



**UTM**  
UNIVERSITI TEKNOLOGI MALAYSIA

UTM Razak School of  
Engineering and  
Advanced Technology



MEIJI  
UNIVERSITY

## SECOND INTERNATIONAL CONFERENCE ON ENGINEERING BUSINESS MANAGEMENT

HOTEL ISTANA KUALA LUMPUR, MALAYSIA  
27-28 AUGUST, 2013

# PROGRAMME TENTATIVE



ORGANIZED BY:

UTM RAZAK SCHOOL OF ENGINEERING AND ADVANCED TECHNOLOGY AND  
GRADUATE SCHOOL OF BUSINESS ADMINISTRATION, MEIJI UNIVERSITY, TOKYO

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## Welcoming Remarks;



Prof. Dr. Awaluddin Bin Mohamed Shaharoun  
Dean  
UTM Razak School of Engineering and Advanced Technology  
Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

*Bismillahirrahmanirrahim*

*Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera,*

Welcome to the Second International Conference on Engineering Business Management (ICEBM 2013) in Kuala Lumpur. As Dean of UTM Razak School of Engineering and Advanced Technology, I am proud that UTM Razak School been given the opportunity to organise this conference for the second time. I hope this is going to be an annual event by UTM RAZAK School and I believe it has attracted the attention of many international as well as local researchers and students with regards to the number of registrations and paper submissions. This inspires UTM Razak School to continuously organise such prominent conferences in the near future. We look forward for any kind feedback.

I like to personally express my gratitude to our partner, the Graduate School of Business Administration (GBSA), Meiji University, Tokyo, Japan for cooperating with us for the second time in organizing this important event. All the committee members have put in significant efforts to ensure that the conference runs efficiently and satisfactorily. For all their hard work, I cannot thank them enough.

I hope that at the end of this conference, all participants will bring back useful knowledge that will add value in their professions. I ultimately wish you have a terrific time in Kuala Lumpur and have a pleasant stay in Malaysia.

Thank you.

*Wabillahitaufik walhidayah wassalamualaikum warahmatullahi wabarakatuh.*

## Welcoming Remarks;



Prof. Dr. Masayasu Takahashi  
Dean  
Graduate School of Business Administration  
Meiji University, Tokyo, Japan

*Hello and good day everyone,*

Following the first conference held last year in Melaka, the Second International Conference of Engineering Business Management (ICEBM 2013) will take place in Kuala Lumpur. I am very pleased that postgraduate students and researchers from the Meiji University Graduate School of Business Administration (GSBA) will have the chance to travel out to Malaysia once more to participate. I would therefore like to take this opportunity to extend my thanks both to the Dean of the Razak School, Prof. Dr. Awaluddin Bin Mohamed Shahrour, and the staff at UTM involved for all of their efforts with organizing the event.

The four years since the start of the Double Masters Program (DMP) with the Razak School have gone by very quickly. Nevertheless, this September will see the first student safely graduate from the DMP program as all of the hard work invested by both UTM and Meiji finally bears fruit. What is more, allowing the opportunity for students and researchers from the two graduate schools to actively participate together through the hosting of an international conference such as this, is highly meaningful for the relationship not only in regards to the respective educational programs, but also in relation to research. As such, I believe it is very important for this conference to both continue and develop into the future.

I hope that the participants at this event will be able to make full use of the experience they gain in their future research activities, and I am optimistic that the hosting of this conference will also contribute to promoting further student exchanges and greater research collaboration between the Razak School and GSBA.

Finally, I would like to thank everyone in attendance for their support, and to once more reiterate my gratitude to all those involved for ensuring that this event is a success.

心より関係者の皆様に感謝を申し上げます。Arigato Gozaimasu

## Welcoming Remarks;



Dr. Roslina Mohammad

Chairman

The 2<sup>nd</sup> International Conference on Engineering Business Management  
(ICEBM2013)

UTM Razak School of Engineering and Advanced Technology  
Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia.

