

OPENING CEREMONY

Date: 5th October 2010 (Tuesday)
Venue: Tun Dr Ismail Hall, PWTC, Kuala Lumpur, Malaysia

11.15am	Arrival of guests
11.20am	Arrival of Y.Bhg. Prof. Ir. Dr Mohd Azraai bin Kassim, Deputy Vice Chancellor (Academic & International), UTM
11.25am	Arrival of Y.B Dato' Seri Mohamed Khaled bin Nordin, Minister, Ministry of Higher Education Malaysia (MOHE)
11.30am	Emcee & Recital of Doa
11.40am	Welcoming Speech by Y.Bhg. Prof. Ir. Dr Mohd Azraai bin Kassim, Deputy Vice Chancellor (Academic & International), UTM (Representative of Vice Chancellor, UTM)
11.50am	Officiating Speech by Y.B Dato' Seri Mohamed Khaled bin Nordin, Minister, Ministry of Higher Education Malaysia (MOHE)
12.05pm	Opening Gimmicks – Montage presentation
12.10pm	MOU Signing Ceremony between : 1)UTM & Jabatan Pengajian Kolej Komuniti 2)UTM & USR Alliance
12.20pm	Memento presentation
12.30pm	Visit to exhibition booths Press Conference at Anggerik Room Lunch

TENTATIVE PROGRAMME

DAY - I 4th October 2010 (MONDAY)

TIME	EVENT
1.30pm - 2.00pm	Pre-Registration at Negeri Sembilan Room, PWTC
2.00pm - 3.00pm	CSR Experience Sharing by PETRONAS at Negeri Sembilan Room, PWTC

DAY - 2 5th October 2010 (TUESDAY)

TIME	EVENT
8.00am - 9.15am	Registration at Tun Dr Ismail Hall Foyer
9.15am - 9.30am	Welcoming Remarks by Programme Director Assoc. Prof. Dr. Mohd Ariffin Abu Hassan Venue: Tun Dr Ismail Hall
9.30am - 10.15am	Keynote Address 1 Prof. Dr. Molly N.N. Lee, Coordinator of the Asia-Pacific Programme of Education Programme for Development (APEID) <i>"Reorienting Higher Education Towards Education for Sustainable Development"</i> Chairperson: Prof. Dr. Mohd Tajudin Hj Ninggal (UTM)
10.15am - 10.45am	Coffee Break
10.45am - 11.30am	Keynote Address 2 Saninuj Sawasdikosol Global Expert on USR and University Social Responsibility Alliance (USR Alliance, USA) <i>"The Development of University Social Responsibility in the 21st Century"</i> Chairperson: Assoc. Prof. Dr. Firdausi Razali (UTM)
11.30am - 12.30pm	Opening Ceremony by YB Dato' Seri Mohamed Khaled bin Nordin, Minister of Higher Education of Malaysia (MOHE)
12.30pm - 2.00pm	Lunch

	Parallel 1-3		
	Session 1 (Social Entrepreneurship)	Session 2 (Sustainability)	Session 3 (Other Related Issues)
	Venue: Tun Dr Ismail Hall Chairperson: Prof. Dr. Farouk Zakaria (UMK)	Venue: Perak Room Chairperson: Dr. Mohd Murtadha (UTM)	Venue: Pahang Room Chairperson: Prof. Dr. Ariff Osman (UIAM)
2.00pm - 3.20pm	Universities and the Challenge Social Responsibility - Dr. Love Chile (Auckland Uni. of Tech., NZ)	Universiti Teknologi Malaysia (UTM) Carbon Footprint: Towards Becoming Malaysia's First Low Carbon Campus - Z. Z. Noor (UTM)	Corporate Social Responsibility in Consumers Context - Quah Kheng Siong (UPM)
2.20pm - 2.40pm	Lichen Flora of Mt Kalatungan, Bukidnon and Mt. Malindang, Misamis Occidental - Lynette A. Ejem (Bukidnon State Uni., Phil.)	The Needs to Measure Energy Awareness in Malaysian Universities - Ng Sock Yen (UTM)	Measuring Transportation Affordability of Low-cost Living in Kuala Lumpur City Hall Administrative Area - Zaharah Mohd. Yusoff (UiTM Shah Alam)
2.40pm-3.00pm	Relationship Between Work Stress, Supervisor's Social Support And Work Interference With Family Conflict - Azman Ismail (UPNM)	Lestari Bario-Technology Transfer and Cultural Exchange Program in Kelabit Highland Bario, Sarawak - Assoc. Prof. Dr. Firdausi Razali (UTM)	Halal Business Corporate Social Responsibility - Siti Zakiah Melatu Samsi (MMU)
3.00pm - 3.20pm	Financial Inclusion and Microfinance Software - A Malaysian Experience - Azman Firdausi Shafii (Quantum Beez Sdn. Bhd.)	The Energy Knowledge and Conservation Behaviour Among Community in University - Low Sheau Ting (UTM)	Euthanasia the 21st Century Culture of Death: A Threat to Society - Dr Omipidan, Bashiru Adeniyi (UIAM)
3.20pm - 3.50pm	Tea Break		
	Parallel 4-6		
	Session 4 (Social Entrepreneurship)	Session 5 (Sustainability)	Session 6 (Other Related Issues)
	Venue: Tun Dr Ismail Hall Chairperson: Mdm. Zareena Omar (UTM)	Venue: Perak Room Chairperson: Dr. Zainura Zainon Noor (UTM)	Venue: Pahang Room Chairperson: Assoc. Prof. Dr Firdausi (UTM)
3.50pm - 5.30pm	Documentation of Student Development Policy from Islamic Perspective- Assoc. Prof. Dr. Aminatuzuhariah Megat Abdullah (KRP, UTM)	Landfill Leachate Treatment Using Vertical and Horizontal Sub Surface Flow Constructed Wetland - Ain Nihla Kamarudzaman (UniMAP)	Community Service and Charity Drive Program for the Poores in Siem Riep & Kampong Chhnang, Cambodia- Assoc. Prof. Dr. Firdausi Razali (UTM)
3.50pm - 4.10pm			

