

Table of Contents

ICMEI 2012 Session 1

Teaching PERT to MBAs—an Experiment in Pedagogy <i>Tapan P Bagchi and Rahul M Samant</i>	1
“Role of Leadership at the Head Teachers’ Level at Urban Primary Government Schools in Developed and Developing Countries: A Case of Schools in Coventry vs. Lahore” <i>Rahat Rizwan</i>	7
Development of Mathematics Question Banking System for Secondary School in Malaysia <i>Yew Tze Hui, Cheong Soon Nyeon, Yap Wen Jiun, Nordin Abd Razak and Ahmad Zamri Khairani</i>	12
The Roles of Graduate Quantity Surveyors in the Malaysian Construction Industry <i>B. L. Chong, W. P. Lee and C. C. Lim</i>	17
Innovation of the Culture of Higher-Education Institutions: the Concept of the Defender of Student Rights <i>Veronika Kudrová</i>	21

ICMEI 2012 Session 2

Peculiarities of Small Trade Enterprises in Latvia and Solutions for Performance Enhancement <i>Tatjana Kulikova</i>	26
“Factors Contributing to More Sustainable Approach in Handling Final Year Interior Design Student Project” <i>Roslan Talib and Mzailan Sulieman</i>	31
Factors Affecting Research Development and Production of Academic Work amongst Lecturers of Mahasarakham University in moving forward as a Research University <i>Phanomphon Patchawong, Chamchan Wangpan and Wilailak Ounjit</i>	37
The Problem of Defects in Modern Organizations: Preliminary Research Findings <i>Sergey Ivanov</i>	42
States of Learning Experiences for Preschool Children Using Thai as a Second Language and Tendency of Bilingual Multimedia Development: A Case Study of Three Southern Border Provinces of Thailand <i>Muneeroh Phadung, Surachai Suksakulchai and Wacheerapan Kaewprapan</i>	46

ICMEI 2012 Session 3

Semantically Driven Presentation of Context-Relevant Learning Material <i>Alexander Streicher and Wolfgang Roller</i>	50
Optimizing Multimedia Learning Objects for Learning in a Procedural-based Course <i>Siew Woei Ling, May Chan Yuen and Kee Man Chuah</i>	56
Exploring NetMeeting Characteristics for Online Teaching and Learning Mathematics <i>Ling Siew-Eng, Rasidah Mahdi, Lai Kim-Leong, Chen Chee-Khium and Ling Siew-Ching</i>	61
A Study of Metacognitive Strategies in Web-based English Autonomous Learning <i>Yang Cao</i>	66
The Design of a Learning Prototype Promoting Reading Skills for Hearing-Impaired Persons Using the Sign Language Picture Story Technique <i>Kanyanat Plaewfueang and Surachai Suksakulchai</i>	70

ICMEI 2012 Session 4

Discovering the Type of Motivation and Corresponding Regulatory Processes That Drives Asynchronous Online Discussion Activities <i>Siew-Woei Ling, Chien-Sing Lee, Kee-Man Chuah and Ah-Choo Koo</i>	75
Network for Learning about Herbs through Websites <i>Bunthida Chunngam and Sumalee Chanchalor</i>	80
Thai Students' Ethical Behaviors on Playing Game <i>Sumalee Chanchalor and Papimol Kaewpea</i>	85
The Study of Behaviors and Factors Affecting Children with Autism <i>Kanisorn Jeekratok and Sumalee Chanchalor</i>	90
Cross-Cultural Education and Intercultural Competences for Professional Mobility <i>Viorica Banciu, Simona Stanciu and Ionut Erdeli</i>	95

ICMEI 2012 Session 5

The Social Benefits of E-learning in the Study of Foreign Languages in Romanian Education <i>Viorica Banciu, Mircea Gordan and Simona Stanciu</i>	101
Self Assessment of Leadership Behaviors among Baccalaureate Nursing Students with Different Clinical Training Experience and Nurses <i>Amany Ahmed Abdrbo</i>	106
A Study on Conditions and Factors Influencing Learning Activities of Basic Non-formal Education Students in the Lower Central Part of Thailand <i>Sudarat Intarat and Sumalee Chanchalor</i>	112
Student Evaluation of Faculty at College of Nursing <i>Salwa Hassanein, Amany Abdrbo and Elham Al Ateeq</i>	117
Learners' Learning Style correlated to Agreeableness based on EEG <i>Nazre Abdul Rashid, Mohd Nasir Taib, Sahrim Lias, Norizam Sulaiman, Zunairah Hj. Murat and Ros Shilawani S. Abdul Kadir</i>	123

ICMEI 2012 Session 6

Learning beyond Classroom: an Exploratory Study <i>Yin Yin Khoo, Noor Al Huda Abdul Karim, Wai Bing Khuan and Abdul Ghani Kanesan</i>	128
Transnational Education: Multi-phase Experiences as Determinants of Graduates' Satisfaction <i>Stephen Boyle and Saras Sastrowardoyo</i>	133
Guessability Study on Considering Cultural Values in Gesture Design for Different User Interfaces <i>Hajar Ghadirian Najaf Abadi, Lim Yan Peng and Ali Mohammad Hossein Zadeh</i>	139
Labor Challenges to China's Business: a Technical Education View <i>Ailin Mao</i>	145
Innovative Assessment Technologies: Comparing 'Face-to-Face' and Game-Based Development of Thinking Skills in Classroom Settings <i>Gyöngyvér Molnár and András Lőrincz</i>	150

