

<p>Day 1 29th October 2008 (Wednesday) Venue : Melaka 2 (Ballroom Level)</p>	
0800 – 0830	Arrival and Registration
OPENING CEREMONY	
0830 – 0915	<ul style="list-style-type: none"> - Arrival of Invited Guests - Arrival of Chairman Society Of Tehnology Management Malaysia - Recital of Doa - Welcoming Speech by Chairman Apcmotte’08, Prof. Madya. Dr. Mohd Hassan Mohd Osman. - Welcoming Speech by Chairman Society Of Tehnology Management Malaysia by Chairman Apcmotte’08, Prof. Ir. Zainal Aripin Zakariah. Universiti Teknikal Malaysia, Melaka (UTeM) - Momento to Chairman Society Of Tehnology Management Malaysia by Chairman Apcmotte’08 , - Press Conference
0915 – 0945	Refreshment
<p>PLANERY SESSION 1 Chairperson : Prof. Ir. Dr Zainal Aripin Bin Zakariah, Chairman Society Of Tehnology Management Malaysia</p>	
0945 – 1030	<p>Keynote Address 1 :</p> <p>Mr Saifol Shamlan Vice President, Industry Development Multimedia Development Corporation Sdn Bhd (MDEC)</p> <p>Title of Paper: “Cradle to global – the MSC Malaysia Experience”.</p>
1030 – 1115	<p>Keynote Address 2 :</p> <p>Associate Prof. Dr. Kanapaty Pelly Periasamy, Nanyang Technological University, Singapore.</p> <p>Title of Paper: Achieving and Sustaining Business Growth Through Innovative Technology Management</p>

1115 – 1200	Keynote Address 3 : Prof. Dr Han Chun Kwong Universiti Putra Malaysia Title of Paper: Research @ Great Return : Making a Difference to Managment Of Technology In Malaysia.
1200 – 1245	Keynote Address 4 : Prof. Dr Nazrul Islam Asian Institute Of Technology , Thailand Title of Paper: Winning the Technology and Knowledge Transfer Race: Key to wealth generation and growth in 21st century
1245 – 1300	Question and Answer
1300 – 1400	Lunch

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 1A :	
Venue : Melaka 2 (Ballroom Level)	
Chairperson : Dr. Khalil Md Nor (UTM)	
1400 – 1415	“Simulation Model For Evaluation Of Assembly System Design” Aliq Zuhdi, Zahari Taha and Farzad Tahri, University of Malaya (UM)
1415 – 1430	“Artificial Intelligence Solutions for The Maintenance of General Purpose Industrial Machinery” <i>P. Prasad, A.N. Santoshkumar, Sri Jayachamarajendra College of Engineering, Karnataka, India</i>
1430 – 1445	“Lean Manufacturing: A Survey” Wan Hasrulnizam, Wan Mahmood and Mohd Shahir Norzlan Universiti Teknikal Malaysia Melaka, (UTeM).
1445 – 1500	“A study of a systematic innovation approach to accomplish lean production goal in the manufacturing industry with focus on CRT

	product”. Oh Seong Por, and Zainal Aripin, University Technical Malaysia (UTeM)
1500 – 1515	“A classification of different type of facility layout design” Zahari Taha, Farzad Tahriri, and Aliq Zuhdi, University of Malaya.(UM)
1515 – 1530	Question and Answer
1530 – 1545	Refreshment

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 1B :	
Venue : Melaka 4 and 5 (Ballroom Level)	
Chairperson : PM. Dr. Raja Roslan Raja Abd. Rahman (UTeM)	
1400 – 1415	“Examining Stevenson's Conceptualization Of Entrepreneurship As Oppourtunity-Based Firm Behaviour” Izaidin Abdul Majid, Mohd Taib and Dora Kamariah Ismail Universiti Teknikal Malaysia Melaka, (UTeM)
1415 – 1430	“Predicting Entrepreneurship Intention Among Malay Accounting Students in Universiti Utara Malaysia (UUM)” Arifatul Husna Mohd Ariff, Zainol Bidin Zakiyah Sharif, and <i>Adura Ahmad, Universiti Utara Malaysia (UUM)</i>
1430 – 1445	“Entrepreneur and Locus of Control in Melaka” <i>Ahmad Rozelan Yunus, Raja Roslan Raja Abd. Rahmana, and Adi Fahrudinb Universiti Teknikal Malaysia Melaka.</i>
1445 – 1500	“Leadership Communication for Entrepreneurial Success “ <i>Nor Azan Abd. Gani and Raja Roslan Raja Abdul Rahman</i> <i>Universiti Teknikal Malaysia Melaka (UTeM)</i>
1500 – 1515	“Total Technological Quality Management: A Malaysian Hi-tech Industry Study”

