

## Programme Schedule

29th October 2008 (Wednesday)

08.30 am – 09.30 am	Opening Ceremony
09.30 am – 09.45 am	Refreshment
09.45 am – 10.45 am	Keynote Address 1 : Dato' Badlisham Ghazali CEO Multimedia Development Corporation Sdn Bhd.
10.45 am – 11.45 am	Keynote Address 2 : Prof. Ir. Dr. Zainal Aripin Bin Zakariah Chairman, Society of Technology Management Malaysia
11.45 am – 12.45 pm	Keynote Address 3 : Prof. Dr. Han Chun Kwong Universiti Putra Malaysia.
12.45 pm – 01.45 pm	Keynote Address 4 : Prof. Dr. Nazrul Islam Asian Institute Of Technology, Thailand.
01.45 pm – 02.30 pm	Lunch

### TECHNICAL SESSION 1 (Parallel)

2.30 pm – 3.30 pm	Technical Session 1A, 1B, 1C
3.30 pm – 3.45 pm	Refreshment

### TECHNICAL SESSION 2 (Parallel)

3.45 Pm – 5.00 pm	Technical Session 2A, 2B, 2C
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30th October 2008 (Thursday)

8.30 am – 9.30 am	Keynote Address 5 : Dato' Hafsah Hashim, CEO SMIDEC
9.30 am – 10.30 am	Keynote Address 6 : Prof. Madya Dr. Mohd Hassan Mohd Osman, Universiti Teknologi Malaysia.
10.30 am – 10.45 am	Refreshment
10.45 am – 11.45 am	Keynote Address 7 : Associate Prof. Kanapaty Pelly Periasamy, Nanyang Technological University, Singapore.
11.45 am – 12.45 am	Keynote Address 8 : Prof. Ir. Dr. Che Sobry Bin Abdullah, Universiti Utara Malaysia,
12.45 pm – 2.00 pm	Lunch

### TECHNICAL SESSION 3 (Parallel)

2.00 pm – 3.00 pm	Technical Session 3A, 3B, 3C
3.00 pm – 3.15 pm	Refreshment

### TECHNICAL SESSION 4 (Parallel)

3.15 pm – 4.15 pm	Technical Session 4A, 4B, 4C
4.15 pm – 5.00 pm	Closing Ceremony

## REGISTRATION FORM



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## REGISTRATION FEE

The registration fees for the conference, which cover conference proceedings, technical sessions, luncheons, and refreshments, are as follows:

	Presenter (per paper)	Participant
Local	RM 800	RM 800
International	USD 300	USD 300
Student	-	RM 400

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 Tel : 607-5218170 / 8159  
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 apcmotte2008@gmail.com

Final announcement and call for participant



# ASIA PACIFIC CONFERENCE ON MANAGEMENT OF TECHNOLOGY AND TECHNOLOGY ENTREPRENEURSHIP

*Achieving Regional Growth Through  
Technology Management and Entrepreneurship*

29 - 30 October 2008 | Hotel Equatorial, Melaka





## Abstracts

**“A Framework Linking Business Objectives with Technology Competences to Integrate Business and Technology Strategy”.**

Abd. Rahman Ahmad, Dr. Alina Shamsuddin, Maimunah Ali and Anim Zalina Azizan.  
Universiti Tun Hussein Onn Malaysia.

**“An Assessment of Human Capital in High-Tech Environment Among SMIs in Malaysia”.**

Mohd-Zukime M.J, Zulkhairi M.D, and Juhari A.  
Universiti Malaysia Perlis, Universiti Utara Malaysia and Asia e-University.

**“An Integrated Model Of A University’s Entrepreneurial System”.**

Mohar bin Yusof, Mohd Saeed Bin Siddiq.  
Tun Abdul Razak University, Malaysia.

**“Analysis of Challenges Faced by The Business Incubators in Malaysia”.**

Fararishah Abdul Khalid, Salleh Yahya and Jani Rahardjo.  
Universiti Teknikal Malaysia Melaka. (UTeM)

**“Artificial Intelligence Solutions for The Maintenance of General Purpose Industrial Machinery”.**

P. Prasad ,A. N. Santoshkumar.  
Sri Jayachamarajendra College of Engineering, Mysore, Karnataka, India.

**“Business Process Outsourcing Adoption among the Selected Malaysian Government-Linked Companies”.**

Ahmad Kaseri Ramin, Abd. Rahman Ahmad.  
Universiti Tun Hussein Onn Malaysia.