*Bismillahirrahmanirrahim*

*Assalamualaikum warahmatullahi wabarakatuh and Salam Sejahtera,*

On behalf of the organizing committee, I would like to extend to all of you a warm welcome to the **Second International Conference on Engineering Business Management 2013 in Kuala Lumpur**. It is always a pleasure for Razak School to organize this event annually by having motivated postgraduates students both from Japan and Malaysia who are going to be participating, reflecting, sharing and enhancing knowledge and skills in Business Administration as well as Engineering Business Management. I hope this event will contribute tremendously in making a difference not only in your classrooms but also become effective change agents in your organizations that you work with.

By working closely between UTM and Meiji University, this conference would strengthen our linkages to pursue our mission in providing internationally recognized programmes. This collaboration is designed primarily to offer potential students with a unique programme offering a Double Masters conferred by UTM and Meiji University.

On a personal note, I believe this conference can provide you a platform to develop analytical understanding of both the functional nature of administration, management and the holistic integrated nature of business and technology.

I would like to thank our partner, the Graduate School of Business Administration (GBSA), Meiji University, Tokyo, Japan, postgraduate students both from Japan and Malaysia, participants, and all the organising committee members for collaboration and contribution to the success of this conference.

I hope that you will be enjoying the conference and your stay in Kuala Lumpur. I wish you a safe journey home.

Thank you.

*Wabillahirrahmanirrahim wassalamualaikum warahmatullahi wabarakatuh.*

# ICEBM FORWARD

International Conference on Engineering Business Management (ICEBM) is the product of the Double Master Program (DMP) established between UTM and Meiji University in 2010. The first ICEBM was successfully held at Equatorial Hotel, Melaka in September 2012 with participation of researchers from both Japan and Malaysia in the area of engineering business management. It has paved the way for the second ICEBM held at Istana Hotel, Kuala Lumpur in August 2013 and it shows commitment from both Razak School of Engineering and Advanced Technology (RSEAT), UTM and Graduate School of Business Administration (GSBA), Meiji University in establishing long term academic collaboration that is of benefits to both institutions. The conference act as a bridge to strengthen the bond between UTM and Meiji University in many ways.

The purpose of the conference is to share knowledge and experience in research as well as to establish academic network between the two universities. Participations are mainly from post graduate students from both institutions to encourage them to present and defend their work confidently and improve their research. This could be a platform for the participants to write high quality articles in the future. It is also a venue to expose the participants to establish networking and generate discussions for potential collaborations. This conference can give opportunities for participants from both countries to communicate and learn from each other not only in terms of academic research but also the culture.

Presentations from distinguished keynote speakers certainly enlighten to the history and future trends of economic relationships between Malaysia and Japan. Articles published in the proceedings can be used for references and will be beneficial to future researchers. Some of the findings can also be beneficial to some organizations which can apply the result and findings in improving their business operations.



## ICEBM SPEAKERS



<b>Full Name</b>	<b>Dato' Sri Hj. Syed Zainal Abidin Syed Mohamed Tahir</b>
<b>Position</b>	<b>Premier Fellow</b>
<b>Organization</b>	<b>Universiti Teknologi Malaysia</b>
<b>Speech Title</b>	<b>Transformation of Malaysia 's Industry Culture by Look East Policy</b>

### **Bibliography:**

Dato' Sri Haji Syed Zainal Abidin, who graduated with a Bachelor of Science in Engineering from the University of Maryland, USA, began his career as a Project Engineer with Petronas Gas Sdn Bhd in 1987, prior to joining Petroliaam Nasional Berhad in 1992 as the Senior Executive of the company's Corporate Planning & International Business Development unit. He then left to join HICOM Holdings Berhad in 1995, where he assumed various senior positions in the company. Dato' Sri Haji Syed Zainal Abidin lent his expertise to PERODUA when he was appointed Senior General Manager in 1999. Subsequently, he was appointed Executive Director of PERODUA Auto Corporation Sdn. Bhd. in 2002, and later promoted to Deputy Managing Director of PERODUA in October 2005. On 1 January 2006 Dato' Sri was appointed Group Managing Director of PROTON Holdings Berhad . He also sits on the Boards of various subsidiaries within the PROTON Group of companies. He left the company in May 2012.

Amongst the awards received, in November 2008, Dato' Sri Haji Syed Zainal Abidin was named the "Automotive Man of the Year 2008" at the New Straits Times/Maybank Car of the Year 2008 Awards for his strong management and leadership qualities in steering PROTON in strengthening its position in domestic market while making significant breakthrough in the international market.

