

DISCOVER@SHDL

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Cinematic Arts Library, MMU Campus Johor



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FROM THE
CHIEF LIBRARIAN



“A university with a great library is a great university”

Today, libraries are as much about creating places where student meet, read, discuss and explore ideas, as they are about the collection and administration of books in an ordered form.

The idea of the modern academic library as an ‘iconic building’ in any university will stay relevant in this digital age. In this regard the library continues to function successfully as what sociologists such as Ray Oldenburg have termed a ‘third place’ - a vital place distinct from the two main sites of human existence, the home (hostel) and the place of work (classroom).

A case studies provided later clearly emphasize the social role that academic libraries play in student life, even when not strictly needed by those who could get all the information they need online. The campus library is today a great

meeting place where social identities are formed, as well as being a place to research and private study. All this traditions and trajectories have to be embodied in a single building or linked set of spaces, which makes the library as a building type increasingly complex.

Thus library buildings themselves are frequently held to be sacrosanct or precious, because of this memory-keeping role. When thinking about a new library it makes sense to see what people are doing in other parts of the world. Without this wider perspective, people often are limited in their imagination to what they already know, and consultation simply becomes a form of asking how a new building might do the old things better rather than marking out entirely new territory. Encouraging library staff and users to travel to see what is exciting and innovative elsewhere is a good way of raising the stakes.

Mr. Kamal Sujak
Chief Librarian, SHDL

EDITORIAL
DISCOVER@SHDL

Your quarterly guide to news, services and programs at Siti Hasmah Digital Library.

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We Want to Hear From You

Siti Hasmah Digital Library welcomes suggestions and comments on the programs and services we provide. Contact us online through ‘libdesk@mmu.edu.my’ or phone 603 83125852 (Cyberjaya) & 606 2523493 (Melaka)

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Volume 2, Issue 3

FB Page: <http://www.facebook.com/pages/Siti-Hasmah-Digital-Library/99994568298>

MULTIMEDIA UNIVERSITY®

SHDL

Siti Hasmah Digital Library



“HOW TO PUBLISH WITH IEEE MORE EFFECTIVELY?”

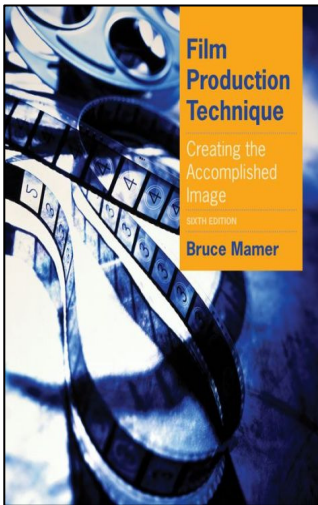
In collaboration with IEEE and United Technology (M) Sdn. Bhd., Siti Hasmah Digital Library has conducted a workshop for authors entitled “How to published with IEEE more effectively?” on 1st April 2014.

The objectives of the workshop is to give the participants a better understanding of IEEE paper submission guidelines based on the following aspects such as :

- * Selecting where to submit
- * Publishing Open Access with IEEE
- * E-submission process
- * Peer review process: Do VS Don't
- * Ethics in scientific publishing

The 2 hours workshop was taking place at the NMES LAB, Faculty of Engineering, Multimedia University Cyberjaya and was broadcast to Melaka audiences through video-conference (VC). The program started at 2.00 pm and finished at 4.00 pm. Siti Hasmah Digital Library would like to say thank you to all participants and those who involved, to make sure the event was successful.

NEW BOOKS@SHDL

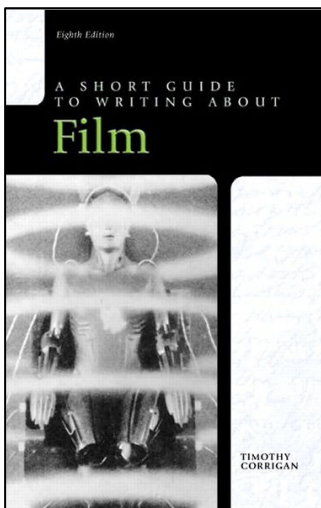


Author: Bruce Mamer
ISBN: 9780840030917
Call No.: PN1995.P7
M36 2014
Year: 2014

Review:

Film Production Technique: Creating the Accomplished Image (6th ed), is aimed at the basic production course taken by radio/tv/film majors. FPT, 6e, delivers a technical and aesthetic introduction to media production that couples video production techniques with strong emphasis on incorporating motion picture film into a project's workflow. The text serves as a primer for all students, but is especially valuable to those students with limited background in the field of media production. FPT, 6e explores cutting-edge technologies as well as traditional Hollywood techniques, covering lighting, cameras, editing, crew organization, and the production process. It also lays out the basic, conventional approach to scene structure in a straightforward and methodical manner.

-Barnes & Noble-



Author: Timothy
Corrigan
ISBN: 9780205236398
Call No.: PN1995.C67
2012
Year: 2012

Review:

Both an introduction to film study and a practical writing guide, this brief text introduces students to major film theories as well as film terminology, enabling them to write more thoughtfully and critically. With numerous student and professional examples, this engaging and practical guide progresses from taking notes and writing first drafts to creating polished essays and comprehensive research projects. Moving from movie reviews to theoretical and critical essays, the text demonstrates how an analysis of a film can become more subtle and rigorous as part of a compositional process.