ICMEI 2012 Session 7

Leadership Themes in Higher Education Restructuring <i>Kamarudin and Starr</i>	155
Quality of life in relationship with Nutritional Attitude and Practices during Pregnancy	160

Mitra Ossadat Mirsanjari, Wan Abdul Manan Wan Muda, Affizal Ahmad, Mohd Shukri Othman and Mir Mehrdad Mirsanjari

Project Incentive System: A New Approach 165
Morteza Bagherpour

Studying Relationship between Organization Justice and Climate with Mental Health 169
Seyed Masoud Seyedi, Mohammad Reza Dalvand, Nima Shahidi and Mohammad Hadi Zohdi

Review on the Effectiveness of the Technology Learning Materials in Teaching and Learning in Higher Education 174
Adjah Naqkiah Mazlan, Jamalludin Harun and Zainal Abidin Zainuddin

ICMEI 2012 Session 8

Combination of two Learning Approaches which are Self-Regulated Learning and Personalized Learning (SRPL) 179
Noor Azida Sahabudin and Mohamad Bilal Ali

The *Shahname* of Firdausi: Persian Educational Repository 184
Mostafa Bahraman and ANISWAL Abd Ghani

Technology Acceptance Model for Web-based Repository of Health Education Materials 189
Zar Ni Wynn, Than Winn and Sharifah Mastura Syed-Mohamad

Responsibilities and Excellent Service on Customer Satisfaction: Case Study of DKI Islamic Bank 196
Muhammad Yunanto, Wahyu Setiono and Henny Medyawati

Inclusive Higher Education Through Earn and Learn 201
V.B. Kakade, Smt. S.S.Suryavanshi and Shri Sankpal Hindurao

ICMEI 2012 Session 9

Sustainable Development in Iran: a Case Study of Implementation of Sustainable Factors in Housing Development in Iran 207
Milad Samari

The Role of Semantic Expansion Network in E-advising 212
Lamiaa Mostafa and Nermin Khalifa

Rethinking Communication Regarding to Electronic Health (E-health) 217
Amirmasoud Amir Mazaheri and Loya Izadi

Positive E-Learning for Remedial Pre-adolescents: An Action Research 222
Mah Ngee, Lee

The Profile of Mother-Tongue Teachers 228
Liliana Măţă

ICMEI 2012 Session 10

The Study of Cultural Requirements of Implication of Smart Making Plan in Bonab High Schools 233
Sarmast Bahram, Vahedi Majid, Rajabalipoor Bonabi Soheila and Mehdipour, Fatemeh

Impact of Downsizing on the Attitude of Layoff Survivors in Nigeria Banks 239
Udokwu, Ethel-Rose B.

Integration of 21st Century Competencies in Faculties of Education for Improving Teaching and Learning 244

<i>Helen, Ngozi, Ibe</i>	
Action Research in Action: Enhancing Students to Reach Their Speaking Goal with Confidence in a Large Class with Limited Time by Action Research Procedures and Awareness-Raising <i>Montha Songsiri</i>	248
A New Trend in Education: Task-based Methodology for Teachers/Learners <i>Hossein Shams Hosseini and Mohammad rahbar</i>	253
ICMEI 2012 Session 11	
A Study of Teachers Opinions and Experiences on the Use of Computers and Laptops in Classrooms in the United Arab Emirates <i>Ruqiyabi Naz Awan</i>	257
Structuring and Managing an Engineering Design Education towards the Effectiveness of Outcome Based Education System <i>Muhd Nor Nik Hisyamudin, Shahrudin Mahzan, Mohd Azwir Azlan, Sia Chee Kiong, Ashari Kasmin, Badrul Omar, Shaiful Rizal Masrol and Seiji Yokoyama</i>	269
Training and Development: A Prominent Determinant for Improving HR Productivity <i>Hardeep Singh</i>	274
Architecture design E-Portfolio: Assessment System on Project-Based Learning in Science-Based Technology School <i>Punyapat Chanpet and Komkrit Chomsuwan</i>	279
An Overview of Hypertext Transfer Protocol service Security on Business Domain <i>Burra Venkata Durga Kumar</i>	285
ICMEI 2012 Session 12	
Pay Package is a Major Contemporary Issue in Retention of Faculty in Technical Institutions - an Empirical Study of North Karnataka <i>Ramesh R. Kulkarni and Dayavanti Dixit</i>	290
MyMathLab as a Dynamic E-assessment Tool: a Pilot Study <i>Check-Yee Law, Lik-Neo Ng, Yong-Wee Sek, Wei-Wei Goh and Cheng-Lan Tay</i>	295
Working with Change Management in the Global Environment <i>Giuseppe Santagada</i>	300
E-learning and Language in NIT Raipur and RIT RAIPUR C.G.INDIA <i>Anoop Kumar Tiwari and Sudhakar Pandey</i>	305
A Comparative Study between Using Problem-Solving and Traditional Teaching Principles on Educational Progress and Students Retention <i>Habib Allah Najafi Hezarjaribi and Mohammad Ali Nasrollahi</i>	309
Determinants of School Efficiencies in Abu Dhabi Using DEA <i>Masood A. Badri and Tarek El Mourad</i>	314
Virtual Laboratory for Physics Teaching <i>Lkhagva Oidov, Ulambayar Tortogtokh and Enkhtsetseg Purevdagva</i>	319
The Research on the Accounting Confirmation of Construction Enterprises' Qualifications <i>Wang Xiaoning and Jiang Liling</i>	324
Author Index	329