4.10pm - 4.30pm	The Incubator Café: The SBCC Mode - Suriati Abdullah (Kolej Komuniti Sabak Bernam)	Properties of Paper Waste Sludge Reinforced With Sugarcane Bagasse - Roslaili Abdul Aziz (UniMAP)	The Development of Human Capital Values Through Finishing School Approach - Assoc. Prof. Dr. Mohammad Shatar Sabran (UPM)
4.30pm - 4.50pm	Women Education, Empowerment and Socio-Economic Development: A Theoretical Framework - A. M. Sultana (UPSI)	Treatment of Methylene Blue Dye From Aqueous Solutions by Modified Waste Sugarcane Bagasse - Salwa Mohd Zaini Makhtar (UniMAP)	Monitoring of Traffic Noise Level at School in Ipoh, Perak - Siti Jamiah Tun Jamil (UiTM Perak)
4.50pm - 5.10pm	Mobile Devices: Perceived to be Powerful Tools to Promote Community Based Services in Order to formulate Social Change - Muhammad Rabiul Hasan (UIAM)	Mapping Status for River Water Quality of Sungai Perlis based on DOE-WQI - Ain Nihla Kamarudzaman (UniMAP)	The Assessment of Relationship between Managers' Communicative Skills and Staff's Self-esteem - Ramin Azadavar (UTM)
5.10pm - 5.30pm	Factors Affecting Team-works between Local and International Students: Case Studies in UTM - Syamsul Hendra Mahmud (KRP, UTM)	Biodiesel Expedition 2009 - A 2,705km Friendship Journey from UTM Johor Bahru, Malaysia to PSU Suratthani Thailand - Assoc. Prof. Dr. Firdausi Razali (UTM)	Inculcation of Generic Skills To Architecture Students, Faculty of Built Environment, UTM Skudai - Assoc. Prof. Dr. Aminatuzuhariah Megat Abdullah (KRP, UTM)
8.00pm - 10.00pm	Dinner		

DAY - 3
6th October 2010 (WEDNESDAY)

TIME	EVENT		
9.00am - 10.20am	Parallel 7-9		
	Session 7 (Social Entrepreneurship)	Session 8 (Sustainability)	Session 9 (Education)
	Venue: Tun Dr Ismail Hall Chairperson: Assoc. Prof. Dr. Mohd Ariffin Abu Hassan (UTM)	Venue: Perak Room Chairperson: Assoc. Prof. Dr. Yahya (UTM)	Venue: Pahang Room Chairperson: Mdm. Marzilah Abd. Aziz (UTM)
9.00am - 9.20am	The Champions of Corporate Community Involvement: An Exploratory Two-Stage Study of Why and How Individuals Impact Corporate Community Involvement - Xavier Black (Auckland Uni. of Tech., NZ)	Residents' Perception Of Their Housing And Neighbourhood Qualities - Prof. Abdul Ghani Salleh (USM)	Student Recycling Experiences and Parents' Views about Collecting Solid Wastes as University Course Requirement - Beulah Rose Rubio Torres (Bukidnon State Uni., Phil)

