

# 2011 IEDRC SINGAPORE CONFERENCES SCHEDULE

**2011 2nd International Conference on Innovation, Management and Service  
(ICIMS 2011)**

**2011 2nd International Conference on Construction and Project Management  
(ICCPM 2011)**

**Singapore**

**September 16-18, 2011**

**Co-Sponsored by**



**<http://iedrc.org/>**

## Registration Only: September 16, 2011 (Friday)

### Foyer of Parawave Level4 (PARAMOUNT HOTEL SINGAPORE)

10: 00 – 12: 30	Arrival and Registration
13: 30 - 17: 00	

**Note:** (1) You can also register at any time during the conference.

(2) Certificate of Participation can be collected at the registration counter.

(3) Please tell the conference receptions your paper ID.

(4) The organizer won't provide accommodation, and we suggest you make an early reservation.

(5) One Excellent Paper will be selected from each oral session, and one Best Paper will be selected from the excellent papers. The Certificate for Excellent Papers and Certificate and Cash reward for best paper will be awarded in the Welcome Banquet on September 18, 2011.

## Conference: Morning, September 17, 2011 (Saturday)

Venue: Amber (Level 3)

09: 00 - 09: 10	Opening Remarks <b>Prof. Dean, A. M. RAWANI</b> National Institute of Technology, India
9: 10 – 9:55	Keynote Speaker Speech 1 <b>D. SUDHARSHAN</b> Gatton College of Business and Economics University of Kentucky Lexington, KY
9:55 - 10:40	Keynote Speaker Speech 2 <b>Dr. Prakash Naraian Kalla</b> College cum Distance Education Centre, S.K. Rajasthan Agricultural University, Bikaner, Rajasthan (India).

<b>10:40- 11:00</b>	<b>Coffee Break &amp; Photo Session</b>
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## Morning, September 17, 2011 (Saturday)

### SESSION – 1

Venue: Amber (Level 3)

Session Chair: **Reda M LEB CIR (Co-Chair)**

Time: 11:00 – 12:00

S00005	A Linear Programming Approach For Different Serial Machines Scheduling With Optimizing Batch Size In A Flow Oriented Synchronized Production Imran Aslan
S00006	Impact of E-Auctions on Public Procurement Effectiveness Jan Pavel and Rudolf Kub k
S00009	Patterns of Innovation: A Case Study of US Pharmaceutical Industry Saif Ullah Khan and Muhammad Tariq
S00010	Factors Influencing Strategic Technology Alliance Formation of Malaysian Manufacturers Juhaini Jabar, Claudine Soosay, Norfaridatul Akmaliah Othman and Md. Nor Hayati Tahir

S00011	EXPLORING THE LOST LINK BETWEEN TQM, INNOVATION AND ORGANIZATION FINANCIAL PERFORMANCE THROUGH NON FINANCIAL MEASURES Naveed Mushtaq, Wong Wai Peng and Soh Keng Lin
S00012	Perceived Factors and Value by Undergraduates on Private University Education Ming-Ming Lai, Siok-Hwa Lau, Nurul Afidah Mohamad Yusof and Kok-Wai Chew

<b>12: 00 - 13: 30</b>	<b>Buffet Lunch</b>
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## Afternoon September 17, 2011 (Saturday)

### SESSION – 2

Venue: Amber (Level 3)

