

INTERNATIONAL CONFERENCE

ASCENT 2015

12TH - 13TH MARCH

FTMSGlobal – Technology Park Malaysia Campus

Innovation Integration

A Scholarly Conference on Emerging Trends
in Business, Computing and Education



Convened by



In Association with



Supported by



OBJECTIVES

To provide a platform to present applications of better solutions that meet new requirements or existing market needs and to integrate multicultural disciplines such as business, computing and education.

SIGNIFICANCE

- Immediate need to enhance research and development activities in support of Malaysia Vision 2020.
- Greater need to conduct research in technology support of education at corporate, community and national level.
- Need to identify reasons for the high failure rate of SMEs and Small Business in developing nations.
- Need to improve applications in various software development strategies.

IMPACT

- Enriching the existing research literature.
- Enabling the drafting of successful business policy and strategy in various directions.
- Creating or extending networks and new business opportunities.



CALL FOR PAPERS

Authors are invited to submit their original research papers, case studies, reviews, work in progress, reports, abstracts, students' papers or research proposals within the broad scope of the conference. Work which reflects emerging technologies and trends in the fields of business management, information systems and education is most appropriate. Please send a soft copy in Microsoft Word format after preparing the same as per submission guidelines, to the email address: Ascent@ftms.edu.my Please mention all your details (Name, address, contact number, email ID, qualifications etc.)

SUBTHEMES

IT Sub Themes

- Applied Computing
- Biomedical Engineering
- Remote Sensing
- Genetics
- Oceanography Technology Systems
- Waste Management Systems
- Water Marine Sciences
- Artificial Intelligence
- Computational Statistics
- Computer Graphics
- Computer Security
- Computer Vision
- Control Theory
- Databases
- Data Mining
- Distributed Computing
- Dynamical Systems
- Expert Systems
- Game Theory
- Graph Theory
- Grid Computing
- Green Information Technology
- Networks
- Operating Systems
- Parallel Computing
- Linguistic Computing
- Multimedia
- Medical Cybernetics
- Image Processing
- Quantum Computing
- Reliability Theory
- Software Engineering
- Systems Theory
- Theory of Computation
- Wireless Computing
- Bio Cybernetics
- Bioinformatics
- Cognitive Science
- Computational Biology
- Cryptography
- Cybernetics
- Engineering Cybernetics
- Ergonomics Humanities
- Information Science
- Knowledge Management
- Management Cybernetics
- Human-computer Interaction
- Information Retrieval
- Internet
- Machine Learning

Business Sub Themes

- Marketing Management**
 - Customer Perceived Value
 - Customer Value Proposition
 - International Marketing
 - Marketing Mix Adaptation Vs Standardization
 - Relationship variables in Marketing
 - Integrated Marketing Communications
 - Importance of social media in Marketing
 - IT & Marketing
 - Retail Marketing Issues
 - Consumer Behaviors Issues
 - B2B Marketing
 - CRM
- Business and International Management**
 - Organizational Change Management
 - International Business Issues
 - Social and Cultural Changes
 - Organizational Behavior Concepts and Issues
 - Systems and Operations Management
 - Strategic Management Issues
 - Research Methods and Related Issues
 - Entrepreneur and Innovation
 - Decision Making and Problem Solving
 - International Environmental Sustainability
 - CSR Related Issues
 - Economic Concepts and Related Issues
 - High Performance Work Practices
 - Education Related Issues

Education Sub Themes

- Teaching Strategies
- Relating Formal and Informal Learning
- Communicating Climate Change
- Interaction in Class Rooms
- Learning and Lesson Study in Mathematics
- Teachers in Development of Inclusive Pedagogy
- Classical Tales in English Classrooms
- Eco Behaviours in Schools or Education Institutions
- Accounting and Finance**
 - Financial Management Issues
 - Accounting Standard and Reporting Issues
 - Strategic Financial Management
 - International Financial Management
 - Auditing
 - Professional Accounting
 - Ethics in Accounting
 - Corporate Governance
 - Costing & Management Accounting
- Human Resource Management**
 - Human Resource Management Practices
 - International Human Resources
 - Reward Management Issues
 - Employment Laws and Related
 - Employee Relations
 - Ethics of Employees