9.20am - 9.40am	Bridging University and Community through Society and Economic Development Course: The UMK Experience - Prof. Dr. Farok Zakaria (UMK)	Diversity and Status of Pteridophytes in Mt. Mayapay, Butuan City, Philippines - Corazon G. Alava (Bukidnon State Uni., Phil)	Educating our Youth on Reproductive and Sexual Health: Are We Doing Enough? - Dr. Dasmawati Mohamad (USM Kelantan)
9.40am - 10.00am	Empowering People Through the Concept of Smart Partnership in Community Work - Prof. Dr. Ariff Osman (UIAM)	The Application of Safety and Health Curriculum Approach Will Improve University, Industry and Community Interrelations for Sustainable Development - Abdul Mutalib Leman (UTHM)	The Orang Asli Literacy Project - Combining Academic Research and Social Responsibility in a Technological University - Dr. Sumathi Renganathan (UTP)
10.00am - 10.20am	Entrepreneurial Intention among Bumiputra Youths - Koe Wei Loon (UiTM Melaka)	A Study of Thermal Comfort in UTM Hostel - Dr. Alice Sabrina Ismail	The Educational Need of Home-based Stroke Patients and Family Caregivers in Malaysia - Che Rabiaah Mohamed (USM Kelantan)
10.20am - 10.50am	Coffee Break		
10.50am - 11.35am	Keynote Address 3 Kenneth Ho Human Resources Director of IBM Malaysia <i>"Nurturing Local Talents into Global Citizens"</i> Chairperson: Prof. Dr. Abdul Hanan Abdullah (UTM)		
11.35am - 12.55pm	Parallel 10-12		
	Session 10 (Social Entrepreneurship)	Session 11 (Sustainability)	Session 12 (Education)
	Venue: Tun Dr Ismail Hall Chairperson: Dr. Aminatuzuhariah Megat Abdullah (UTM)	Venue: Perak Room Chairperson: Dr. Zainura Zainon Noor (UTM)	Venue: Pahang Room Chairperson: Dr. Mohd Anizu Mohd Nor (UTM)
11.35am - 11.55am	Breaking the Silence in Social Change towards Co-Creation of Value-Malaysian Context - Algalya Subbiah (UTM)	Physical Characterizations of Jatropha Curcas L. Kernel for Biodiesel Optimization - Roslaili Abdul Aziz (UniMAP)	Breaking Digital Barrier between Genders: A Case Study among Teachers at Labuan - Tamrin bin Amboala (UMS)
11.55am - 12.15pm	Combination of Sukuk, Zakat and Waqf: The Role of Islamic Finance to Alleviate Poverty and Reduction of Unemployment in Indonesia - M. Iman Sastra Mihajat (UIAM)	Coagulation-flocculation Process for Leachate Treatment using Moringa Oleifera Seeds Extract - Salwa Mohd Zaini Makhtar (UniMAP)	Effect Of Condition Of Service On Job Satisfaction Of Librarians In Nigerian's Federal University Libraries - Mr. Akanbi Mohammed Lawal (UIAM)
12.15pm - 12.35pm	Negative aspects of Micro-credit: Challenging the C - Jazia Tahzeeda (UIAM)	Delving Into Pandan Research - Hannis Fadzillah Mohsin (UiTM)	Improving Human Capital Proficiency in the Organizations by using e-Learning as an Educational Tool - Mohammad Eghbali Teiomouri (UKM)