Session Chair: **Prof. Dean, A. M. RAWANI**

Time: 13:30 – 15:30

S00014	Effective Business Model Change in Entrepreneurial Ventures: the Roles of Venture Capital Firms and New Managers Additions Violetta Gerasymenko, Dirk De Clercq and Harry J. Sapienza
S00015	A New Two-Stage Fuzzy Decision Making Model in Supply Chain Risk Management Hossein Rikhtehgar Berenji, R.N. Anantharaman and Mojtaba Karegar
S00016	Students as Future Performers: Intercultural Differences and Value of Intellectual Property Protection for Society Vilmante Kumpikaite, Imran Aslan and Farzam Chakherlouy
S00017	Value of Intellectual Property Protection for Society Kestutis Duoba and Vilmante Kumpikaite
S00018	An Analysis of the Effects of Service and Marketing of 3C products on Consumer Behavior in Electronic Appliance Chain Stores and Discount Chain Shopping Malls Hsiung-Shen Jung and Ting-Sheng Weng
S00019	The Study Of E-Commerce On Trust, Satisfaction And Loyalty Po-Hung Lin and San-Wei Xu
S00020	Study on the Use of Tablet PCs in Mobile Learning Ting-sheng Weng , Hsiung-shen Jung and Chien-Kuo Li
S00024	An Evaluation of the Effectiveness of E-recruitment Practices for SMEs in Malaysia Mehdi Mohammadi Poorangi, Seyedehfatemeh Razavi and Negin Rahmani
S00025	Segmenting Motivations for the Satisfaction of Spectators in 2009 World Games Chin-Huang Huang , Chun-Hung Lee and Chi-Shin Hou
S00027	The Composition Nature of Competitive Advantage: Investigations on Firms' Contemporaneous Innovation and Market Engagement Tung-Shan Liao and Hsiao-Wen Li
S00029	E-Banking Adoption Analysis Using Technology Acceptance Model (Tam) :Empirical Study Of Bank Customers In Bekasi City Henny Medyawati , Marieta Christiyanti and Muhammad Yunanto
S00030	Organisation Staffing Optimisation Using Deterministic Reneging Queuing Model Trong B. Tran, Steven R. Davis and David G. Carmichael
S00031	Indonesian Moyie Industry After The Reformation Era Elvy Maria Manurung
S00034	Feasibility Study of Modified Genteng (Tile Roof) Press Machine Peni Sawitri and Supriyono
S10031	Involvement and Continuous Patronage: Indicators of Consumer's Intention to Purchase towards Private Label Brand Extensions K,Sadasivan , C.Samudhra rajakumar and R.Rajinikanth
S30018	Wireless Sensor Networks: Architectures, Information Dissemination Protocols, Applications

Abolfazl Gandomi and Vahid Ayatollahi Tafti
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<b>15: 30 - 15: 40</b>	<b>Coffee Break</b>
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**SESSION – 3**

Venue: Amber (Level 3)

Session Chair: **D. SUDHARSHAN**

Time: 15:40 – 18:00

A10010	A Case for Acceleration rather than Extension of time on Construction projects in Uganda Kenneth Ssemwogerere
A00006	Using Project Financing to Develop Constructed Facilities in Italy Alberto De Marco, Giulio Mangano and Timur Narbaev
A00007	Rapid Lean Construction Concept (RLCC) Muhamad Azani Yahya and Mohamad Ibrahim Mohamad
A00008	Utilization of 3D Information on Road Construction Projects in Japan Satoshi Kubota
A00011	The Influence of Project Life Cycle and Key Performance Indicators in Project Management Performance: Comparison between ICT and Construction Project Norshima Humaidi and Noor Azzah Said
A00012	Cost Estimate At Completion Methods in Construction Projects Timur Narbaev, Alberto De Marco
A00015	Behavioral Logistics and Productivity Arvind Mohan Mohan Lal Varshney
A00016	Evaluation of Management Indicators in Projects Mohammad Reza Maghareh, Sudabeh Mohammadzadeh, Fatemeh Mohammad Alinejad and Rasool Maghareh
A00017	Dynamic Multi-Attribute Decision Making Model with Grey Number Evaluations on Safety Management Performance of Subcontractors Hsin-I Ting, Luh-Maan Chang, Pin-Chan Lee
A00019	Important Factors for Success of Public Construction Projects S.Z.S. Tabish, K.N. Jha
A00032	Modelling Arbitration: Evaluating Risks and Settlements of Disputes Using Regret Theory Abdulla Galadari, Hamad Al-Hammadi
A00037	Rope Attribute Measurement System for Gondola Type Façade robot Dong Yeop Kim, Joon Ho Kwon, Hwadong Sun, Bong-Seok Kim, Chang-Woo
A00039	How can we systematically manage Lessons Learned in projects? Yasha Afshar Jalili, Nasrin Sadeghi, Samareh Fakhimi, Yukabead Beik Khakhian
A00049	CSFs to manage risks in energy infrastructure projects by Public-private Partnerships Adel Azar, Abouzar Zangouinezhad, Abbas Moghbel, Shaban Elahi
S10035	Application of Bayesian Network Model for Enterprise Risk Management of Expressway Management Corporation Paradee Namwongse and Yachai Limpiyakorn

