

## Conference Schedule

<b>Day 1: 4 Oct 2015 (Sunday)</b>			
8.00– 9.00 am	Registration		
8.50 – 10.10 am	<b>Parallel A1</b> <b>Chair: Sarena Abdullah</b>	<b>Parallel A2</b> <b>Chair: Khatijah Md. Saad</b>	<b>Parallel A3</b> <b>Chair: Oshinowo Yetunde Adejoke</b>
	PID 99 invited: USER TESTING ON GAME USABILITY, MOBILITY, PLAYABILITY, AND LEARNING CONTENT OF MOBILE GAME- BASED LEARNING  Syamsul Bahrin Zaibon  <b>Presenter:</b> Dr. Syamsul Bahrin Zaibon	PID 93 invited: BRAND IDENTITY: BE ORIGINAL, BE CREATIVE  Sabrina M. Rashid, Kamal Ghose, David A. Cohen  <b>Presenter:</b> Dr. Sabrina Mohd Rashid	PID 75 invited: USABILITY PRINCIPLES MAKE IRAQI E-GOVERNMENT PORTAL MORE ACCESSIBLE  Hyder Sabah AbdulWahid, Suhad Jaafar Ali , Hashim Adnan Ismail, and Ariffin Abdul Mutalib  <b>Presenter:</b> Dr. Ariffin Abdul Mutalib
	PID79: REVIEW ON CROWD SIMULATION: PSYCHOLOGICAL EFFECT OF FLOOD VICTIMS  Juliana A. Abu Bakar, Ruzinoor Che Mat, Mohd. Fitri Yusoff , Azizi Ab. Aziz and N.A Noorjasri.  <b>Presenter:</b> Dr. Juliana Aida	PID53: MALAYSIA HOMESTAY INDUSTRY ON PERSPECTIVES OF ROLES, ISSUES, CHALLENGES AND ADVERTISING USE: A PRELIMINARY STUDY IN KEDAH HOMESTAY  Muhammad Abdul Malik, S. , Sobihatun Nur, A.S and Nassiriah, S.  <b>Presenter:</b> Muhammad Abdul Malik Saedon	PID55: USAGE OF SOCIAL MEDIA FOR TEACHING MASS COMMUNICATION IN HIGHER INSTITUTIONS IN KADUNA STATE, NIGERIA  Oshinowo Yetunde Adejoke and Awan Bt Ismail  <b>Presenter:</b> Oshinowo Yetunde Adejoke
	PID5 : POSTMODERNITY IN MALAYSIAN ART: TRACING WORKS BY NIRMALA SHANMUGHALINGAM  Sarena Abdullah  <b>Presenter:</b> Sarena Abdullah	PID19 : IDENTIFYING VISUAL REPRESENTATION FOR NATIONAL BRAND IDENTITY IN PACKAGING DESIGN  Khatijah Md. Saad and Muhammad Zaffwan Idris  <b>Presenter:</b> Khatijah Md. Saad	PID44: HERO FLOODS IN SOCIAL MEDIA : CREATIVE WAY FOR POST DISASTER INFORMATION  Nor Intan Saniah S., Mohd Faizal O., Nerda Zura Z, Ruzleeta Z. and Rose Alinda A.  <b>Presenter:</b> Dr. Nor Intan Saniah Sulaiman
	PID34: BIO-STRUCTURAL ANALOGUES IN FURNITURE : TRANSFORMATIONAL POTENTIAL OF CHAIR DESIGN AS CAN BE FOUND IN RAFFLESIA STRUCTURES	PID4: DESIGNING A COFFEE SHOP: DID YOU CONSIDER THE ATMOSPHERE?  Siti Aisyah Muhammad and Sung Pil Lee	PID61 : A CORRELATIONAL STUDY OF THE RELATIONSHIP BETWEEN USERS ACCEPTANCE AND SATISFACTION TOWARDS BEHAVIOURAL INTENTION  Nur Fathiah Binti Mohd-Bashri

	Fu Chew Xiang, Zulkifli B Muslim and Mohd Sharizal Dolah  <b>Presenter:</b> Fu Chew Xiang	<b>Presenter:</b> Siti Aisyah Muhammad	and Fadhilah Binti Mat-Yamin  <b>Presenter:</b> Nur Fathiah Binti Mohd-Bashri
10.10 – 10.30	Morning tea		