In April 2010, Dato' Sri Haji Syed Zainal Abidin was named "International Business Leader in the Automotive Sector" by the Middle East Business Leadership Summit Awards in Dubai for his strong leadership qualities in steering PROTON to becoming a leading regional and global brand with an increasing presence in the Middle East. Shortly after in May 2010, Dato' Sri Haji Syed Zainal Abidin received the "Masterclass Bumiputra CEO of the Year" award at the 2<sup>nd</sup> Malaysia Business Leadership Awards in recognition of his outstanding contribution to the development of a pool of entrepreneurs, engineers and skilled workers in Malaysia.

On 22<sup>nd</sup> July 2011, Dato' Sri Haji Syed Zainal Abidin received the 'Global Leadership Award in Automotive Sector' at the Global Leadership Awards 2011 ceremony. The award, organized by a high-profile business magazine, The Leaders International, is an extension of Malaysia Business Leadership Awards and a recognition of astute Global Leaders in their field of trade.

Dato' Sri Haji Syed Zainal was also awarded 2011 – BrandLaureate Brand Icon Leadership Award 2011, Unreserved Man of the Year Award for the Unreserved Magazine in Dec 2011 and Outstanding American Alumnus Award (American Universities Alumni Malaysia ) in March 2012.

Dato' Sri Haji Syed Zainal Abidin was appointed Regional Director of WISTRON Corporation for their Educational Technology Service Business in ASEAN early 2013. He is also pursuing his interest in entrepreneurship and he currently holds chairmanship in Bumiputera companies namely Brainy Bunch Islamic Montessori, Minsyam Sdn Bhd, Duta Klasik Sdn Bhd and a few more. He is also active engaging with university students and academicians through talks and workshops. Dato' Sri is also the Premier Fellow at Universiti Teknologi Malaysia as well as one of the Industry Advisory Panels at a few local Universities.





<b>Full Name</b>	<b>Ambassador Prof Masahiko Horie</b>
<b>Position</b>	<b>Ambassador for Global Environment</b>
<b>Organization</b>	<b>Ministry of Foreign Affairs of Japan; Meiji University</b>
<b>Speech Title</b>	<b>Malaysia-Japan Relationship; Look East Policy from Japanese Perspective</b>

#### **Bibliography:**

Masahiko Horie is Special Assistant to the Minister for Foreign Affairs of Japan and Ambassador for Global Environmental Affairs.

Ambassador Horie obtained Bachelor of Economics and Bachelor of Law from Osaka University Japan, Master of Economics from Tulane University, USA. He studied at University of Toulouse and Ecole Nationale d'Administration (ENA), France.

Ambassador Horie began his service in the Ministry of Foreign Affairs in 1973 at the Economic Integration Division, and since has led a career path through Director General and Ambassadorial ranks. As Ambassador for Global Environmental Affairs, he spoke enthusiastically on how Japan has endeavored to live up with Kyoto protocol commitment and also to formulate a new framework for all Parties of UNFCCC for the further reduction of GHG's. Ambassador also emphasized Japan's efforts to support many developing countries trying to mitigate and adapt the climate change, and these efforts are in spite of the difficulties over the damages caused by Earthquake and Tsunami of March 2011.

Ambassador Horie is the former Japanese Ambassador to Malaysia from 2007 to 2011. He is a strong promoter of "Look East Policy" and also an advocate of "Look Malaysia Policy" vis-à-vis his compatriots saying that Japanese people are too homogeneous and need to learn more from Malaysian multi-cultural society. Ambassador Horie is also Professor at Meiji University, Tokyo, and gives lecture on Japanese Diplomacy.