**Morning September 18, 2011 (Sunday)****SESSION – 4**

Venue: Amber (Level 3)

Session Chair: **Dr. Prakash Narayan Kalla**

Time: 9:00 – 10:30

S00035	Consumers' Intention to Purchase Green Foods in Malaysia Phuah Kit Teng, Golnaz Rezai, Zainalabidin Mohamed and Mad Nasir Shamsudin
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S00038	Proposing an approach for evaluating e-learning by integrating critical success factor and fuzzy AHP Mohammad Reza Mehregan, Mona Jamporzmay, Mahnaz Hosseinzadeh and Mohsen Mehrafrouz
S00039	A Case Study of Using Classification and Regression Tree and LRFM Model in A Pediatric Dental Clinic Shih-Yen Lin, Jo-Ting Wei, Chih-Chien Weng and Hsin-Hung Wu
S00041	A Framework for Value Discipline-Driven Strategic Alignment between Business and IT –From the Perspective of BPR Shuhei Kudo, Kayo Iizuka and Michiko Miyamoto
S00044	A Framework for Customer Involvement-Based Service Recovery Design Yen-Hao Hsieh
S00050	Conceptual approach to e-government, targets and barriers facing its M. Jouzbarkand, M.khodadadi and F.sameni keivani
S00051	Conceptual Evaluation E-commerce, objectives and the necessary infrastructure M. Khodadadi, M.Jouzbarkand and F.sameni keivani
S00055	Household Income Structure Among Paddy Farmers in Granaries Areas in Malaysia Rika Terano and Zainalabidin Mohamed
S00057	Network Resources as a Source of Competitive Advantage Takashi Matsuo
S00059 SC 7	Identifying, Analyzing and Evaluating Risks of Service Development - A Quality-oriented Approach Robert Schmitt and Sven Schumacher
S00062	The Dynamics of Cross-Cultural Management Knowledge Transfer: from Taiwan to the Philippines Tsang-Yao Chen, Yi-Chang Tsai and Su-Houn Liu
S10001	The Integration of Metadata and Information Technology in Promoting Innovation in the Public Organization: A study in Thailand Patthera Ruenpitak, Pasu Decharin and Wiwat Vatanawood
S10004	Application of Intelligent Systems and Econometric Models for Exchange Rate Prediction Abu Hassan Shaari Md Nor and Behrooz Gharleghi
S10010	Providing the Hybrid model in analyzing and selecting innovative projects of product design with approach to quality function deployment & value engineering (Case Study: SAPCO Company) Mohammadreza Motadel, Mohammadali Afshar-Kazemi and Abbas Toloie-Eshlaghy
S10037	Evaluating the Social Support and Self-Esteem towards Work-Family Enrichment in achieving Life Satisfaction. Wan Edura Wan Rashid, Mohamad Sahari Nordin , Azura Omar and Izhairi Ismail
S30031	Facilitators of Women’s Career Advancement in Public Service: A Study in A Developing Country Abdul Ghani Azmi, I. , Syed Ismail, S.H. and Basir, S.A.