10.30 – 11.30	<b>Keynote 1 - Hasnul Hadi Samsudin (MDeC)</b>		
11.30 – 12.30	<b>Dean to officiate CIIC</b>		
	<b>Panel Presentation Chair: Dr Rosli, SMMTC Dean</b>		
	PID 98 invited: SITI NURHALIZA AND PURCHASE INTENTION AMONG UNIVERSITY STUDENTS IN MALAYSIA  Norsiah Abdul Hamid and Christina Yap Ai Fern  <b>Presenter:</b> Dr. Norsiah Abdul Hamid	PID 25 invited: DEVELOPING A CONCEPTUAL MODEL OF USER ENGAGEMENT FOR MOBILE-BASED AUGMENTED REALITY GAMES  Permadi D. and Rafi A.  <b>Presenter:</b> Dendi Permadi MMU	PID 97 invited: CREATIVITY IN DISASTER COMMUNICATION: #prayforpantaitimur  Mohd. Khairie Ahmad, Mahathir Latib and Mohd. Baharudin Othman  <b>Presenter:</b> Dr. Mohd. Khairie Ahmad
12.30 – 2.00	Lunch break		
2.00 – 3.40	<b>Parallel B1 Chair: Farah Nadia Azman</b>	<b>Parallel B2 Chair: Ulka Chandini Pendi</b>	<b>Parallel B3 Chair: Mr. Ahmed Sheikh Abdullah AlAidaros</b>
	PID28 : COMICS IN ACADEMIA: A VISUAL INSIGHT TO ITS TRENDS & INNOVATION  Farah Nadia Azman, Syamsul Bahrin Zaibon and Norshuhada Shiratuddin  <b>Presenter:</b> Farah Nadia Azman	PID89 : CONCEPTUAL MODEL OF MOBILE AUGMENTED REALITY FOR CULTURAL HERITAGE SITE BASED ON ENJOYABLE INFORMAL LEARNING ASPECT  Ulka Chandini Pendi, Syamsul Bahrin Zaibon and Juliana Aida Abu Bakar  <b>Presenter:</b> Ulka Chandini Pendi	PID87 : FOSTERING CREATIVITY IN THE ISLAMIC WORLD: TOWARDS AN EFFECTIVE ISLAMIC CREATIVE INDUSTRY  Salina binti Ismail and Muhammad Shakirin bin Shaari  <b>Presenter:</b> Salina binti Ismail
	PID69: EVALUATION OF E-STAR: AN ENHANCED SCIENCE TEXTBOOK USING AUGMENTED REALITY AMONG LOWER SECONDARY SCHOOL STUDENTS  Valarmathie Gopalan, Abdul Nasir	PID10: EXPLORING COMPUTER ASSISTED LEARNING FOR LOW ACHIEVING CHILDREN: A COMPARATIVE ANALYSIS STUDY  Siti Zulaiha A. and Ariffin A. M.	PID42: PERSONAL DIGITAL MUTAWWIF: A MULTI-MODAL MOBILE HAJJ ASSISTANCE USING THE LOCATION BASED SERVICES  Ahmed S. Al-Aidaros, Ariffin Abdul Mutalib

	Zulkifli, Nur Fadziana Faisal Mohamed, Asmidah Alwi, Ruzinoor Che Mat, Juliana Aida Abu Bakar and Aeni Zuhana Saidin  <b>Presenter:</b> PM Abdul Nasir Zulkifli	<b>Presenter:</b> Siti Zulaiha binti Ahmad	<b>Presenter:</b> Mr. Ahmed Sheikh Abdullah AlAidaros
2.00 – 3.40	<b>PID80:</b> REVIEW OF GESTURE RECOGNITION FOR VIRTUAL AUTOMOTIVE TRAINING APPLICATIONS  Juliana A. Abu Bakar, Sarah N. Zamalik and Abdul Razak Yaakub  <b>Presenter:</b>	PID22: PERSUASIVE DESIGN FRAMEWORK FOR VIRTUAL HAJJ (V-HAJJ) COURSEWARE  Mohd Fitri Yusoff, Abdul Nasir Zulkifli, Nur Fadziana Faisal Mohamed  <b>Presenter:</b> Mohd Fitri Yusoff	PID68 : Q-IBADAH MOBILE APPLICATION: A USABILITY PILOT TESTING  Aeni Zuhana Saidin , Khairun Salwa Mohamed, Zayana Husnayat Adzmi and Nurul Wadhihah Azhar  <b>Presenter:</b> Aeni Zuhana Saidin
