

## DOCTORAL CONSORTIUM PROGRAM

**Program** : Doctoral Consortium  
**Date** : 2 September 2014 (Tuesday)  
**Venue** : Faculty of Computer and Mathematical Sciences (FSKM),  
Universiti Teknologi MARA,  
Selangor, Malaysia

<b>TIME</b>	<b>PROGRAM</b>
<b>08.00 am – 08.30 am</b>	<b>Registration : Doctoral Consortium</b>
<b>08.30 am – 10.00 am</b>	<b>Doctoral Consortium</b> <b>Panels: Prof Dr Torkil Clemmensen; Prof Dr Nor Laila Md Noor;</b> <b>Assoc. Prof Dr Murni Mahmud</b> <b>Venue: Dewan Al-Ghazali (DAG)</b>
<b>10.00 am – 10.15 am</b>	<b>Break</b>
<b>10.15 am – 12.30 pm</b>	<b>Doctoral Consortium - continued</b>
<b>12.30 pm – 2.00 pm</b>	<b>Break</b>

## CONFERENCE PROGRAM

**Program** : Conference (Day 1)  
**Date** : 3 September 2014 (Wednesday)  
**Venue** : Faculty of Computer and Mathematical Sciences (FSKM),  
Universiti Teknologi MARA,  
Selangor, Malaysia

<b>TIME</b>	<b>PROGRAM</b>
<b>08.00 am – 09.00 am</b>	<b>Registration : Conference</b>
<b>09.00 am – 10.00 am</b>	<b>Keynote 1</b> <b>Prof Dr Torkil Clemmensen, Copenhagen Business School</b> <b>Title: Cultural Usability – Reframing HCI from Local Perspective</b> <b>Venue: Dewan Al-Ghazali (DAG)</b>
<b>10.00 am – 10.30 am</b>	<b>Break</b>
<b>10.30 am – 11.50 am</b>	<b>Parallel Session 1 (BK 25, 26 &amp; 27)</b>
<b>11.50 am – 01.10 pm</b>	<b>Parallel Session 2 (BK 25, 26 &amp; 27)</b>
<b>01.10 pm – 02.00 pm</b>	<b>Break</b>
<b>02.00 pm – 03.00 pm</b>	<b>Keynote 2</b> <b>Prof Dr Abdul Wahab Abdul Rahman, UIAM</b> <b>Title: Engaging Users with Understanding of Emotion</b> <b>Venue: Dewan Kuliah 2 (DK 2)</b>
<b>03.00 pm – 03.30 pm</b>	<b>Break</b>
<b>03.30 pm – 05.30 pm</b>	<b>Parallel Session 3 (BK 25, 26 &amp; 27)</b>
<b>07.45 pm – 11.00 pm</b>	<b>Dinner</b>

## CONFERENCE PROGRAM

**Program** : Conference (Day 2)  
**Date** : 4 September 2014 (Thursday)  
**Venue** : Faculty of Computer and Mathematical Sciences (FSKM),  
Universiti Teknologi MARA,  
Selangor, Malaysia

<b>TIME</b>	<b>PROGRAM</b>
<b>08.30 am – 09.30 am</b>	<b>Keynote 3</b> <b>Dr San Murugesan, Adjunct Professor, University of Western Sydney, Sydney, Australia</b> <b>Title : Designing for Sustainability and User interaction and Engagement</b> <b>Venue: Dewan Kuliah 2 (DK 2)</b>
<b>09.30 am – 10.00 am</b>	<b>Break</b>
<b>10.00 am – 11.30 am</b>	<b>Parallel Session 4 (BK 25, 26 &amp; 27)</b>
<b>11.30 am – 12.30 pm</b>	<b>Forum</b> <b>Panels : Prof Dr Torkil Clemmensen ; Dr Chee Siang (Jim) Ang ; Mr Ashok Sivaji</b> <b>Moderator : Prof Dr Nor Laila Md Noor</b> <b>Title: Can Experience Be Engineered?</b> <b>Venue: Dewan Al-Ghazali (DAG)</b>
<b>12.30 pm – 02.00 pm</b>	<b>Break</b>

## WORKSHOP PROGRAM

**Program** : Workshop (Day 1)  
**Date** : 4 September 2014 (Thursday)  
**Venue** : Faculty of Computer and Mathematical Sciences (FSKM),  
Universiti Teknologi MARA,  
Selangor, Malaysia

TIME	PROGRAM
02.00 pm – 02.15 pm	Registration: Workshop
02.15 pm – 04.15 pm	Workshop 1 Prof Dr Torkil Clemmensen, Copenhagen Business School Title: Writing an ACM Paper Venue: Dewan Al-Ghazali (DAG)

**Program** : Workshop (Day 2)  
**Date** : 5 September 2014 (Friday)  
**Venue** : Faculty of Computer and Mathematical Sciences (FSKM),  
Universiti Teknologi MARA,  
Selangor, Malaysia

TIME	PROGRAM
08.00 am – 08.30 am	Registration : Workshop
08.30 am – 10.00 am	Workshop 2 Dr Jim, Kent University Title :Qualitative Methods in HCI Venue: Dewan Al-Ghazali (DAG)
10.00 am – 10.30 am	Break
10.30 am – 12.00 pm	Workshop 2 - continued
12.00 pm – 02.30 pm	Break
02.30 pm – 04.00 pm	Workshop 3 Mr Ashok Sivaji, MIMOS Title : User Experience Research and Testing using URANUS Venue: Makmal 15, CS2 Building
04.00 pm – 04.30 pm	Break
04.30 pm – 05.30 pm	Workshop 3 - continued