<b>10:30 – 10:40</b>	<b>Coffee Break</b>
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**SESSION – 5**

Venue: Amber (Level 3)

Session Chair: Ar.Chandran Rekha Jetty

Time: 10:40 – 12:10

A00052	Revisiting Project Complexity: Towards a Comprehensive Model of Project Complexity Saleem Gul, Shahnawaz Khan
A00053	An Investigation on the Impact of Laddering Technique in Project plan: a Case of Road Construction Seyed Ali Hosseini, Taravatsadat Nehzati, Mohammad Amin Okhowat, Norzima Zulkifli
A10002 CC	Impact of Project Complexity Factors on Project Cycle Time: A System Dynamics Modelling Approach Reda M LEB CIR and Jyoti CHOUDRIE
A10004	Applicability of TRIZ to In-Situ Construction Techniques Kevser Coşkun and M. Cem Altun
A10005	Classification of Construction Techniques of Architectural Components- Examples from Istanbul,

	Turkey M. Cem Altun , Kevser Coşkun and Hikmet Mengüç
A10007	Impact of Project Managers' Personalities on Project Success in Four Types of Project Amir Hossein Fazel Bakhsheshi, Safoora Rashidi Nejad
A10009	Construction Supply Chain Management Evaluation Using an Adaptive Neuro Fuzzy Inference System Thoedtida Thipparat
A10012	Dynamic Analysis of Concrete Minaret Using Gene Expression Programming Kaveh Kumarci, Mehran Koochi Kamali ,Afsaneh Banitalebi Dehkordi
A10013	E-Portfolio Role To Enhance Project Managers' Competencies Ghasem Omidvar, Farhang Jaryani, Dr. Zulkiflee Bin Abdul, Samad, Somayeh Fattahi Zafar Ghandi, Samaneh Salehy Nasab
A10015	Considering Learning, Unlearning In Professional Development For Construction Project Managers: A Pilot Study Muneera Esa and Zulkiflee Abdul Samad
A10023 SC6	Evaluation of Job Satisfaction and Performance of Employees in Small and Medium Sized Construction Firms in Nigeria Abdulquadri Ade Bilau , Wallace Imoudu Enegbuma, <b>Akintunde Musibau Ajagbe</b>
A10025	Key Practice Indicators of Team Integration in Construction Projects: A Review Che Khairil Ibrahim , Seosamh Benedict Costello and Suzanne Wilkinson
A10032	Project portfolio Selection Using VIKOR Technique under Fuzzy Environment Mohammad Majid Fouladgar, Abdolreza Yazdani-Chamzini, Siamak Haji Yakhchali, Mohammad Hossein Basiri
A10033	Examination of process to develop a framework for better implementation of quality practices in building projects. Amirhossein Heravitorbati, Vaughan Coffey, Bambang Trigunaryah, Ehsan Sagharforoush

<b>12:10-13:30 , 18 September 2011</b>	<b>Lunch Break</b>
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## Afternoon September 18, 2011 (Sunday)

### SESSION – 6

Venue: Amber (Level 3)

Session Chair: **Akintunde Musibau Ajagbe**

Time: 13:30 – 15:30

S10037	Evaluating the Social Support and Self-Esteem towards Work-Family Enrichment in achieving Life Satisfaction. Wan Edura Wan Rashid, Mohamad Sahari Nordin , Azura Omar and Izhairi Ismail
A10041	The Function of Creativity and Innovation in Architectural Design Management Danfulani Babangida Idi, Khairul Anwar Bin Mohamed Khaidzir
A10045	Project Appraisal: A reflection Nuno Moutinho, Helena Mouta
A10046	A Model Framework For Knowledge Transfer Development, A three Country Comparison Moh'd Azian Zaidi, Hilary Davies
A10047	Greenroads: A Portrait of Sustainable Design and Construction for Indian Roads Anand Singh, Rajesh Goyal , Ashok Kumar Gupta and Aurobindo Ogra
A10049	“The Result of Delayed Projects on Publics' Satisfaction in Tehran” Mohammadjavad Mahdavinejad, Masoomah Molaee
A10050 SC5	BES & GSC IN AEC INDUSTRY Ar.Chandran Rekha Jetty, R Venkatasubramani, Ar. Balakrishnaa Vasudevan, Saravanan Rangaswamy
S10012	Evaluation of Construction Green Supply Chain Management