	Mohd Syaiful Rizal Abdul Hamid, Edna Buyong <i>and</i> Ahmad Rozelan Yunus, <i>Universiti Teknikal Malaysia Melaka (UTeM)</i>
1515 – 1530	Question and Answer
1530 – 1545	Refreshment

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 1C :	
Venue : Melaka 6 and 7 (Ballroom Level)	
Chairperson : Dr. Md. Nor Hayati Tahir (UTeM)	
1400 – 1415	Cluster Development, Technological Capabilities and Economic Performance : Indonesian Automotive Sector” <i>Abdusy Syakur Amin, University of Pasundan, Indonesia</i>
1415 – 1430	“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 (UM)
1430 – 1445	“An Assessment of Human Capital in High-Tech Environment Among SMIs in Malaysia” <i>Mohd-Zukime M.J, Zulkhairi M.D. and Juhari A., Universiti Malaysia Perlis (UNIMAP)</i>
1445 – 1500	“ Assesment Model for Technology Incubation Programme in Nigeria” <i>Obaji Nkem And Aslan Amat Senin University Technology Malaysia (UTM)</i>
1500 – 1515	“Human Capital Development of Technical Workers: A Case Study Analysis of the Chemical Industry” <i>Hooi Lai Wan, Universiti Teknologi Malaysia (UTM).</i>
1515 – 1530	Question and Answer
1530 – 1545	Refreshment

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 2A :	
Venue : Melaka 2 (Ballroom Level)	
Chairperson : Dr. Kamariah Ismail (UTM)	
1545 – 1600	” The Application of Technology Acceptance Model (TAM) to Substantiate The Intention of Internet Banking Usage In Malaysia.” <i>Dr Nik Kamariah Nik Mat, Ahmad Kamal Sindin and Ilham Sentosa</i> <i>Universiti Utara Malaysia (UUM)</i>
1600 – 1615	“Perceived Ease of Use, Perceived Usefulness, Trust, Gender and Internet Banking” <i>Khalil Md Nor, Universiti Teknologi Malaysia.(UTM)</i>
1615 – 1630	“Predicting College Students’ Intention To Use M-Paybill Psyment Solution For MP3 Downloading” <i>Khalil Md Nor and Aw Wai Yan, Universiti Teknologi Malaysia (UTM)</i>
1630 – 1645	“Online Mobile Content Business in Malaysia: Analysis of Industry and Strategies” <i>Khairul Akmaliah Adham, and Mohd Fuaad Said, Universiti Kebangsaan Malaysia (UKM).</i>
1645 – 1700	“Managing High-Tech R&D: A Case Study Of DYSON” <i>Anantha Kumar Achu, and Wan Khairuzzaman Wan Ismail,</i> <i>Universiti Teknologi Malaysia (UTM)</i>
1700 – 1715	“ Presentation Of Electronic Documents In Letters Of Credit (LC): Application Of The eUCP and Its Impediments In Malaysia” <i>Rosmawani Che Hashim, University Of Malaya (UM).</i>
1715 – 1730	Question and Answer

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 2B :	
Venue : Melaka 4 and 5 (Ballroom Level)	
Chairperson : Pn. Edna Buyong (UTeM)	
1545 – 1600	<p>“Analysis of Challenges Faced by The Business Incubators in Malaysia” <i>Fararishah Abdul Khalid, and Salleh Yahya and Jani Rahardjo, Universiti Teknikal Melaka. (UTeM)</i></p>
1600 – 1615	<p>“An Integrated Model Of A University’s Entrepreneurial System” Mohar bin Yusof, Mohd Saeed Bin Siddiq and Leilanie Mohd Nor, Tun Abdul Razak University, Malaysia (UNITAR)</p>
1615 – 1630	<p>“The Role of University-Based Incubators in the Technology Entrepreneurial Process” <i>Shaha Bahar Hj Rapiei, University of Malaya (UM)</i></p>
1630 – 1645	<p>“The Challenge of “Macro Stickiness” in Managing Knowledge Transfer Among Technology Firms in Malaysian Technology Parks” <i>Suhaimi Mhd Sarif, International Islamic University Malaysia (IIU)</i></p>
1645 – 1700	<p>“Developing Evaluation Models For University-Industry Technological Links” <i>Aslan Amat Senin and Umar Haiyat Abd Kohar, Universiti Teknologi Malaysia (UTM)</i></p>
1700 – 1715	<p>“Commercialization And Its Discontents: Problems And Prospects Of Government Policies For Managing And Focusing Innovation In Malaysia” Abu Taib, Noraini, Glover and Ian A. (UTM)</p>
1715 – 1730	Question and Answer

