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ABSTRACT BOOK

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Effects Of Ict On Change Management In Mazandaran University Of Medical Sciences (Payambar Azam Complex)

Ali Salehi, Education Management, Mazandaran University of Medical Sciences- Iran.

Abstract

In the present age, the main operating data and economic and social infrastructure development is a human activity plays an important role. Rise of the growing influence of information technology in organizations, leading to changes in the organization. This study was conducted to investigate the effects of ICT on change management, and includes a main hypothesis and sub-hypotheses are as follows: ICT has an effect on change management: 1 - Relationship between ICT and organizational structure there. 2 - The relationship between ICT and policy changes there. 3 - The relationship between ICT and changes in employee performance there. The method used in this study was a descriptive correlational questionnaire was used to collect data. The population in this study included the entire administrative center of Mazandaran University of Medical Sciences (Payambar Azam Complex), and their number was 580. Based on Krejcie and Morgan Table, a community sample of 234 was calculated. Validity content validity study of the reliability of alpha (0.90) was used.To analyze the data, descriptive and inferential statistics with spss software was used. The results showed that information and communication technology and changes in organizational structure, policy changes, there is a significant relationship between the organization and the employees' performance. In fact, all the research hypothesis was confirmed.

Keywords**:** ICT, change management

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A Unified Approach Towards E-business-Based Management

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Abstract

There is a lack of literature on the use of e-business Technologies in developing world Universities. Nowadays, business process is shared and supported by ICT deployment strategy, this is extended to cover the condition where business administrative and ICT management comprehended and committed towards achieving gaols of both business and ICT strategy in universities. One important issue in business association with ICT study is E-business application. Due to the difficulty of the cooperation between business process and ICT arrangement, there is possibility that successful initiatives focuses on managing fixed dimensions. This paper aims to help address this imbalance by exploring and analysing how ICTs are used in these universities. Then, process maps and systems profiling are employed to examine the current and potential uses of e-business technology and a new model for assessing e-business maturity level is put forward and applied at one of developing world universities (University of Misurata in northern state of Libya). The aim of this research is to contribute to the development of theoretical e-business deployment strategy models that could has impact on organisational performance. The model is important to provide practical evidence that checks the importance of categorized factors into four dimensions adapted from Heek's Model in achieving e-business deployment strategy and their influence on universities' performance. This novel

approach to assessing e-business deployment in developing countries has emerged from initial case study research that will be further developed as other universities are investigated in Libya.

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Developing Effective Instructional Modules In International Cuisine

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Abstract

This study developed instructional modules in International Cuisine, Specifically it answered the following problems: (1) What should be the content of the Instructional Module for International Cuisine based on the approved syllabus and TESDA training regulations? (2) What are the strengths and weaknesses of the modules as assessed by the experts in International Cuisine and how will it be improved? (3) What is the performance of students in the control and experimental classes in the pre-test and post-test in terms of knowledge, attitude and skills? (4) Are there significant differences in the performance of the students?The researcher used the quasi-experimental method of research using two- study groups. Pre-test and Posttest designs were used to test how effective are the instructional modules. There were 40 Bachelor of Science students in Hotel and Restaurant Management who were subjected to the try-out of the modules.To come up with the final content of the modules, competency and lessons was identified, validated and matched based on the International Cuisine syllabus of Mariners Polytechnic Colleges, course programs for degree and short term courses of Center for Culinary Arts and the TESDA training regulation for Commercial Cooking NC II.

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The Relationship Between Trust Among Board Members Of Agricultural Cooperatives With Their Psychological Empowerment

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Abstract

The main purpose of this paper was to examine the relationship between cognition and affect-based trust among board members of agricultural cooperatives with four aspects of psychological empowerment, as introduced by Spreitzer, (meaning, competence, self-determination, and impact). Data were collected through a structured interview with 193 cooperative board members in Fars province of Iran. Face validity of the structured questionnaire was verified by a panel of experts, and reliability was obtained through a pilot test. Results showed a significant positive relationship between trust among board members and psychological empowerment. Implications and suggestions for future research are discussed.

