**International Social and Behavioural Science Conference 2015 (ISBSC2015)**

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**Global Entrepreneurship Theory and Practice Conference 2015 (GETPC2015)**

**21st December, 2015 –New York Hotel, Johor Bahru, Malaysia**

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| **Time** | **Description** |
| 9.00 – 10.00 | **Registration - Meeting Room 1 – Level 22** |
| 10.00 – 10.30 | **Briefing & Group Photography Session - Meeting Room 1 – Level 22** |
| 10.00 – 10.30 | **Coffee Break** |

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| **Time** | **Session 1** | | | |
| 10.30 – 1.00 | **Meeting Room 1 – Level 22** | | **Meeting Room 3 – Level 22** | |
| 1. | Relationship between Active Learning and Self Efficacy among Students in Higher Education  **Chan Yuen Fook**, Siti Fairuz Dalim, Suthagar Narasuman, Gurnam Kaur Sidhu, Lee Lai Fong and Khor Meng Keang | 1. | Challenges In The Financial Inclusion Of Entrepreneurs: The Case Of Micro, Small And Medium-Sized Enterprises In India  Sivakumar Venkataramany, **Balbir Bhasin**, Li Lee Ng |
| 2. | The Influence of Personality Traits on Job Performance among Secondary School Teachers  **Noraini Rusbadrol** and Norashikin Mahmud | 2. | Trust As A Mediator In Determining Customers Purchase Intention Of Halal Frozen Food  **Zainuddin Zakaria**, Muhammad Rahman Salim, Zuriyati Ahmad, Ferozah Haini Mohamed Ahmad, Mohd Ariff Kamaludin |
| 3. | The Standard and Performance of Professional Upskilling of English Language Teachers Programme: An Evaluation  **Hasreena A.R.** and Jamil Ahmad | 3. | Social Enterprise Sustainability: An Exploratory Case Of Selected Private Islamic Schools In Malaysia  **Mohd Ali Bahari Abdul Kadir** and Suhaimi Mhd. Sarif |
| 4. | Changing names, changing places: The transformation of female identity through translocation in Bharati Mukherjee’s novel, Jasmine  **Kamala Naiker** | 4. | Evaluating the Sustainable Practices OF SME Master Plan and Recommendations for Improvement  **Jeen Wei Ong** |
| 5. | Gender as Social Construct  **Sanjaleen Prasad** | 5. | Creating Resilient Entrepreneurships Through Brand Identity  **Siti Fatimah Hashim**, Rosita Mohd. Tajuddin, Amer Shakir Zainol |
| 6. | Exploring Adult Undergraduates’ Learning Strategies and Their Perceived Reading Comprehension Difficulties  **Sharifah Amani Syed Abdul Rahman**, Noor Hanim Rahmat and D Rohayu Mohd Yunos | 6. | Understanding Motivation Factors of Tourism Entrepreneurs in Tasik Kenyir  **Kalsitinoor Set**, Azizul Yadi Yaakop, Noor Zatul Iffah Hussin, Borhanudin Mohd Yusof@Mohamed and Juhaida Abd Ghani |
| 7. | Football disorder among football fans in Malaysia: A study of Kelantan, Johor, Perak and Selangor football fans.  **Nur Hafizah Yusoff** | 7. | Shopping Tourism and Trading Activities at the Border Town of Malaysia-Thailand: A Case of Padang Besar, Perlis  Azila Azmi, Suria Sulaiman, Dian Aszyanti Atirah Mohd Asri and **Mohamad Azli Razali** |
| 8. | Systematic Phonics Intervention and its impact on the Development of Phonics Skills and Speech Perception among Children with Hearing Loss using Spoken Language  **Zurahani A. Rahim** and P. Margaret Brown | 8. | Are Personal traits, Commitment, Networking and Business Knowledge Influencing the Success of the Chinese Business?  Jati Kasuma, Agnes Kanyan, Abolkasim Adai@Adir and **Franklin Hazley Lai** |

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| **Time** | **Description** |
| 1.00 – 2.00 | **LUNCH** |