	PID81: DESIGN AND DEVELOPMENT OF DUAN WU FESTIVAL VIDEOGAME  Ahmad Hisham Zainal Abidin , Aaron T. Kheefung, C. Cheewan, L. Cheesiong, Juliana A. Abu Bakar  <b>Presenter:</b> Ahmad Hisham Zainal Abidin	PID43: AUGMENTED REALITY BOOKS FOR SCIENCE LEARNING - A BRIEF REVIEW  Valarmathie Gopalan, Abdul Nasir Zulkifli, Nur Fadziana Faisal Mohamed, Asmidah Alwi, Ruzinoor Che Mat, Juliana Aida Abu Bakar and Aeni Zuhana Saidin  <b>Presenter:</b> Valarmathie Gopalan	PID31: THE IMPORTANT ATTRIBUTES OF ISLAMIC FASHION MARKETING IN THE MIND OF MUSLIM WOMEN COMMUNITY IN INDONESIA  Nugroho J. Setiadi, Devy M. Puspitasari and Prita Evandari  <b>Presenter:</b> Dr. Nugroho J. Setiadi
	PID58: CONSOLIDATED MODEL OF VISUAL AESTHETICS ATTRIBUTES FOR SENSE-BASED USER EXPERIENCE  Abdul Syafiq Bahrin, Juliana A. Abu Bakar and Abdul Razak Yaakub  <b>Presenter:</b> Abdul Syafiq Bahrin	PID48: PERSUASIVE TECHNOLOGY: A SYSTEMATIC REVIEW ON THE ROLE OF COMPUTERS IN AWARENESS STUDY  Mohamad Lutfi Bin Dolhalit, Sobihatun Nur Binti Abdul Salam and Ariffin Bin Abdul Mutalib  <b>Presenter:</b> Mohamad Lutfi Bin Dolhalit	PID32: THE ROLE OF ISLAMIC BANKING SYSTEM AS THE MILESTONE TOWARDS INDONESIA CREATIVE ECONOMY DEVELOPMENT  Devy M. Puspitasari and Nugroho J. Setiadi  <b>Presenter:</b> Devy M. Puspitasari
3.40pm – 5.00pm	Hi-tea at EDC Hotel, UUM		

## Day 2: 5 Oct 2015 (Monday)

8.30 – 9.00 am	Registration		
8.30 – 10.10	<p><b>Parallel C1</b> <b>Chair: Dr. Marita Garcia Sanchez</b></p>	<p><b>Parallel C2</b> <b>Chair: Okafor Daberechi Jackson</b></p>	<p><b>Parallel C3</b> <b>Chair: Noor Haslina Mohamad Akhir</b></p>
	<p>PID56: THE EVALUATION ON EFFECTIVENESS OF A TECHNOLOGY BASED INSTRUCTIONAL MATERIALS IN MARKETING PRINCIPLES COURSE</p> <p>Marita Garcia Sanchez</p> <p><b>Presenter:</b> Dr. Marita Garcia Sanchez</p>	<p>PID16 : MULTIMEDIA ONLINE ADVERTISING DESIGN FOR SMALL MEDIUM ENTERPRISE</p> <p>Okafor Daberechi Jackson</p> <p><b>Presenter:</b> Okafor Daberechi Jackson</p>	<p>PID15: CREATIVE CRAFT: THE UNIQUENESS AND POTENTIAL OF MALAYSIAN BATIK INDUSTRY</p> <p>Akhir N.H.M., Ismail N.W., Said R. and Kaliappan S.R</p> <p><b>Presenter:</b> Noor Haslina Mohamad Akhir</p>
	<p>PID57: GREEN TOURISM PRACTICES IN HOTEL ENVIRONMENTAL MANAGEMENT: CREATIVITY, TOURIST PERCEPTION AND LOYALTY</p> <p>Lily Julienti, Fara Adilah and Darwina Arshad</p> <p><b>Presenter:</b> Dr Lily Julienti Abu Bakar</p>	<p>PID37: PRINT ADS (POSTER) AS THE METHOD OF CHILD SEXUAL ABUSE PREVENTION'S CAMPAIGN DESIGN</p> <p>Sofiyuddin A. M. S., Khairulnizam M. R., Faizah N. M. P</p> <p><b>Presenter:</b> Ahmad Sofiyuddin Mohd Shuib</p>	<p>PID84 : EXPERIENCING MUSEUM LEARNING THROUGH MULTIMEDIA INSTRUCTIONS</p> <p>Asmidah Alwi and Elspeth McKay.</p> <p><b>Presenter:</b> Asmidah Alwi</p>