Keywords: Psychological empowerment; Cognition-based trust; Affect-based trust; Agricultural cooperatives

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Assessment of Soft Computing-based Monitoring in Healthcare

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Abstract

Today's evaluation of human clinical situations and healthcare technologies are changing dramatically over the last few decades. Healthcare technologies are increasingly become personal and pervasive, moving into healthcare professionals' working environment and patients' homes, and presenting new challenges to soft computing (SC) based monitoring and assessment of individual risk and healthcare applications. While recent developments in medical engineering have been achieved by state-of-the-art of intelligent computing techniques including computer-aided diagnosis, computer-aided radiography, developments in computational techniques including SC, clinical decision support systems, information processing and data mining hold new premises in this field. Novel SC applications combine the monitoring of health parameters and the expert biomedical knowledge with the patients' physiological and psychological profile, as well as their social and environmental context, to efficiently diagnose, treat or manage diseases. Pattern classification and SC-based systems, better described as clinical decision support systems, are today found an effective application and represent in perspective a real technological breakthrough. In this paper an overview of different SC applications is presented exploring the proficiency of SC techniques in almost every field of medicine. Results obtained by applying different SC-based models to medical problems are reported and discussed.

Keywords- soft computing in healthcare, computer-aided diagnosis, clinical decision support systems

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The Role Of A Blending Of Mobile Smss And Webpage Interactions On Educational Achievement, Self-Esteem And Self-Efficacy Of Dental Students

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Abstract

It is one of important factors which have currently affected educational system significantly (Samri and Rasoolzade,2009). The basic objective of educational IT is empowerment of education and learning (Heydari et al,2010). Combination of IT and educational process facilitates students' communication and leads to social and cultural promotion through changing electronic learning into mobile learning (Nova scotia,2005). Learning through mobile tools which is sometimes called mobile learning is a type of learning that can occur via instruments such as cellphone, pocket computer, and laptop. These learning tools are capable to be moved with learners (Gharibi and Mohammadi,2009). Cellphone is one of the commonest mobile tools in today's world. Maybe an important reason for this popularity lies in its multiple capabilities such as photography, filming, tracking, short message service, different educational software, electronic books, and so on (Morsaie,2011). Several years have passed since cellphone entered into education and numerous studies have been done regarding cellphone as well as its role in students' learning; however, few researches have been done about educational effects of this tool on variables such as academic achievement, self-efficacy, and self-confidence. The present study aims to investigate the effects of learning through cell phone on students' academic achievement, self-efficacy, and confidence.

Keywords: Short message,software,investigate

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Life Style Associate With Internet In Internet User Students Of Birjand Medical

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Abstract

Computer technology has spread widely in the community and in all aspects of life from home to work, education, banking, shopping, hobbies and social activities is integrated(Ho & Lee, 2001; Kim, et al., 2006; Shields & Behrman, 2000). In recent years, Internet with unique features such as high rapid of access to information, convenience of use, low cost and anonymity of users to become one of the most popular mass media(Yang & Tung, 2007).Although growing technology which provides welfare families, however, can be

regarded as a threatening factor for health of individuals, families and communities and Impact on their lifestyle(Caplan, 2002). World Health Organization defines lifestyle as specific behavioral patterns which of interaction between personal characteristics, social relationships, environment and socio-economic status may be obtained(Glanz, Rimer, & Viswanath, 2008). Dietary habits, stress management, physical activity and smoking are the most important aspects related to life style(Pirzadeh, Sharifirad, & Kamran, 2012). Statistics indicated that the main causes of mortality and morbidity are lifestyle (53%); environmental factors (%21), inherited factor (13%) and %10, factors related to the health care delivery system(Black, Hawks, & Keene, 2000). At present, in many countries, especially developing countries, many health problems such as obesity, cardiovascular disease and cancers are associated with changes in the lifestyle of people in these societies(Pennington, et al., 2013; Salmani Barough, Nuktehdan, Kazemnejad, & Nuruzi, 2003). Previous researches have shown that health promoting behaviors is one of the best ways by which people can protect their health(Pirzadeh, et al., 2012; Von Ah, Ebert, Ngamvitroj, Park, & Kang, 2004)

Keywords: communities,lifestyle,health

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Interoperability Of Learning Scenarios

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Abstract :

The constant development of training needs to be more effective, more flexible and low cost, has encouraged the emergence of learning and tools whose aim somehow distribute training. The training practitioners (teachers and instructional designers) find themselves confronted in their daily work in the design of instrumented learning situations. This situation leads to new practices instructional design (sharing, reuse). Different actors are to call pay close attention to the formalization of prior learning situations. They should thus be capable to link these learning situations for teaching and explicit learning strategies. Knowing their characteristics and be skillful to express in a written form via learning scenarios and then share and reuse in their own context.Designing a scenario is a complex task, particularly in the industrialization of the training perspective. It requires human efforts, financial and educational but also expertise in instructional design, which often exceeds the capacity of educational systems and actors. It becomes difficult to conceive again each course (scenario). To distribute the design effort, teachers have the opportunity to share their expertise and share their creations. The concepts of sharing and reuse of expertise are then directly associated with instructional design problems encountered by teachers confronted with an evolution of their roles, especially in the context of distance education or hybrid. This profit-sharing design effort will evolve attitudes and practices: this sharing is a first step toward greater collaboration among teachers.