SCHEDULE AT A GLANCE

Day 1 Thursday, 12 March

- 08.00am - 09.00am Registration
- 09.00am - 09.45am Continental Breakfast
- 10.00am - 10.45am Opening Ceremony
- 10.45am - 11.00am Coffee and Network
- 11.00am - 01.00pm Parallel Presentation Sessions
- 01.00pm - 02.00pm Lunch
- 02.00pm - 03.00pm Common Session "GST"
- 03.00pm - 05.00pm Parallel Presentation Sessions
- 06.00pm - 08.00pm Cultural Night and Dinner

- 8:00 AM - 6:00 PM Registration
- 8:00 AM - 6:00 PM Exhibition Hall Hours

Day 2 Friday, 13 March

- 08.00am - 09.00am Continental Breakfast
- 09.30am - 10.30am Parallel Presentation Sessions
- 10.30am - 11.15am Common Session
- Entrepreneur's Success Story
- 11.15am - 11.30am Coffee and Network
- 11.30am - 12.30pm Closing Ceremony
- 12.30pm - 01.30pm Lunch
- 02.30pm - 07.00pm City Tour

- 8:00 AM - 5:00 PM Registration
- 8:00 AM - 6:00 PM Exhibition Hall Hours

CONFERENCE PANEL

Prof. Mohammad Dastbaz

BA, PhD, CEng, FCCA, FCA, FIMA, FBICS, CITP, FRSA
Academic Director, FTMS Global

Prof. Mohammad Dastbaz is the Dean of the Faculty of the Arts, Environment and Technology, at Leeds Metropolitan University. Professor Mohammad Dastbaz completed his first degree in Electrical and Electronic Engineering, going on to complete a PhD in the Design, Development and Evaluation of Multimedia Based Learning Systems' at Kingston University. He is an active researcher with over 60 reviewed Journal and Conference papers as well as a number of books and book chapters and he has led and developed research projects totalling over £5M. Before joining Leeds Met, he worked at the University of East London as their Dean of the School of Computing, IT and Engineering.

Prof. Dr. Nora Ann Colton

D.Phil, MSc, BSc
Deputy Vice-Chancellor (Academic), University of East London, UK

Before coming to the University in 2010 Professor Colton was, for four years, a Professor and Chair of the Economics and Business Department at Drew University in Madison, New Jersey in the United States, where she also served as the Director of the Middle East Studies programme. She received her DPhil from Oxford University and was a two-time Fulbright scholar and a Carnegie scholar. She taught economics at Oxford and Harvard Universities and has held visiting appointments at the American University in Beirut, Lebanon. Professor Colton publishes in the fields of business education, Islamic Finance and Middle Eastern economies.

Dr. Trevor Bolton

BA (Hons) MBA PhD Chartered MCIPD PGCE CDipAF
Pro-Vice Chancellor & Dean of the Lord Ashcroft International Business School

Prof. Dr. Trevor Bolton is the Pro-Vice Chancellor & Dean of the Lord Ashcroft International Business School. He holds degrees from three universities and is a member of the Chartered Institute of Personnel and Development. He has published in the area of HRM and more widely. He is an external examiner to two other universities and has previously held a number of similar positions in the UK and overseas. Additionally he is Director of the Institute for International Management Practice: Caribbean.

The Institute seeks to bring practice based business and management research, consultancy, training and publication to the Caribbean region and is currently sponsoring a number of research projects and doctoral students.

Prof. Dr. Azmawani Abd Rahman

Dean, Faculty of Economics and Management, University Putra Malaysia

Professor Dr. Azmawani Abd Rahman is a Dean and Lecturer at Faculty of Economics and Management, University Putra Malaysia. She did her PhD in Technology and Operation Management from (Aston University, UK), her Masters in Strategic Management from University Putra Malaysia and her BSc, Business Administration from South Alabama, U.S.A. Her Research Interest are in field of Supply Chain Management, Product design/customization and Advanced Manufacturing Technology Management.

Prof. Andrew Chambers

BA, PhD, CEng, FCCA, FCA, FIMA, FBICS, CITP, FRSA
Academic Director, FTMS Global

Described in The Times Editorial (15Sep06) as 'a worldwide authority on corporate governance, Andrew is Academic Director of FTMS, Author of *Chambers Corporate Governance Handbook* (2014) and *The Operational Auditing Handbook - Auditing Business & IT Processes* (2010) and twenty other books. He was the Specialist Advisor to the House of Lords' Economic Affairs Select Committee's Inquiry into Auditors: market concentration and their role (2010-12). Andrew is Acting Chair of Fédération des Experts Comptables Européens (FEE's) Corporate Governance and Company Law group (Brussels). He was a member of the committee, previously Dean of Cass Business School, London.