Day 1	
29th October 2008 (Wednesday)	
PARALLEL SESSION 2C	
Venue Melaka 5 and 6 (Ballroom Level)	
Chairperson : PM Dr. Wan Khairuzzaman Wan Ismail (UTM)	
1545 – 1600	<p>“Motivation in Human Resource Management: The Case of Quality in Construction Projects in Mashhad, Iran” <i>Amin Akhavan Tabassi, and Abu Bakar A.H. Universiti Sains Malaysia (USM)</i></p>
1600 – 1615	<p>“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 <i>And Wan Khairuzzaman Wan Ismail, Universiti Malaysia Sarawak. (UNIMAS)</i></p>
1615 – 1630	<p>“Impact of Employees’ Involvement Determinants on Safety Performance in the Malaysian Manufacturing Sector” <i>Khairiah Soehod, Kamariah Ismail and Noraini Abu Talib Universiti Technology Malaysia (UTM)</i></p>
1630 – 1645	<p>“Intellectual Capital in Internal Auditing: A Review” <i>Dewi Fariha Abdullah, University Technology Malaysia (UTM)</i></p>
1645 – 1700	<p>“Factors Influencing Electronic Commerce (EC) Adoption And Inovatiuon In The Developement Of Small And Medium Enterprises (SMEs) In Melaka” Raja Roslan Raja Abd Rahman, Ahmad Rozelan Yunus, Nor Azan Abd. Gani and Juan Rizla Haji Sa’Ari. Universiti Teknikal Malaysia Melaka, (UTeM)</p>
1700 – 1715	<p>“Transfer Mechanism In Developing Firm Technological Capability : A Case Study Of A Motocycle Manufacturer” Siti Norezam Othman, Filzah Md Isa, Norizah Mohamad and Shaira Nadia Habibullah, Universiti Utara Malaysia (UUM)</p>
1715 – 1730	Question and Answer

<p>Day 2 30th October 2008 (Thursday) Venue : Melaka 2 (Ballroom Level)</p>	
<p>PLANERY SESSION 2 Chairperson : Dato' Prof. Dr. Abu Bakar Mohd Yusof (UTeM)</p>	
0830 - 0915	<p>Keynote Address 5 :</p> <p>Mrs Fadzilah Ahmad Din Director Interprise And Entrepreneurship Development Division (EDE), Small And Medium Industries Development Corporation (SMIDEC) Title of Paper: Promoting innovation-led and technology-driven SMEs</p>
0915 - 1000	<p>Keynote Address 6 :</p> <p>Prof. Madya. Dr. Mohd Hassan Mohd Osman, Universiti Teknologi Malaysia. Title of Paper: High Technology Management; The Way Forward</p>
1000 – 1030	Question & Answer
1030 – 1045	Refreshments
1045 - 1130	<p>Keynote Address 7 :</p> <p>Prof. Ir. Dr Zainal Aripin Bin Zakariah Chairman, Society of Technology Management Malaysia Title of Paper: Project Planning Using Technology Management Information.</p>
1130 - 1215	<p>Keynote Address 8:</p> <p>Prof. Ir. Dr. Che Sobry Bin Abdullah, Universiti Utara Malaysia. Title of Paper: Management Of Technology – Emerging Field Of Knowledge Towards Global Competitiveness</p>
1215 - 1245	Question & Answer
1300 – 1400	LUNCH

Day 2	
30th October 2008 (Thursday)	
PARALLEL SESSION 3A :	
Venue : Melaka 2 (Ballroom Level)	
Chairperson : Dr. Budi Suprpto (UTeM)	
1400 - 1415	<p>“Impact of Supply Chain Communication System in Manufacturing company”</p> <p><i>Abu Bakar Hamid, Leong Chin Hsuing , Melati Anuar and Johan Shariff</i></p> <p><i>Universiti Teknologi Malaysia (UTM)</i></p>
1415 – 1430	<p>“Problems of Construction Contracts in Iran”</p> <p><i>Mohammad Khoshgoftar, Abu Hassan Abu Bakar, and Omar Osman</i></p> <p><i>Universiti Sains Malaysia (USM)</i></p>
1430 – 1445	<p>“Supply Chain Management Practices In Electrical And Electronic Industry”</p> <p><i>Siti Zaleha Omain, Abu Bakar Abd Hamid¹ , Abd. Rahman Abd Rahim, Nurul Izzah Mohd Noran and Hishamuddin Mohd Som ,</i></p> <p><i>Universiti Teknologi Malaysia (UTM)</i></p>
1445 – 1500	<p>“The Adoption of Strategic Management Practices by Construction Companies in Indonesia: Case Study in Medan”</p> <p><i>Mohamad Nizam Yusof, Indah Yunitasari and Abu Hassan Abu Bakar</i></p> <p><i>University Science Malaysia (USM)</i></p>
1500 – 1515	<p>“The Relationship Between Customer Commitment And Satisfaction On The Loyalty Card Programme Of Department Stores In Malaysia”</p> <p><i>Abdul Jumat Akhbar, Jasmani Mohd Yunus and Kamisan Gadar.</i></p> <p><i>Universiti Pendidikan Sultan Idris (UPSI)</i></p>
1515 – 1530	Question and Answer
1530 – 1545	Refreshments