	Thoedtida Thipparat
S10013	The survey Relationship between Privatization and Entrepreneurship Development Mohammadbagher Gorji and Roohalla Samiee
S10014	The survey job burnout status and its relation with the performance of the personnel's (Case study: Bank) Mohammadbagher Gorji and Shabnam Vaziri
S10015	Service Level Based Automated Software Quality Assurance Model Gokulakrishnan Jagadeesan , Hariharan Mathrubutham, Rajesh Kumar Kumaresan and Anuradha R
S10016	Product lifecycle prediction using Adaptive Network-Based Fuzzybased on Multiple Criteria Decision-Making approach Mohammad Ali Afshar-Kazemi, Abbas Toloie-Eshlaghy, Mohammad Raze Motadel and Hamed Saremi
S10017	A Survey on Agent Communication Languages Sandip Vaniya, Bhavesh Lad and Shreyansh Bhavsar
S10020	Developing a model for identifying successful petrochemical projects based on Multiple Criteria Decision-Making approach Abbas Toloie-Eshlaghy, Mahdi Homayonfar, Mohammadreza Motadel and Mohammadali Afshar-Kazemi
S10023	A survey on the relationships between perceived value and Customer advocacy behavior Seyed Alireza Mosavi and Mahnoosh Ghaedi
A10028	Integrated 4D Model Development for Planning and Scheduling of Construction Project using Geographical Information System Dr. Gopal M. Naik, M. Adity, B. Suman Naik

<b>15:30 – 15:40</b>	<b>Coffee Break</b>
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**SESSION – 7**

Venue: Amber (Level 3)

Session Chair: Sven Schumacher

Time: 15:40 – 18:00

S10042	Brand performance based on brand features Maryam charrakh and Azita sherej sharifi
S10043	A process Model for implementing knowledge management (The case study: IIES) Ruhollah Tavallaee and Mohammad Mahdi Rashidi
S10044	A Survey on the Barriers Associated with the Creativity of Line and Staff Managers (Case Study) Soleyman Iranzadeh and Farzam Chakherlouy
S10045	Identifying the Dimensions of Customer Preference in the foodservice Industry Firdaus Abdullah, Abg Zainoren Abg Abdurahman and Jamil Hamali
S20001	Investigation of the relationship between organizational factors, Development and amelioration of entrepreneurship Azita sherej sharifi and Maryam charrakh
S20008	Challenges to Environmental Management Practices in Indian Mining Industries Akhilesh Barve and Kamalakanta Muduli
S20009	Innovation and Knowledge Creation as Parts of Knowledge Management Hossein Amoozad Khalili, Anahita Maleki and Mohammad Mirzahosseinian
S30010	Factors of Fatigue and Bus Accident Dayang Nailul Munna Abang Abdullah and Ho Li Von
S30011	New design of nano-porous pottery for water saving and possibility for commercialization Dararat Bangpra, Achara Chandrachai and Supin Sangsuk
S30013	Employee's Turnover Intentions: Is this HR Failure or Employee's better employment opportunity? Muhammad Ehsan Malik, Rizwan Qaiser Danish and Yasin Munir

S30021	Is There a Relationship between Company Profitability and Salary Level? A Pan-European Empirical Study Raul Ruubel and Aaro Hazak
S30022	Interdisciplinary Research Project Management Patrick Letouze
S30027	The Influence of Personality Traits and Demographic Factors on Agro-Entrepreneurship Education among Graduates Muhammad Mu'az Mahmud, Zainalabidin Mohamed, Golnaz Rezai and Mad Nasir Shamsudin
S30028	A STUDY ON ATTRITION IN HOSPITALITY INDUSTRY Latha Lavanya Bala krishnan
S30032	Water Management Strategies in Rural Environment: Context of Economic Upliftment in India P. N. Kalla

<b>19:00 , 18 September 2011</b>	<b>Dinner Banquet</b>
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## PARAMOUNT HOTEL SINGAPORE

<http://www.ytchotels.com.sg/paramount/>

Strategically located in the East Coast area, this jewel of the east is just minutes away from two mega convention and exhibition centres and midway between the airport and the city and financial hub. The hotel is only 15 minutes drive away from Resorts World Sentosa casino and Universal Studios theme park.