<b>Full Name</b>	<b>Prof James Howard</b>
<b>Position</b>	<b>Visiting Professor</b>
<b>Organization</b>	<b>Meiji University, Tokyo , Japan</b>
<b>Speech Title</b>	<b>Organizing for Innovation</b>

**Bibliography:**

James Howard has been a Special Visiting Professor at Meiji University since 2013, where he has conducted lectures on basic management theory. He graduated with a Bachelor of Science degree in Civil Engineering from the Massachusetts Institute of Technology in 1987, and received his MBA from Harvard Business School in 1995. He is currently conducting research on intra-organizational networks and how they impact performance and decision-making. Concurrently he works as a Sales Support Consultant at Dell Computer, and has over 20 years of experience in MIS and business analytics at a number of major corporations, including Citibank, Zurich Insurance, and the former Lehman Brothers. He has lived in Japan for more than 20 years and speaks fluent Japanese. He is also a member of the Executive Committee of the Harvard Business School Club of Japan.

# **ICEBM2013 PROGRAMME TENTATIVE**

## **\*PRE-CONFERENCE MEETING**

### **UTM-MEIJI**

**Date: 26 August, 2013 (Monday)**

**Venue: Bilik Mesyuarat Canselori, Level 17, Menara Razak, UTM**

<b>Time</b>	<b>:</b>	<b>Tentative</b>
09:00 – 09:30	:	Welcoming remarks by Dean, UTM Razak School, Prof Dr Awaluddin Mohammad Shahrour
09:30 – 10:30	:	Research collaboration UTM-MEIJ
10:30-10:45		Coffee Break
10:45-12:00		UTM Razak School – GSBA, Meiji University, Executive Meeting
12:00 – 12:30	:	UTM KL Campus/ UTM Razak School visit Group Photography session
12:30 – 14:00	:	Lunch
14:00 - 15:00	:	Visit to Royal Selangor, Setapak Jaya, Kuala Lumpur

**\*Pre-conference meeting is only for UTM-Meiji executive/management delegates**

# CONFERENCE TENTATIVE

Date: 27 August, 2013 (Tuesday)

Venue: Hotel Istana, Kuala Lumpur

Time	:	Tentative
08:30 – 09:00	:	Registration
09:00 – 09:15	:	Welcoming Speech /Opening by Dean of UTM Razak School of Engineering and Advanced Technology, Prof Dr Awaluddin Mohammad Shahraroun
09:15 – 09:30	:	Welcoming Speech by Dean of Graduate School of Business Administration, Meiji University, Prof Masayasu Takahashi
09:30 – 10:30	:	<b>Keynote Address 1:</b> <b>Dato' Sri Hj. Syed Zainal Abidin Syed Mohamed Tahir</b> <b>Title: Transformation of Malaysia's Industry Culture by Look East Policy</b>
10:30 – 11:00	:	Group Photo and Coffee break
11:00 – 12:30	:	Paper presentation (parallel session A )
12:30 – 14:00	:	Lunch
14:00 – 15:00	:	<b>Keynote Address 2:</b> <b>Ambassador Prof Masahiko Horie</b> <b>Title: Malaysia-Japan Relationship; Look East Policy from Japanese Perspective</b>
15:00 – 17:00	:	Paper presentation (parallel session B )
17:00 – 17:30	:	Coffee break End of day 1
20:00-22:00	:	ICEBM 2013 dinner at Istana Bambu Restaurant

# CONFERENCE TENTATIVE

**Date: 28 August, 2013 (Wednesday)**

**Venue: Hotel Istana, Kuala Lumpur**

<b>Time</b>	<b>:</b>	<b>Tentative</b>
09:30 – 10:30		<b>Invited Speaker 1:</b> <b>Prof. James Howard from Meiji University</b> <b>Title: Organizing for Innovation</b>
10:30 – 11:00	:	Coffee Break
11:00 – 12:30	:	Paper presentation (parallel session C)
12:30 – 14:00	:	Lunch
14:00 – 16:30	:	Paper presentation (parallel session D)
16:30 – 16:45	:	Closing ceremony by Dean of UTM Razak School of Engineering and Advanced Technology, Prof Dr Awaluddin Mohamed Shaharoun
16:45 – 17:00	:	Certificate giving ceremony
17:00 – 17:15		Group photography session
17:15 – 17:30	:	Coffee break End of conference