Day 2	
30th October 2008 (Thursday)	
PARALLEL SESSION 3B :	
Venue : Melaka 4 and 5 (Ballroom Level)	
Chairperson : Dr. Khairiah Soehod (UTM)	
1400 – 1415	<p>“The Relationship between Mission Statement and Company Performance: A Study of Malaysian Technology Based Firms Listed on MESDAQ”</p> <p><i>Lai Nai Yeen Gavin, University Teknikal malaysia melaka (UTeM)</i></p>
1415 – 1430	<p>“Value Management As an effective Tool for Organisations in Making Strategic Decisions”</p> <p><i>Dr. Mohd. Mazlan Bin Haji Che Mat, Pertubuhan Pengurusan Nilai Malaysia</i></p>
1430 – 1445	<p>“Critical Success Factors for Business Process Outsourcing: A study among the State Owned Enterprises”</p> <p><i>Ahmad Kaseri Ramin, Wan Fauziah Wan Yusoff, Abd. Rahman Ahmad, Harris Md Noor and Abd. Razak Ahmad, Universiti Tun Hussein Onn Malaysia (UTHM)</i></p>
1445 – 1500	<p>“A Study on Business and Technology Strategy in Achieving Business Objectives”</p> <p><i>Abd. Rahman Ahmad, Alina Shamsuddin, Maimunah Ali and Anim Zalina Azizan, Universiti Tun Hussein Onn Malaysia (UTHM)</i></p>
1500 – 1515	<p>“The Branding Challenges Of Technology Based SMEs”</p> <p><i>Fauziah Sheikh Ahmad, Dr. Rohaizat Baharun (UTM)</i></p>
1515 – 1530	Question and Answer
1530 – 1545	Refreshments

Day 2	
30th October 2008 (Thursday)	
PARALLEL SESSION 3C :	
Venue : Melaka 5 and 6 (Ballroom Level)	
Chairperson : En Othman Aman (UTeM)	
1400 – 1415	<p>“Virtual R&D Teams for NPD in SMEs: Past, Present and Future Trend” Nader Ale Ebrahim, <i>Shamsudin Ahmed and Zahari Taha</i> , <i>University of Malaya (UM)</i></p>
1415 – 1430	<p>“Commonality: Tool for Dampening Uncertainties in Manufacturing Resources Planning” <i>Md. Abdul Wazed, Shamsuddin Ahmed and Nukman Yusoff,</i> <i>University of Malaya (UM)</i></p>
1430 – 1445	<p>“A Review and Current Research of E-Maintenance Concept” <i>Abd. Samad Hasan Basari, Mohammad Ishak Desa and Nanna Suryana Herman, Universiti Teknikal Malaysia Melaka, (UTeM)</i></p>
1445 – 1500	<p>“ Factors Contributing To Resistance To Deployment Of Six Sigma Program” Tee Sook Sing , <i>Wan Khairuzzaman Wan Ismail, and Azman Ismail,</i> <i>Universiti Teknologi Malaysia (UTM)</i></p>
1500 – 1515	<p>“Development Of Technological Competency Assessment Process (T-CAP): An Integrated Approach” Alina Shamsuddin and Umit S.Bititci, University Tun Hussien Onn Malaysia (UTHM).</p>
1515 – 1530	Question and Answer
1530 – 1545	Refreshments

Day 2	
30th October 2008 (Thursday)	
Venue : Melaka 2 (Ballroom Level)	
CLOSING CEREMONY	
1600 – 1615	Arrival of Participants
1615 – 1630	Recital of Doa
1630 - 1700	Closing Speech by Dean FPPSM , Universiti Teknologi Malaysia - Prof Dr.