### Contact:

**Senior Reservation Manager: Ms Nadira Rahman**  
**DID : ( 65 ) 6340 2135**  
**Hotel Main Line : ( 65 ) 6344 2200**  
**Email : [par.reserve@ytchotels.com.sg](mailto:par.reserve@ytchotels.com.sg)**





<b>2012</b>		
<b>January 5-7, 2012</b>		
2012 3rd International Conference on e-Education, e-Business, e-Management and e-Learning ( <a href="#">IC4E 2012</a> )	Hong Kong	Sep. 5, 2011
2012 International Conference on Economics Marketing and Management ( <a href="#">ICEMM 2012</a> )	Hong Kong	Sep. 15, 2011
2012 International Conference on Government, Law and Culture ( <a href="#">ICGLC 2012</a> )	Hong Kong	Sep. 15, 2011
<b>February 26-28, 2012</b>		
2012 3rd International Conference on Financial Theory and Engineering ( <a href="#">ICFTE 2012</a> )	Singapore	Oct.25, 2011
2012 2nd International Conference on Economics Business and Marketing Management ( <a href="#">CEBMM 2012</a> )	Singapore	Oct.15, 2011
2012 International Conference on Education and Management Innovation ( <a href="#">ICEMI 2012</a> )	Singapore	Oct.15, 2011
<b>March 10-11, 2012</b>		
2012 2nd International Conference on Economics and Finance Research ( <a href="#">ICEFR 2012</a> )	Chennai, India	Nov.10, 2011
2012 2nd International Conference on Social Science and Humanity ( <a href="#">ICSSH 2012</a> )	Chennai, India	Nov.5, 2011
2012 International Conference on Language, Medias and Culture ( <a href="#">ICLMC 2012</a> )	Chennai, India	Nov.5, 2011
<b>April 7-8, 2012</b>		
2012 2nd International Conference on Economics, Trade and Development ( <a href="#">ICETD 2012</a> )	Bangkok, Thailand	Dec. 5, 2011
2012 2nd International Conference on Management and Artificial Intelligence ( <a href="#">ICMAI 2012</a> )	Bangkok, Thailand	Dec. 5, 2011
2012 International Conference on Humanity, History and Society ( <a href="#">ICHHS 2012</a> )	Bangkok, Thailand	Dec. 5, 2011
<b>May 7-8, 2012</b>		
2012 International Conference on Management and Education Innovation( <a href="#">ICMEI 2012</a> )	Kuala Lumpur, Malaysia	Jan. 5, 2012
2012 2nd International Conference on Management and Service Science ( <a href="#">ICMSS 2012</a> )	Kuala Lumpur, Malaysia	Jan. 7, 2012
2012 International Conference on Economics, Business Innovation ( <a href="#">ICEBI 2012</a> )	Kuala Lumpur, Malaysia	Jan. 7, 2012
<b>June 2-3, 2012</b>		
2012 International Conference on Psychological Sciences and Behaviors ( <a href="#">ICPSB 2012</a> )	Hong Kong	Feb. 5, 2012
2012 International Conference on Innovation, Trade and Economics ( <a href="#">ICITE 2012</a> )	Hong Kong	Feb. 10, 2012
2012 2nd International Conference on Sociality and Economics Development ( <a href="#">ICSED 2012</a> )	Hong Kong	Feb. 10, 2012
<b>July 23-24, 2012</b>		
2012 2nd International Conference on Financial Management and Economics ( <a href="#">ICFME 2012</a> )	Singapore	March 10, 2012
2012 International Conference on Society, Humanity and History ( <a href="#">ICSHH 2012</a> )	Singapore	March 10, 2012
2012 2nd International Conference on Strategy Management and Research ( <a href="#">ICSMR 2012</a> )	Singapore	March 15, 2012