamic-Pituitary-Adrenal Axis validation with MATLAB simulation</p> <p>Sanam Ayub, Qadir Bakhsh</p> <p><i>Quaid-e-Awam University of Engineering, Science & Technology, Nawabshah Pakistan</i></p>
3	004-kul	<p>Tsunamis Pose Severe Risks to Penang Beaches: A Critical Assessment by Model TUNA-RP Simulation</p> <p>Hock Lye Koh, Su Yean Teh, Wai Kiat Tan, Chee Kit Ho and Kexin Lee</p> <p><i>Sunway University Business School, Selangor Malaysia</i></p>
4	026-kul	<p>Identification of Dorsal and Ventral Surface of Rubber Seed using Image Processing and Machine Learning Approach</p> <p>S. N. 'Afiah Mohd Johari, S. Khairunniza-Bejo*, W. Ishak Wan Ismail</p> <p><i>Universiti Putra Malaysia, Malaysia</i></p>
5	009-kul	<p>Influence of SLES-Layered Double Hydroxides on the Mechanical and Biodegradation Properties of Poly(Lactic Acid) Nanocomposites</p> <p>Siti Hasnawati Jamal*, Ong Keat Khim, Noor Azilah Mohd Kasim, Mansor Ahmad, Wan Md Zin Wan Yunus</p> <p><i>Universiti Pertahanan Nasional Malaysia, Malaysia</i></p>
6	003-kul	<p>Load-Balanced Parallel Architectures for 2-D Water Quality Model PARATUNA-WQ on OpenMP</p> <p>Wai Kiat Tan, Hock Lye Koh, Su Yean Teh</p> <p><i>Sunway University Business School, Selangor Malaysia</i></p>
7	012-kul	<p>Analysis of Operational Energy Consumption Toward Energy Efficiency and Conservation by Promoting Sustainability in Buildings</p> <p>Farzaneh Moayedi, Noor Amila Wan Abdullah Zawawi, Mohd Shahir Liew</p> <p><i>Universiti Teknologi PETRONAS, Malaysia</i></p>



Session 3

Time: 1400 - 1600

Venue: PENANG SUITE

Session Chair: Prof. Dr. Koh Hock Lye



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No	Paper ID	Presenter
1	005-kul	<p>Malaysian Green Consumers Demographical Segmentation</p> <p>Mohd Nazri Mohd Noor, Mohd Amirul Hafidz, Ahmat Rudaini Sham Abdullah Jumain, Mohd Ariff Mustafa, Izzat Fakhrudin Kamaruzaman</p> <p><i>Multimedia University, Melaka</i></p>
2	015-kul	<p>Investment and Financing Working Capital Policy towards Small Medium Enterprise's (SME) Financial Capability in Malaysia</p> <p>Nor Edi Azhar, Mohamad *, Noor Raida, Abd Rahman, Noriza, Mohd Saad</p> <p><i>Universiti Tenaga Nasional, Malaysia</i></p>
3	016-kul	<p>Developing Individual Training Impact Scale for workplace training: Testing the Malaysian sample to determine the impact of training on individual effectiveness</p> <p>Siti Fardaniah Abdul Aziz, Abu Daud Silong, Zaki Zakaria</p> <p><i>Universiti Kebangsaan Malaysia, Malaysia</i></p>
4	007-kul	<p>Psychological Contract Upon Organizational Entry of Internship Students: An In-Depth Interview</p> <p>Afandi Yusof, Mohd Nazri Mohd Noor, Azizi Samsudin, Mohammad Jais and Mohd Anwar Mohd Yusoff</p> <p><i>Multimedia University, Malaysia</i></p>
5	023-kul	<p>CEO Pay, Corporate Governance and Cash Holding</p> <p>Adilah Azhari</p> <p><i>Universiti Utara Malaysia, Malaysia</i></p>
6	025-kul	<p>Deviated from Welfare State Concept: Policymakers should reformed its Social Protection</p> <p>Noor Ashikin Mohd Rom, Mohamad Lusfi Yaakob, Nurbani Md Hassan</p> <p><i>Multimedia University, Malaysia</i></p>
7	015-amestic	<p>The Factor Affecting Malaysian Citizens Satisfaction With Open Government Data</p> <p>Mohammed Shihab Ahmed*, Dr. Massudi bin Mahmuddin Dr. Nor Idayu binti Mahat.</p> <p><i>Universiti Utara Malaysia, Malaysia</i></p>