Keywords: development,training,capable

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Factors Influencing the Adoption of NFC-Enabled Mobile Payment

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Abstract

Mobile phones and mobile applications are receiving overwhelming attention in the present day technology era. Mobile phones were primarily used to make calls and transmit text messages. Most consumers never expected to use mobile phones for special purpose. Yet few consumers imagined using their mobile phones for snapping pictures, making videos or watch movies. The certainty is that mobile phone is fearless to replace traditional wallet as it does with pages, cameras, TVs and watches. Consumers can now pay for digital and physical goods using their handheld devices, welcome to the NFC technology for mobile payment. NFC is a Near Field Communication technology equipped with a mobile phone that is designed to support one-to-one communications between two NFC-enabled entities (mobile and POS), thereby turning a cell phone into a Near Field Communication (NFC) device that can make payments for contactless transactions (payment, access and ticketing) and many more. Experts envision significant growth of NFC payment technology in a short period of time while others pointed several years for wide acceptance. However stakeholder's involvements are still struggling to settle their disputes and these create additional issues and challenges as well the potential market and revenue opportunities. Despite these challenges, different studies show significant benefit of NFC-enabled mobile payment.

Keywords: challengs, potential,experts

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A Web Based Tomato Crop Expert System

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Abstract

 The tomato is considered as one of the most important vegetables crops in Sudan. It is grown throughout the year, in both small scale and large scale farms for fresh consumption as well as for processing purposes. The proposed web-based tomato crop expert system (WTCES) provide the basic information to farmers in a simplified form, further it offer an advice, diagnostics and recommendation system , linking together related group of agriculture scientist ,computer engineers, programmers and designers. The WTCES contains two main parts; the first part is tomato information system, where the user can get most basic information related to different varieties of tomato, prevalent diseases, visual symptoms, chemical controls and the possible prevention practices. The second part is the advisory system, in which the user can interact with the expert system online; the user should answer the all questions asked by the expert system. Depends on the response by the user the expert system will be decided the disease and displayed its control measure(s).

Prototyping method has been selected to construct WTCES. ASP.Net and SQL 2010 have been used to develop WTCES. The system has been tested and evaluated in term of understandability, usability, reliability, availability, retrievability, and cost.

Keywords: Component, Toato Disease, Tomato Expert System, Tomato in Sudan

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Impacts Of Phishing Attacks On Online Financial Institution In The Uae

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Abstract
The evolution and adoption of online banking services have enabled financial institutions to provide premium services to their customers empowering them to have access to their accounts from anywhere and at any time. Features of online banking services are numerous. However, it is accompanied by many challenges. This paper will focus on one of the major threats associated with online banking services – the phishing attacks. For the purpose of this research, the most dangerous classifications of phishing attack techniques are discussed in detail. Furthermore, the security defence in depth strategy is also addressed as a self-guide for protecting online banking customers from threats of phishing attacks. In addition, the importance of carrying out the vulnerability assessment based on short period interval scanning over other methods is also addressed. In addition to these, a variety of security controls such as security policies and incident response process and the requirements for the security team that handles these incidents are elucidated. The research methodology that has been used is exploratory method, mainly dealing with qualitative data. The research instrument used is an open-ended interview conducted with seven security professionals within various financial institutions in the UAE. The main finding that has been extracted from the gathered data shows the gap between financial institutions and online banking services regarding the security awareness techniques and delivery methods. This gap further gives rise to lack of sharing and revealing security breach information by financial institutions to the communities, which negatively results in spreading the attack impact to other financial institutions. Based on the data analysis, a preliminary attempt is made to recommend security solutions minimizing the risks of the phishing attacks on financial institutions in the UAE.

Keywords: data shows, data analysis,financial

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Developing Virtual Laboratories In Distant Engineering Education

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Abstract
One of the most rapidly developing areas in the information and communications field is the Internet web applications, with recent interactive web applications heavily influencing educational techniques. Virtual laboratories are an important part of all distant engineering courses. With the recent advances in Internet and the web technology, the interest in distant education has been growing rapidly. Most universities nowadays offer distant engineering courses. One of the problems with such courses is the laboratories. Students cannot attend the laboratories as most of them study on a part-time basis in their free times. Virtual laboratories provide an alternative to real laboratories and they provide many advantages compared to real laboratories. This paper gives a brief introduction and a review of the virtual laboratories in use today.