<p>PID66: A NEW TOOL FOR CREATIVE CONTENT EVALUATION: YOUNG CHILDREN'S PARTICIPATION</p> <p>Yusrita Mohd. Yusoff, Nassiriah Shaari, Asmidah Alwi , Ian Ruthven and Monica Landoni</p> <p><b>Presenter:</b> Yusrita Mohd. Yusoff</p>	<p>PID45: EMBEDDING PERSUASIVE MULTIMEDIA CONTENT (PMC) INTO SOCIAL MEDIA ADVERTISING (SMA) IN PERSUADING SOCIAL MEDIA USERS</p> <p>Muhammad Abdul Malik, S, Sobihatun Nur, A.S and Nassiriah, S.</p> <p><b>Presenter:</b> Muhammad Abdul Malik Saedon</p>	<p>PID14: EN ROUTE FOR THE SUSTAINABILITY OF DIGITAL LOCAL CONTENT FOR MOBILE LEARNING TO PRESERVE MALAY LOCAL CULTURAL HERITAGE</p> <p>Shamsul Arrieya Ariffin</p> <p><b>Presenter:</b> Dr. Shamsul Arrieya Ariffin</p>	

8.30 – 10.10	<p>PID95: EXPLORING WORK-FAMILY BALANCE IN CREATIVE INDUSTRY</p> <p>Azelin Aziz</p> <p><b>Presenter:</b> Dr. Azelin Aziz</p>	<p>PID29: TOWARD THE DEVELOPMENT OF AN INSTRUMENT TO EVALUATE LEARNER-GENERATED COMICS</p> <p>Farah Nadia Azman, Syamsul Bahrin Zaibon and Norshuhada Shiratuddin</p> <p><b>Presenter:</b> Dr. Syamsul Bahrin</p>	<p>PID77 : USABILITY EVALUATION OF DIGITAL MALAYSIAN TRADITIONAL GAMES</p> <p>Noraziah ChePa, Nur Azzah Abu Bakar and Azizudin Mohd</p> <p><b>Presenter:</b> Noraziah ChePa</p>
		<p>PID86: ASISTING DESIGN IDEAS: PTOOLKIT, A PILOT STUDY</p> <p>Aeni Zuhana Saidin , Dr. Nassiriah Shaari and Asmidah Alwi</p> <p><b>Presenter:</b> Aeni Zuhana Saidin</p>	<p>PID92 : MALAY WORD PRONUNCIATION TEST APPLICATION FOR PRE-SCHOOL CHILDREN</p> <p>Shahrul Azmi, M.Y.</p> <p><b>Presenter:</b> Dr. Shahrul Azmi Mohd Yusof</p>
10.10 - 10.30	Morning tea		
10.30 – 12.30	<p><b>Parallel D1</b> <b>Chair: Mohd Nizam Saad</b></p>	<p><b>Parallel D2</b> <b>Chair: Dr. Noor Mayudia Mohd Mothar</b></p>	<p><b>Parallel D3</b> <b>Chair: Mukhtar Shehu Aliyu</b></p>
	<p>PID49 : A PRELIMINARY STUDY: THE AVAILABILITY OF MULTIMEDIA APPLICATIONS IN TRUANCY AWARENESS</p> <p>Mohamad Lutfi Bin Dolhalit, Sobihatun Nur Binti Abdul Salam and Ariffin Bin Abdul Mutalib</p> <p><b>Presenter:</b> Mohamad Lutfi Bin Dolhalit</p>	<p>PID8: THE DEVELOPMENT OF GO GREEN COURSEWARE: SAVE THE FOREST</p> <p>Ruzinoor Che Mat</p> <p><b>Presenter:</b> Dr. Ruzinoor Che Mat</p>	<p>PID50: A SEMIOTICS MELODIC ANALYSIS OF P. RAMLEE’S SONGS</p> <p>Abdul Hamid Bin Adnan</p> <p><b>Presenter:</b> Dr. Abdul Hamid Bin Adnan</p>