Prof. Dr. Achuthsankar S. Nair

B.Tech, M.Tech (IIT Bombay), M.Phil. (University of Cambridge, UK), Ph.D (University of Kerala, India)

Prof. Dr. Achuthsankar is heading the State Inter University Center of Excellence in Bioinformatics, University of Kerala. Since 1987, he has taught in various Engineering Colleges, Universities and Institutes both within India and abroad. During 2001-2004 he served as Director of Centre for Development of Imaging Technology, C-BIT, an autonomous techno-creative centre of Govt. of Kerala. Prof. Dr. Achuthsankar is recipient of Young Scientist Award of Govt. of Kerala (1991), Cambridge Burday Scholarship (1991), ISTE National Award for Young Engineering Teachers (1994).

Assoc. Prof. Dr. Zaitun Abu Bakar

PhD, MSc, BSc
Department of Information Systems (Women Section), King Abdul Aziz University Rabigh, Saudi Arabia

Assoc. Prof. Dr. Zaitun Abu Bakar, is currently attached to Department of Information Systems (Women Section), King Abdul Aziz University Rabigh, Saudi Arabia. She has been an ardent support of ASCENT2013 and ASCENT2014 by presenting a paper and also a plenary chair. She graduated Leeds University, UK with a BSc in Computer Science, then did her postgraduate with UCU Aberystwyth, UK in Masters Computers Science and her Doctorate in University Malaysia. She has been previously attached as an Associate Professor to University Malaysia, Asia eUniversity, Jazan University, Saudi Arabia and King Abdul Aziz University.

Dr. Sajjal Divakaran

PhD, MPhil, MSc, BSc, FBICS
Principal, FTMS Global Malaysia

Dr. Sajjal is the Principal and CEO of FTMS Global College, Malaysia. Dr. Sajjal holds a PhD in Computer Science, an MPhil in Further Studies, an MSc in Computer Science and a BSc in Mathematics, all awarded by the University of Kerala, India. His areas of research interest are image processing, image retrieval, character recognition and approximate/fuzzy string matching in linguistic computing. He has recently taken his place among the most senior and respected professionals in the field of IT by being awarded a Fellowship of the British Computer Society (FBCS). He also received the 'Most Promising Entrepreneur in Malaysia' award at the recent prestigious Asia Pacific Entrepreneurship Awards ceremony.

IMPORTANT DATES

Activity	Date
Conference Dates	12 th & 13 th March 2015
Publication Release	13 th April 2015
Notification of Acceptance of Paper	3 days after submission
Author Registration	6 th March 2015
Attendee Registration	10 th March 2015
Submission of full paper	27 th Feb 2015
Early Bird Deadline	27 th Feb 2015

PUBLICATIONS

Selected conference papers will be published in IJABM, ISSN 2289-3777, IJISE, ISSN 2289-3709 and IJTEL, ISSN XXXX-XXXX. All accepted papers will be published in conference proceedings with ISBN. Participation certificate and publication certificate will be issued separately.

REGISTRATION FEE

Category	Fee
International Early Bird	USD 100
International	USD 150
Local Early Bird	USD 50
Local	USD 100
Publication Fees (Online & printed)	USD 100
FTMS Students	RM 25

- Standard rate registration fees (participants & presenters) include conference admission, conference set (printed proceedings and materials), lunches and refreshments.
- *Student rate registration fees (participants & presenters) include conference admission, conference set (CD proceedings and materials), lunches and refreshments.
- Accommodation fee is not included. You have to arrange accommodation by yourself.

PAPER IN ABSENTIA

Authors who cannot attend the conference in person, but wish to present a paper *in absentia* are also encouraged to send a paper as per the schedule. Papers on the conference theme presented *in absentia* are eligible to be included in Conference Materials. Authors need to send the powerpoint presentation (15 slides) in his/her absentia. Authors presenting papers *in absentia* will receive the conference proceedings CD-ROM and respective certificates by courier to a given address.