Keywords*:* Virtual laboratory,V-lab, engineering education, information technologies, interactive learning platforms, interactive web applications

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An Analysis Of Views of student, Teachers and Industry Employees On Use of Social Networking Sites (SNS) In Education

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Abstract
A Social media is very popular amongst youths and students. We have conducted a survey amongst 3groups of users i.e. students, teachers and employees of the industry to find out their view about social media usage and using it in education. It is was found that As regarding the intensity of usage Males, young and post graduates are spending more on time on these sites, Most of the users agree that students and youths should use this site. However people are concern about the harmful effect of these sites. All groups of the users think that SNS can be used in education

Keyword **–** Demography, education, Employment,Opinion, Social networking, Usage

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Factors Influencing the Adoption of NFC-Enabled Mobile Payment

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Abstract

Mobile phones and mobile applications are receiving overwhelming attention in the present day technology era. Mobile phones were primarily used to make calls and transmit text messages. Most consumers never expected to use mobile phones for special purpose. Yet few consumers imagined using their mobile phones for snapping pictures, making videos or watch movies. The certainty is that mobile phone is fearless to replace traditional wallet as it does with pages, cameras, TVs and watches. Consumers can now pay for digital and physical goods using their handheld devices, welcome to the NFC technology for mobile payment. NFC is a Near Field Communication technology equipped with a mobile phone designed to support payments for contactless transactions. Experts envision significant growth of NFC payment technology in a short period of time while others pointed several years for wide acceptance. However stakeholder's involvements are still struggling to settle their disputes and these create additional issues and challenges as well the potential market and revenue opportunities. Despite these challenges, different studies show significant benefit of NFC-enabled mobile payment. In this research, the aim is to identify factors influencing the adoption of NFC-enabled mobile payments. Using factors identified in the literature reviewed, expert's interview and consumer's survey research methods were employed to test these factors. The result indicated that the security and trust are the main determinant of NFC-enabled mobile payment. While convenience and increasing consumer comfort are apparent benefits. However, marketing endeavors and comprehensive education are needed to reassure consumers of the safety of NFC-enabled mobile payments. In addition, the cost indicated to be insignificant considering the options presented by NFC stickers and memory card

Keywords: Near Field Communication (NFC), Mobile Payments, Mobile Phones, Stakeholders, Banks, Mobile Network Operators (MNOs), Consumers.

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Impacts of GPS-based mobile application for Tourism

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Abstract

Tourists need guide books and maps to navigate through a new location. This can be a blessing and a curse. Though the information obtained from maps and guide books can be very helpful, it can also be very bulky and confusing, but with the rise of GPS-based mobile application, information has become more portable, synthesized and user-friendly. However several social behaviours in many fields have been heavily modified in the last decade, due to the growth of the Internet and its users. Although there is a rise in mobile application development for tourists, most of the mobile systems are yet to handle certain issues like; tourists' information management, accessibility by tourists and the technical know-how of this applications. This paper reviews the various benefits of these applications to the economy and to the tourists. It also looked at the various limitations that may arise or in existence and possible solutions to resolve these difficulties.

Keywords: guide, maps, location.

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Students' Opinions on the Instructional Material Developed with Regard to Integral

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Abstract
The purpose of this study is to evaluate students' opinions about the instructional material (FlashRie) developed with Flash programme for "area applications in integral." To this end, the study was conducted with 20 12-grade students selected on a voluntary basis. The study was a special case study which is one of the qualitative study methods and a semi-structured interview form consisting of 5 open-ended questions and prepared by researchers was used as data collection tool. Data obtained from the semi-structured interview form was analysed through descriptive analysis. As a result of the study, all the participants stated that they actively participated in the lesson with FlashRie and they never lost their attention throughout the lesson. In addition to this, most of the participants emphasized that their learning was more permanent since FlashRie is visual and it does not directly provide the solutions of the questions but directs one to solution with clues. Furthermore, some of the participants expressed that they lost their prejudice against maths and that they started liking maths after using this material. Participants underlined that they would like to use this material and other similar ones also in other subjects of maths. However, majority of the participants argued that it would be more efficient to use FlashRie in company with a teacher in class environment than using it on their own.

Keywords**:** Instructional Material Development, Definite Integral, Students' Opinions.

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