Session 4

Time: 1630 - 1800

Venue: SKYROOM

Session Chair: **Dr. Siti Fardaniah Abdul Aziz**



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No	Paper ID	Presenter
1	001-ictpag	ENTREPRENEURSHIP EDUCATION AT INSTITUTIONS OF HIGHER LEARNING: RECOMMENDATIONS OF ACADEMICS AND STUDENTS IN MALAYSIA Zaimah Zainol Ariffin*, Natrah Saad <i>Universiti Utara Malaysia, Malaysia</i>
2	003-ictpag	"F" character experiment: simulation test on audit and inspection concept effectiveness and efficiency Kang Eng Thye, Kang Chye Mei <i>Universiti Utara Malaysia, Malaysia</i>
3	004-ictpag	GENDER DIFFERENCES IN 'BLOGGING' TOURISM ACTIVITIES: A NETNOGRAPHY OF TRAVELERS ON PENANG ISLAND, MALAYSIA Farah Syazwani Hayrol Aziz* and Nor Hafizah Selamat <i>Universiti Sains Malaysia, Malaysia</i>
4	007-ictpag	JUVENILES AND THEIR PARENTS: NARRATIVES OF MALE & FEMALE ADOLESCENTS IN REHABILITATION CENTRES Haja Mydin Bin Abdul Kuthoos* and Noraida Endut <i>Universiti Sains Malaysia, Malaysia</i>
5	022-kul	Performance Management in Crude Palm Oil Industry using Analytical Hierarchy Process Abdul Talib Bon, Silvia Firda Utami and Sukono <i>Universiti Tun Hussein Onn Malaysia, Malaysia</i>
6	020-kul	The Hierarchy of Need, Fev Matrix in the concept generation towards the existing product design in product development: A Watch Product Fevi Syaifoelida, A.M Megat Hamdan, Murrad. M <i>Universiti Tenaga Nasional, Malaysia</i>



Session 5

Time: 1630 - 1800

Venue: PENANG SUITE

Session Chair: **Dr. Ong Keat Khim**IPN.org
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No	Paper ID	Presenter
1	011-amestic	Access Channel Selection for WLAN using Fuzzy Expert System Bakeel Maqhat , Mohd Dani Baba, Ruhani Ab Rahman and Anwar Saif <i>Universiti Teknologi MARA, Malaysia</i>
2	007- amestic	Modelling The Relationship Between Malaysia Exchange Rate and Sectoral Stock Market Indices Mohd Tahir Ismail , Lee Siew Yong, Lim Ying Ming <i>Universiti Sains Malaysia, Pulau Pinang, Malaysia</i>
3	004- amestic	Comparison of Information Criterion on Identification of Discrete-Time Dynamic System Abd Rahman Mohd Nasir , Md Fahmi Abd Samad <i>Universiti Teknikal Malaysia Melaka, Malacca, Malaysia</i>
4	013-amestic	Prediction Model for Broadcasting Propagation in Urban Area Pitak Keawbunsong , Pitchaya Supannakoon, Sathaporn Promwong <i>King Mongkut's Institute of Technology Ladkrabang. Thailand</i>
5	014-amestic	Ontology-based Semantic representation for arabic text data Mamdouh Farouk <i>Assiut University, Assiut, Egypt</i>
6	021-kul	Effects of POFA and Lime on Soft Soil stabilization Sim H. P. * , Shakri M. S. <i>SEGi University, Malaysia</i>