**“Competency Requirement of Supply Chain Management Professionals in The New Economy”.**

Teo Kok Yong and Saudah Sofian.  
Universiti Teknologi Malaysia.

**“Delays in Industrial projects of Iran”.**

Mohammad Khoshgoftar, Abu Hassan Abu Bakar and Omar Osman.  
Universiti Sains Malaysia.

**“Developing Evaluation Models For University-Industry Technological Links”.**

Dr Aslan Amat. Senin, Umar Haiyat Abd Kohar.  
Universiti Teknologi Malaysia.

**“Developing High Growth Companies in Malaysia: Implications for Entrepreneurship and Government Policies”.**

Khairul Akmaliah Adham and Mohd Fuaad Said.  
Universiti Kebangsaan Malaysia and Universiti Putra Malaysia.

**“E-Learning Design For Entrepreneurship”.**

Rosfatimah binti Abd Talib, Nor Ratna binti Masrom.  
Universiti Teknikal Malaysia Melaka. (UTeM)

**“Entrepreneurship Education Readiness at Malaysian Public Universities”.**

Norashidah Hashim, NorAishah Buang, and Norasmah Othman.  
Universiti Utara Malaysia.

**“Examining Stevenson’s Conceptualization Of Entrepreneurship As Oppourtunity-Based Firm Behaviour”.**

Izaidin Abdul Majid, Mohd Taib and Dora Kamariah Ismail.  
Universiti Teknikal Malaysia. Melaka

**”Factors Influencing the Performance of New Technology-Based Entrepreneurs (NTBEs) in Malaysia”.**

Ahamad Zaidi Bahari, Mohd Hassan Mohd Osman and Nusaibah Mansor.  
Universiti Teknologi Malaysia.

**“How Decision Making Has Been Made in Spin-Offs Formation”.**

Kamariah Ismail, Izaidin Abd. Majid and Wan Zaidi Wan Omar.  
Universiti Teknologi Malaysia.

**“Impact of Employees’ Involvement Determinants on Safety Performance in the Malaysian Manufacturing Sector”.**

Khairiah Soehod, Kamariah Ismail and Noraini Abu Talib.  
University Technology Malaysia.

**“Impact of Supply Chain Communication System in Manufacturing Firms”.**

Leong Chin Hsiung, Norzafir Md Salleh and Abu Bakar Hamid.  
Universiti Teknologi Malaysia.

**“Knowledge as a Critical Resource in Determining Absorptive Capacity and Performance among SMEs in Malaysia”.**

Zarina Denan and Noraini Ismail.  
Universiti Teknologi MARA.

**“Lean Manufacturing: A Survey”.**

Wan Hasrulnizzam, Wan Mahmood and Mohd Shahir Norzlan.  
Universiti Teknikal Malaysia Melaka. (UTeM)

**“Online Business And Industry Structure: Implications For Managing Market Immaturity”.**

Mohd Fuaad Said and Khairul Akmaliah Adham.  
Universiti Putra Malaysia and Universiti Kebangsaan Malaysia.

**“Perceived Ease of Use, Perceived Usefulness, Trust, Gender and Internet Banking”.**

Khalil Md Nor.  
Universiti Teknologi Malaysia.

**“Perceived Environmental Uncertainty and Strategic Adaptation Choices Among Decision Makers in Technology-based Industry”.**

Nor Liza Abdullah.  
Universiti Kebangsaan Malaysia.

**“Predicting Entrepreneurship Intention Among Malay Accounting Students in Universiti Utara Malaysia (UUM)”.**

Zainol Bidin, Arifatul Husna, Mohd Ariff, Zakariah Sharif, and Adura Ahmad.  
Universiti Utara Malaysia.

**“Problems of Construction Contracts in Iran”.**

Mohammad Khoshgoftar, Abu Hassan Abu Bakar and Omar Osman.  
Universiti Sains Malaysia.

**“Pull and Push factors influencing Entrepreneurial Career Choice Among UTM Students”.**

Ahamad Zaidi Bahari, Nor Hamimah Mastor, and Saudah Sofian.  
Universiti Teknologi Malaysia.