# PARALLEL SESSION

## Parallel Session A

**Date: 27 August 2013**

**Time: 11:00 – 12:30**

### **Parallel A-1**

**Venue: Baiduri Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Dr Abdul Rahman Abdul Rahim*

No	Time	Author(s)	Title
1	11:00 -11:30	Todo Masafumi	Real Activities Manipulation in the Japanese Construction Industry
2	11:30-12:00	Ikuya Hayashi	The Recurrence and Re-evaluation of Apprentice System
3	12:00-12:30	Wan Normeza, Amerrudin Abd Manan and Nik Mohd Rahimi	An Easy Way to Understand Economics Text for Entrepreneurs

### **Parallel A-2**

**Venue: Berlian Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Mika Takayanagi*

No	Time	Author(s)	Title
1	11:00 -11:30	Naoki Teramoto	A Critical Study of Existing Acculturation Researches in Business Administration : To the Acculturation Researches in Interpretive Theories of Organizational Culture
2	11:30-12:00	A. Abdul Kadir, S. Sarip, S. Conroy, N. H. Nik Mahmood and M. Y. Mad Daud	Integrated Management System in the Offshore Oil and Gas Industry: A Critical Review
3	12:00-12:30	Shinichi Ito	A Role of Technology and Machinery as a Social Existence in Leadership: An Actor Network Theory Approach



# PARALLEL SESSION

## Parallel Session A

**Date: 27 August 2013**

**Time: 11:00 – 12:30**

**Parallel A-3**

**Venue: Delima Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Dr. Mohd Khairi Abu Husain*

No	Time	Author(s)	Title
1	11:00 -11:30	Jessie Huang	The Current Situation and Issues of Chinese Family Business: Focus On Inheritance Issue and Competitive Advantage of Family Business
2	11:30-12:00	Nor Fyadzillah binti Mohd Taha	Supply Chain Performance and Financial Success of Selected Companies Listed in Bursa Malaysia
3	12:00-12:30	Nur Syhuhada Ab Ghani and Maslin Masrom	Human Resource Management Practices in Malaysian Islamic Banking Industry

# PARALLEL SESSION

## Parallel Session B

**Date: 27 August 2013**

**Time: 15:00 – 17:00**

### **Parallel B-1**

**Venue: Baiduri Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Dr. Khairur Rijal Jamaludin*

No	Time	Author(s)	Title
1	15:00 -15:30	Tomohiko Tanikawa	Diversity Research and Faultlines Research in Work Group Composition: Comparative Research
2	15:30-16:00	M. K. Abdul Latif, S. Sarip and A. R. A. Rahman	Product Realization and Development an Application of Advance Product Quality Planning (APQP) in Malaysian Automotive Suppliers
3	16:00-16:30	Terajima Kenichi	Evolution of Dialogical Approach in Organization Development: A Focus on Appreciative Inquiry
4	16:30-17:00	Lin Da	Analyze the Leadership of Alibaba Group Founder Jack Ma

### **Parallel B-2**

**Venue: Berlian Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Prof. Kenichi Suzuki*

No	Time	Author(s)	Title
1	15:00 -15:30	Ningjing	About the Corporate Social Responsibility (CSR) of Chinese Firms
2	15:30-16:00	A. M. Ali, S. Sarip and A. Suhot	Effectiveness of ISO/TS 16949 to Reduce Incoming Quality Process Defects of Components in Product Life Cycle Quality from Vendors
3	16:00-16:30	Chenlu Si	The Portfolio Management in Diversification Companies How to Utilize the Resources Effectively
4	16:30-17:00	Chenxi	About the Organizational Culture of Haier- Based on the Success Factor and the Limitation

# PARALLEL SESSION

## Parallel Session C

**Date: 28 August 2013**

**Time: 11:00 – 12:30**

### **Parallel C-1**

**Venue: Baiduri Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Dr. Khairur Rijal Jamaludin*

No	Time	Author(s)	Title
1	11:00 -11:30	Mohd Faiz bin Abdul Razak, Astuty Amrin and Shamsul Sarip	Maritime Enforcement Agencies Maintenance Management of Ship through Reliability Centered Maintenance
2	11:30-12:00	Mina Sakaki	Empirical Analysis of the Mechanism of "Ba"
3	12:00-12:30	Mohd Yuzairin Md Yunus, Khairur Rijal Jamaludin and Hayati Habibah Abdul Talib	Total Quality Preventive Management Module and System Development in Engineering Maintenance