	<p>PID54: INTEGRATION OF MEDICAL ONTOLOGY CONCEPTS TO ANNOTATE MEDICAL IMAGES</p> <p>Mohd Nizam Saad, Zurina Muda, Noraidah Sahari and Hamzaini Abd Hamid</p> <p><b>Presenter:</b> Mohd Nizam Saad</p>	<p>PID82: INTEGRATION OF PERSUASIVE MULTIMEDIA IN DESIGNING LEARNING APPLICATION FOR CHILD SEXUAL ABUSE</p> <p>Azliza Othman, Wan Ahmad Jaafar Wan Yahaya and Balakrishnan Muniandy</p> <p><b>Presenter:</b> Azliza Othman</p>	<p>PID20: LINKING KNOWLEDGE MANAGEMENT TO PERFORMANCE IN THE NIGERIAN MANUFACTURING SMEs</p> <p>Mukhtar Shehu Aliyu</p> <p><b>Presenter:</b> Mukhtar Shehu Aliyu</p>

10.30 – 12.30	<p>PID63 DESIGN OF THE USABILITY MEASUREMENT TOOL FOR MULTIMODAL MOBILE APPLICATIONS</p> <p>Ahmed S. Al-Aidaros and Ariffin Abdul Mutalib</p> <p><b>Presenter:</b> Mr. Ahmed Sheikh Abdullah AlAidaros</p>	<p>PID85: CHILDREN ROAD SAFETY AWARENESS: DESIGN AND DEVELOPMENT OF A ROAD SAFETY APPLICATION</p> <p>Nassiriah Shaari, Aeni Zuhana Saidin, and Asmidah Alwi</p> <p><b>Presenter:</b> Dr. Nassiriah Shaari</p>	<p>PID88: VIOLENCE AGAINST WOMAN IN SELECTED THAI FILMS: A PERSPECTIVE</p> <p>Napat Ruangnapaku, Norhafezah Yusof and Norsiah Abdul Hamid</p> <p><b>Presenter:</b> Napat Ruangnapakul</p>
	<p>PID73: USABILITY CONSIDERATIONS MAKE DIGITAL INTERACTIVE BOOK POTENTIAL FOR INCULCATING INTERPERSONAL SKILLS</p> <p>Ariffin Abdul Mutalib, Adi Lukman Saad, and Ali Mohamed Hussein Nasralla</p> <p><b>Presenter:</b> Dr. Ariffin Abdul Mutalib</p>	<p>PID17: THE PATTERN, ENTRY REQUIREMENTS, AND JUDGING CRITERIA OF THE MALAYSIAN MEDIA AWARD FROM 2005 – 2014</p> <p>Noor Mayudia Mohd Mothar and Mariah Muda</p> <p><b>Presenter:</b> Dr. Noor Mayudia Mohd Mothar</p>	<p>PID78: THE DEVELOPMENT OF MOBILE AUGMENTED REALITY FOR LAPTOP MAINTENANCE (MAR4LM)</p> <p>Ousama A. Shaaban, Ruzinoor Che Mat and Mohd Hafiz Mahayudin</p> <p><b>Presenter:</b> Mohd Hafiz Mahayudin</p>
	<p>PID76: MEASURING PERCEIVED HELPFULNESS OF COMPUTERIZED DECISION AID FOR YOUTH</p> <p>Siti Mahfuzah Sarif, Norfiza Ibrahim, and Norshuhada Shiratuddin</p> <p><b>Presenter:</b> Dr. Siti Mahfuzah Sarif</p>	<p>PID38: THE LAW OF DEFAMATION AND THE ETHICS OF REPUTATION: A CASE STUDY OF THE MEDIA IN MALAYSIA</p> <p>Ahmad Masum and Md Rejab Md Desa</p> <p><b>Presenter:</b> Dr. Ahmad Masum</p>	<p>PID83: CREATIVITY, VENTURE CREATION AND INNOVATION OF GENERATION Y IN MALAYSIA – A COMPARISON OF GENERATION X AND GENERATION Y</p> <p>Cheng Wei Hin, Filzah Md Isa and Abdul Manaf Bohari</p> <p><b>Presenter: PM Dr. Cheng Wei Hin</b></p>
12.30 – 2.00	Lunch		
2.00 – 5.00	Free and Easy / Campus Tour		
8.30 – 11.00 pm	AYIFF Gala Nite & Award Ceremony at Mua'dzam Shah Hall, UUM		