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| **Time** | **Session 2** | | | |
| 2.00 – 4.00 | **Meeting Room 1 – Level 22** | | **Meeting Room 3 – Level 22** | |
| 1. | Identifying Study Skills And Personal Skills That Influence UniKL MICET Undergraduates’ Grade Point Average (GPA)  **Mariati Mohd. Salleh**, Ahmad Naim Ahmad Yahaya, Azman Yusof, Herdayuwati Hussin | 1. | Entrepreneurial University: A Case of Universiti Teknologi MARA  Hardy Loh Rahim, Razmi Chik, Mohd Ali Bahari Abdul Kadir, Zarina Salleh and **Adlan Ahmad Bakri** |
| 2. | A Minimalist Analysis of the Animal Coding System in Mehri Language within Probe-Goal Matching Approach  **Saeed, Al-Qumairi** | 2. | A Review of Tunas Mekar Programme in Creating Entrepreneurs among University Graduates  Hardy Loh Rahim, **Adlan Ahmad Bakri,** Zanariah Zainal Abidin, Junainah Junid and Hardi Emrie Rosly |
| 3. | Implementation of Positive Psychology Approach to in Identification Process of Action Research  **Arief Fahmie**, Ery Arifudin | 3. | Competition Act 2010: Policy and Regulatory Implication on Innovative Entrepreneurship  **Angayar Kanni Ramaiah** |
| 4. | The Doctors’ Dilemma Against The Patients’ Rights To Information In Clinical Trials  **Yuhanif Yusof**, Anisah Che Ngah, Nor Anita Abdullah, Hairuddin Megat Latif, Md Rejab Md Desa | 4. | Oil Palm Smallholder’s Engagement in Business Activities  **Azhar Ahmad**, Ahmad Raflis Che Omar, Lokhman Hakim Osman, Md Shafiin bin Shukor and Mohd Abdullah Jusoh |
| 5. | Establishing The Ideal Procurement Arrangement Option (Pao) That Best Meet The Needs Of Malaysian Private Sector Construction Clients  **Wan Norizan Wan Ismail**, Siti Sarah Mat Isa, Syarifah Nur Nazihah Syed Jamalulil, Nurul Huda Muhamad and Siti Nor Faizah Ab Malek | 5. | Corporate Governance and Anti-Money Laundering Measures in the Banking Industry: Malaysian Experience  **Aspalella A. Rahman** |
| 6. | Talking sex in the classroom: What is the right approach?  **Johari Talib**, Maharam Mamat, Maznah Ibrahim and Zulkifli Mohamad | 6. | Validation of Measurement Model of Internal Marketing in Banking Sector in Yemen  **Waddah Ismail**, Nooraini Mohamad Sheriff |

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| **Time** | **Session 3** | | | |
| 4.30 – 6.30 | **Meeting Room 1 – Level 22** | | **Meeting Room 3 – Level 22** | |
| 1. | Organizational Culture and its Effect on Organizational Innovativeness in Malaysian Higher Education Institution  **Nor Intan Adha Hafit**, Azizan Asmuni, Khairuddin Idris and Nor Wahiza Abdul Wahat | 1. | Asset-Light Strategy and Efficiency: The Essence of Managerial Ability  Wei-Kang Wang, **Qian Long Kweh** and Wen-Min Lu |
| 2. | Public Awareness towards Goods and Services Tax (GST) in Kuala Lumpur, Malaysia  **Noormahayu Binti Mohd Nasir**, Ashimah Binti Abdullah Sani, Nor Marini Binti Mohtar and Zu Khairunnisa Binti Zainurdin | 2. | Factors Associated with Adoption of Stimulation Technology by Rubber Smallholders in Malaysia  **Muhammad Fadzli bin Ali**, Ramli bin Osman and Norizatulshima Binti Ibrahim |
| 3. | Assessment of Salivary Biomarkers Associated with Occupational Stress  **Amir Heberd**, Ahmad Razali, Sundara Rajan Mahalingam, Chua Say Tiong and Kamaruddin Arshad | 3. | Demographic Profile’s Impact on Kuala Lumpur’s Public Attitudes towards the Street Trees Values  **Nor Hanisah Mohd Hashim**and James Donald Hitchmough |
| 4. | Social Stigma of Incest in Malaysia  Mohd Idham Mohd Yusof, Nasreen Miza Hilmy, **Hazariah Yais Razali** and Jeniwaty Mohd Jody | 4. | The Comparisons of Perceptions Among Landscape Professionals’ on Tree Retention and Legislation  **Nor Hanisah Mohd Hashim**and James Donald Hitchmough |
| 5. | Women in Building Surveying  **Nadira Ahzahar**, Nor Adliza Kayat, Intan Bayani Zakaria, Siti Zubaidah Hashim | 5. | A Study on Leadership Skills of Project Manager for a Successful Construction Project  **Intan Bayani bt Zakaria**, Mohamad Redhuan Bin Mohamed, Nadira bt Ahzahar, Siti Zubaidah bt Hashim |
| 6. | Performance measurement system of oil and gas supply chain – resources based view perspectives  **Masha Salsabiela Menhat** | 6. | Elevating Job Performance through Job Characteristics and Work Involvement  **Johanim Johari,** Tan Fee Yean, Khulida Kirana Yahya and Zurina Adnan |
|  | 7. | Rain Metaphors and Images in Tan Twan Eng’s The Gift of Rain: Perspectives on the Sociology of Malaysian Chinese Identity  **Seng Tong Chong**, Zalina Mohd Kasim and Yu Jin Ng |  |  |

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| **Time** | **Description** |
| 7.00 – 8.30 | **DINNER AND AWARD CEREMONY** |