### **Parallel C-2**

**Venue: Berlian Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Prof. Kenichi Suzuki*

No	Time	Author(s)	Title
1	11:00 -11:30	Saleha Javed	To Investigate the Impact of Job Demands Resources on Agent's Performance in Inbound Call Centers
2	11:30-12:00	Kenji Inoue	The Background of "The Management of 'Ba' (Field)" Theory
3	12:00-12:30	Mehran Doulatatabadi and Sha'ri Mohd Yusof	An Empirical Investigation on Common Barriers to Quality Excellence: Award Firms Perspectives

# PARALLEL SESSION

## Parallel Session C

**Date: 28 August 2013**

**Time: 11:00 – 12:30**

**Parallel C-3**

**Venue: Delima Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Dr. Mohd Khairi Abu Husain*

No	Time	Author(s)	Title
1	11:00 -11:30	Ya'akub Arsad, Sha'ri Mohd Yusof and Noor Irza Mohd Zaki	Simulation Tool for Analysing Cost on New Product Development
2	11:30-12:00	Shima Nagano	The Measuring Methods of Cost in Environmental Life cycle Costing as an Environmental Management Accounting Technique

# PARALLEL SESSION

## Parallel Session D

**Date: 28 August 2013**

**Time: 15:00 – 16:30**

### **Parallel D-1**

**Venue: Baiduri Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Mika Takayanagi*

No	Time	Author(s)	Title
1	15:00 - 15:30	K. Matsuoka and K. Suzuki	The Relationship between Employee Satisfaction, Customer Satisfaction, and Financial Performance
2	15:30-16:00	Nasuha Lee Abdullah, Khairur Rijal Jamaludin and Hayati Habibah Abdul Talib	Insights from Data Collection in Malaysia's Electrical & Electronics Manufacturing Industry
3	16:00-16:30	Poh Ngoh Kiew, Syuhaida Ismail and Aminah Mohd Yusof	Key Performance Indicators in Construction Quality Management System

### **Parallel D-2**

**Venue: Berlian Room, Hotel Istana, Kuala Lumpur**

*Chairperson: Assoc. Prof. Dr Abdul Rahman Abdul Rahim*

No	Time	Author(s)	Title
1	15:00 - 15:30	Mayuri Ishida	Study on the Presentation of Financial Instruments in Financial Statements: Focus on "Financial Instruments with Characteristics of Equity"
2	15:30-16:00	M. N. Samiran, R. Mohammad, S. Muhamad and S. Sarip	Develop Improvement Maintenance Management of Agusta A109 Helicopter at Army Aviation Unit to Minimize Outsourcing
3	16:00-16:30	A. Z. Ishak, S. Muhamad, S. Sarip, R. Mohammad and A. A. Aziz	Logistic and Maintenance Management to Increase Readiness Army Combat Armoured Vehicle

# **ICEBM2013's ORGANIZING COMMITTEE**

## **ORGANIZING ORGANIZATION**

UTM Razak School of Engineering and Advanced Technology  
Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

## **ADVISOR**

Prof. Dr. Awaluddin Mohamed Shaharoun  
Dean of UTM Razak School of Engineering and Advanced Technology  
Universiti Teknologi Malaysia Kuala Lumpur, Malaysia  
&  
Professor Dr Masayasu Takahashi  
Dean of Graduate School of Business Administration  
Meiji University, Tokyo, Japan

## **ORGANIZING COMMITTEE**

Dr. Roslina Mohammad (Chairman)  
Assoc. Prof. Dr. Astuty Amrin (Co-Chairman)  
Dr. Hayati @ Habibah Abdul Talib (Secretary)  
Ms. Fadhila Afzan Anas (Treasurer)  
Prof. Ir. Dr. Sha'ri Mohd Yusof (Technical- Publication and Proceeding)  
Assoc. Prof. Dr. Khairur Rijal Jamaludin (Technical – Publication and Proceeding)  
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Ms. Norzaimah Ramli (Technical – Registration and Promotion)  
Ms. Sharidah Ibrahim (Technical – Registration and Promotion)  
Ms. Norhafizah (Technical – Registration and Promotion)

## **THANK YOU**

**ICEBM 2013 Organizing Committee,**  
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# NOTES

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