**“Relationship Between Quality of Work Life (QWL) And Job Satisfaction: A Case Study Of Enterprise “XYZ” In Malacca”.**

Ahmad bin Othman and Mok Cheak Lieng.  
Universiti Malaysia Pahang.

**“Small and Medium Enterprises (SMEs) Adoptibility of Technology: A Comparison Between Bumiputera and Non-Bumiputera Manufacturing Firms in Malaysia”.**

Ahmad Zahiruddin Yahya, Mohd Said Othman, and Mohd Sarif Ibrahim.  
University Of Malaya.

**“Technology Absorption In Defence Industry In Malaysia”.**

Ahmad bin Othman.  
Universiti Malaysia Pahang.

**“Technology Absorptive Matrix (TAM)”.**

Ahmad bin Othman and Hasahudin Hassan  
Universiti Malaysia Pahang.

**“Technopreneur Program: a Driver in the Creation of High Growth Firms?”.**

Abdul Rahim Abu Bakar, Mohd Rushdi Mohd Idrus , and Fariza Hashim  
Universiti Utara Malaysia.

**“The Adoption of Strategic Management Practices by Construction Companies in Indonesia: Case Study in Medan”.**

Mohamad Nizam Yusof, Indah Yunitasari and Abu Hassan Abu Bakar.  
University Science Malaysia.

**“The Application of Technology Acceptance Model (TAM) to Substantiate The Intention of Internet Banking Usage In Malaysia”.**

Dr Nik Kamariah Nik Mat, Ahmad Kamal Sindin and Ilham Sentosa.  
Universiti Utara Malaysia.

**“The Challenge of “Macro Stickiness” in Managing Knowledge Transfer Among Technology Firms in Malaysian Technology Parks”.**

Suhaimi Mhd Sarif.  
International Islamic University Malaysia.

**“The Contribution of R&D Agencies in Exploring the Technology Transfer”.**

Nursafarizah Abd Aziz, Nor Ratna Masrom and Adi Saptari.  
Universiti Teknikal Malaysia Melaka. (UTeM)

**“The Significance of Family Background to Entrepreneurial Intention Among Engineering Students in UTM”.**

Ahamad Zaidi Bahari, Mohd Shoki Md Ariff and Kamaruzaman Abd Rahim.  
Universiti Teknologi Malaysia.

**“Training and Motivation in Human Resource Management: The Case of Quality in Construction Projects in Mashhad, Iran”.**

Amin Akhavan Tabassi, and Abu Bakar A.H.  
Universiti Sains Malaysia.

**“Transfer mechanism in developing Firm Technological Capability: A case study of a motorcycle manufacturer”.**

Siti Norezam Othman, Filzah Md Isa, Norizah Mohamad and Shaira Nadia Habibullah.  
Universiti Utara Malaysia.

**“Understanding Technopreneurial Traits of Final Year Undergraduate Students at UiTM Pahang, Malaysia”.**

Mohd Nazri Mohd Noor, Azeman Abdul Majid and Shahrizam Mansor.  
Universiti Teknologi MARA.

**“Intellectual Capital in Internal Auditing: A Review”.**

Dewi Fariha Abdullah.  
University Teknologi Malaysia.

**“Malaysian Intellectual Property And Commercialization Of Technology: Opportunities And Challenges”.**

Sabri Mohamad Sharif, Nor Ratna binti Masrom, Amir bin Aris and Ahmad Ridzwan bin Mohd Noor.  
Universiti Teknikal Malaysia Melaka.

**“The Relation hip Between Mission Statement And Company Performance: A Study Of Malaysian Technology Based Firms Listed On MESDAQ”.**

Lai Nai Yeen Gavin, Budi Suprpto and Mariam Miri Abdullah.  
University Teknikal Malaysia Melaka.

**“The Role of University-Based Incubators in the Technology Entrepreneurial Process”.**

Saha Bahar Hj Rapiel.  
University of Malaya.

**“System Analysis of Efficient Production Processes for Productivity Enhancement”.**

Ryspek Usubatov, S.M. Sapuan, R. Abdul Rahman, and S. Hussain.  
University Malaysia Perlis.

**“Value Management As An Effective Tool For Organisations In Making Strategic Decisions”.**

Prof Madya Sr. Dr. Mohd. Mazlan Bin Haji Che Mat.  
Pertubuhan Pengurusan Nilai Malaysia.