12.35pm - 12.55pm	Community Service and Charity Drive Program for Earthquake Victims in Padang, Indonesia - Assoc. Prof. Dr. Firdausi Razali (UTM)	The Study of Mosque Open Spaces in Malaysian Universities: Case Studies in UIA and UPM - Dr. Alice Sabrina Ismail (KRP, UTM)	SPNB	
12.55pm - 2.00pm	Lunch			
Parallel 13-14				
2.00pm - 3.20pm	Session 13 (Poverty)	Session 14 (Sustainability)		
	Venue: Tun Dr Ismail Hall Chairperson: Dr. Othman Ibrahim (UTM)	Venue: Perak Room Chairperson: Prof. Abdul Ghani Salleh (USM)		
2.00pm - 2.20pm	Objective and Subjective Indicators in Explaining Poverty in Malaysia: A Subjective Well Being Approach - Nor Fairani Ahmad (UPM)	Beyond Vision: An Experience in Creating Web Accessibility Awareness - Nasuha Lee Abdullah (USM)		
2.20pm - 2.40pm	Raising the Economic Level Through the Urban Poverty Eradication Programme: A Case Study - Norlida Abd Razak (Kolej Komuniti Kuantan)	Optimum Tilt Angle Of Photovoltaic Module In Perlis, Malaysia - M. Irwanto (UniMAP)		
2.40pm - 3.00pm	Bersamamu: Impact to Community - Dr Mohd Anizu Mohd Nor (KRP, UTM)	A Focus On the empowerment of Indian Women Under Self Employment Generation Schemes- Prof. Kameshwar Prasad Singh		
3.00pm - 3.30pm	Tea Break			
Parallel 15-16				
3.30pm - 4.30pm	Session 15 (Social Entrepreneurship)	Session 16 (Education)		
	Venue: Tun Dr Ismail Hall Chairperson: Assoc. Prof. Dr. Yahya (UTM)	Venue: Perak Room Chairperson: Dr. Othman Ibrahim (UTM)		
3.30pm - 3.50pm	Developing Learning Organisation in Our Own Mould - Mumtaz Begam Abdul Kadir (Kolej Prof. MARA)	Developing Soft Skills through Scuba Diving Activities - Dr Mohd Muradha (UTM)		
3.50pm - 4.10pm	Students in Free Enterprise: A Community Service Project to Enhance Entrepreneurial Skills of Kg. Johor Lama Community - Marzilah A. Aziz (UTM)	Trans Borneo Biodiesel Expedition 2010 - A 5,404km Endurance Trip from the Equator to the Tip of Borneo - Assoc. Prof. Dr. Firdausi Razali (UTM)		

4.10pm - 4.30pm	Promoting Social Responsibility through Globalization Programs - Husna Ahmad Ainuddin & Siti Sophiyati Yuhaniz	Community Service and Charity Drive Program for Tsunami Victims in Banda Aceh & Lhoksomauwe, Indonesia - Assoc. Prof. Dr. Firdausi Razali (UTM)	
4.30pm - 4.50pm	The Importance of Corporate Social Responsibility(CSR) to be Embedded in Public Relations Curriculum - Dr.Jamiah Ahmad (USM)	From a Course to a Learning Portal - Fatimah Puteh(UTM)	
4.50pm - 5.30pm	Closing Ceremony		

POSTER

NO	PAPER TITLE AND PRESENTER
1	The Comparison of Environmental Sustainable Issues between UTM Campus and International Universities - Elia Syarafina Abdul Shakur (UTM)
2	A Study on Social Issue Face by UTM Students - Elia Syarafina Abdul Shakur (KRP, UTM)
3	Bersamamu-KTF:A Method to Promote Social Awareness in Social Innovation and Poverty Reduction - Siti Sophiyati Yuhaniz (KTF, UTM)
4	An Exploration Of Emotional Intelligence In Relation To Employees Working Experience - Mr. Dzulkarnain Goh Bin Abdullah (Kolej Komuniti Masjid Tanah Melaka)
5	Social Networking Website: Impact and Respond Among Students in UTM - Aiza Musfira Mozi (KRP, UTM)
6	How the University Emphasize on Student's Generic Skills:A Case Study in the Lifestyle of UTM IC KL Students - Shahrizal Shahidan (UTM)
7	Expenditure Pattern among University Students: Case Study in UTM - Ade Erawan Minhat (KRP, UTM)
8	Social Changes in the Conservation of Malaysian Architectural Heritage- Kamarul Syahril Bin Kamal, Lilawati Binti Ab Wahab and Syed Abdul Haris Bin Syed Mustapa (Postgraduate, USM)
9	Dynamic Life-long Learning Strategies in Bayan Baru Community College- James Khor Haan Khaun, Ahmad Shahril Jamaludin and Abdul Rahin Othman (Kolej Komuniti Bayan Baru, Penang)

10	The Effect of iC-COM (Interactive Courseware for Learning Basic Computer System) Interface Element Design towards Learner-Ida Aryanie Bahrudin, Muziah Muhammad, Mohd Izzaddin Abu Nawawi, Isma Najwa Saharudin, Haniza Md Din, Mohd Azuan Ali and Mohd Ezree Abdullah (Kolej Komuniti Jasin, Melaka)
11	The Effectiveness of poverty Eradication Program in Kuantan Community College- Norlida Abd Razak, Muraly Tharen a/l Rengasamy and Sufian Mastor (Kuantan Community College, Ministry of Higher Education)
12	A Study of Stressors and coping strategies among First year Nursing Students in the college of Polytech MARA, Kota Bharu, Kelantan. Intan Idiana Hassan (USM Kelantan)