**“Virtual R&D Teams for NPD in SMEs: Past, Present and Future Trend”.**

Nader Ale Ebrahim, Shamsudin Ahmed and Zahari Taha.  
University of Malaya.

**“The Distribution of Heavy Metals in Soil – Derived Interstitial Water”.**

Abdull Halim B. Abdul, Rohayu Omar and Azmi Ahmad.  
Universiti Tenaga Nasional.

**“Commonality: Tool for Dampening Uncertainties in Manufacturing Resources Planning”.**

Md. Abdul Wazed, and Shamsuddin Ahmed Nukman Yusoff.  
University of Malaya.

**“Leadership Communication of Entrepreneurs”.**

Nor Azan Binti Abd. Ghani.  
Universiti Teknikal Malaysia.

**“Development of Technological Competency Assessment Process (T-CAP): An Integrated Approach”.**

Alina Shamsuddin and Umit S. Bititci.  
University Tun Hussien Onn Malaysia.

**“Presentation Of Electronic Documents In Letters Of Credit (LC): Application Of The eUCP And Its Impediments In Malaysia”.**

Rosmawani Binti Che Hashim.  
University of Malaya.

**“Boreholes Sampling Techniques and Consolidation Test in Cohesive Clay Quaternary Deposition”.**

Abdull Halim B. Abdul, Rohayu Omar and Azmi Ahmad.  
Universiti Tenaga Nasional.

**“Good Research @ Great Return Making A Difference to Management of Technology in Malaysia”.**

Chun Kwong Han.  
Universiti Putra Malaysia.

**“Supervisor Communication in Training Programs: Perceptions of Technical Employees in One City based Local Authority in East Malaysia”.**

Azman Ismail, Rabaah Tudin Sofiah Bongogoh, Sheela Chitra Chandra Segaran and Wan Khairuzzaman Wan Ismail.  
Universiti Malaysia Sarawak and Universiti Teknologi Malaysia.

**“Factors Contributing To Resistance To Six Sigma Deployment”.**

Tee Sook Sing, Wan Khairuzzaman Wan Ismail and Azman Ismail.  
Universiti Teknologi Malaysia and Universiti Malaysia Sarawak.

**“Directions for identifying proper type of cellular manufacturing (CM) for process layout design under uncertain condition”**

Farzad Tahri, Zahari Taha and Aliq Zuhdi  
University Malaya.

**“Electronic managing From the new managing winning In the universal village”**

K. Niaz- Azari, A. Zati- Rostami and H. Motameni.  
Azad University, IRAN.

## Objectives

The conference aims to achieve the following objectives:

- To provide a platform for academicians, researchers, entrepreneurs, public and private sectors’ representatives from Asia Pacific countries to share experiences, develop network and spread information related to management of technology (MOT) and technology entrepreneurship.
- To analyse the principles, roles, status, future directions and challenges faced in the area of management of technology and technology entrepreneurship in Malaysia as well as in other Asia Pacific countries.
- To discuss ways on increasing Malaysia and other Asia Pacific countries’ competitiveness in ensuring the sustainable development of management of technology and technology entrepreneurship.
- To propose an agenda for future research and applications of the disciplines of management of technology and technology entrepreneurship in Malaysia as well as in other Asia Pacific countries

## Tentative Keynote Speakers



**Dato' Badlisham Ghazali**  
Chief Executive Officer  
Multimedia Development Corporation Sdn Bhd (MDEC)



**Prof. Ir Dr. Che Sobry Bin Abdullah**  
Professor, College of Business  
Universiti Utara Malaysia, Malaysia



**Dato' Hafsah Hashim**  
Chief Executive Officer  
Small and Medium Industries Development Corporation (SMIDEC)



**Prof. Dr Nazrul Islam**  
Professor , Strategic Management of Technology  
School of Management  
Asian Institute of Technology, Thailand



**Prof. Madya Dr. Mohd Hassan Mohd Osman**  
Head, Entrepreneurship Development Unit (EDU)  
Universiti Teknologi Malaysia



**Prof Dr Han Chun Kwong**  
Professor , E-business  
Universiti Putra Malaysia



**Prof. Ir. Dr Zainal Aripin Bin Zakariah**  
Chairman, Society of Technology Management Malaysia



**Associate Prof. Kanapaty Pelly Periasamy**  
Nanyang Technological University,  
Singapore