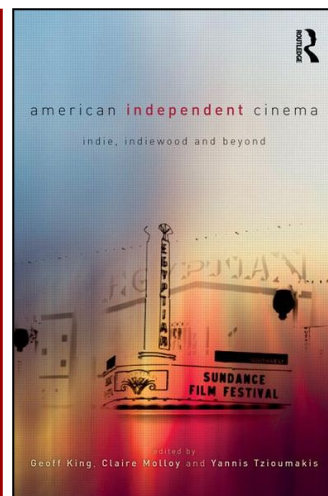
-Barnes & Noble-

NEW BOOKS@SHDL

Review:

The American independent sector has attracted much attention in recent years, an upsurge of academic work on the subject being accompanied by wider public debate. But many questions remain about how exactly independence should be defined and how its relationship might be understood with other parts of the cinematic landscape, most notably the Hollywood studios. Edited and written by leading authors in the field, *American Independent Cinema: indie, indie wood and beyond* offers an examination of the field through four sections that range in focus from broad definitions to close focus on particular manifestations of independence. A wide variety of examples are included but within a framework that offers insights into how these are related to one another.

-Barnes & Noble-

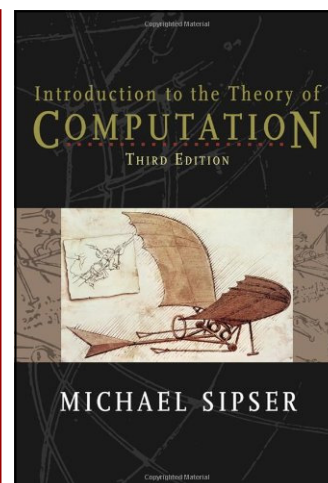


Author: Geoff King (Ed), Claire Molloy (Ed), Yannis Tzioumakis (Ed)
ISBN: 9780415684286
Call No.: PN1993.5.U6 A44 2013
Year: 2013

Review:

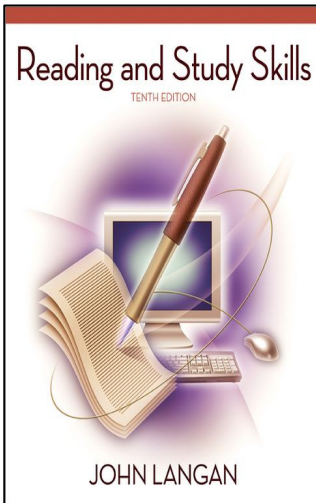
Gain a clear understanding of even the most complex, highly theoretical computational theory topics in the approachable presentation found only in the market-leading *Introduction to the Theory of Computation* (3rd Ed.). The number one choice for today's computational theory course, this revision continues the book's well-know, approachable style with timely revisions, additional practice, and more memorable examples in key areas. A new first-of-its-kind theoretical treatment of deterministic context-free languages is ideal for a better understanding of parsing and LR(k) grammars. You gain a solid understanding of the fundamental mathematical properties of computer hardware, software, and applications with a blend of practical and philosophical coverage and mathematical treatments, including advanced theorems and proofs. *Introduction to the Theory of Computation* is comprehensive coverage makes this a valuable reference for your continued studies in theoretical computing.

-Barnes & Noble-



Author: Michael Sipser
ISBN: 9781133187790
Call No.: QA267.S57 2013
Year: 2013

NEW BOOKS@SHDL



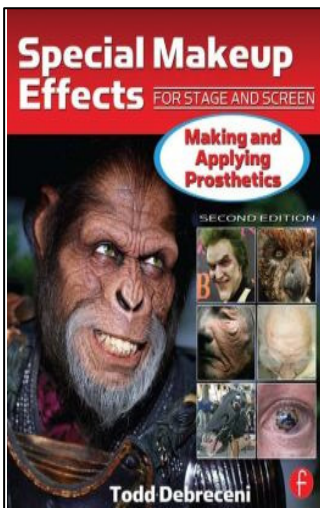
Author: John Langan
ISBN: 9780073533315
Call No.: LB2395.L36
2013
Year: 2013

Review:

By focusing on a wide range of reading and study skills required in the academic world, Reading and Study Skills gives instructors the flexibility to address student needs that might otherwise require several texts.

The highly versatile organization divides topics into focused, self-contained modules that can be covered in any order resulting in a text that can be adapted to fit any teaching or learning situation. From its step-by-step, comprehensive coverage of the essential reading and study skills, to its practical, sensible style and tone, this text encourages and motivates students to get the most out of their reading and shows them how to master key study skills in order to have rewarding college experiences.

-Barnes & Noble-



Author: Todd Debrececi
ISBN: 9780240816968
Call No.: PN2068.D43
2013
Year: 2013

Review:

Transforming an actor into a character for film or theater takes a great deal of skill, prowess, and creativity, and in this new edition, author Todd Debrececi empowers you with just those qualities. From his years of film, TV, and theatrical experience, he shows you tips and techniques that will have you applying your own makeup effects like a pro in no time. Along with walking you through genre-specific considerations (horror, fantasy, sci-fi, and so on) Todd also teaches you about the gear you will need, how to maintain your kit, how to take care of the actor's skin, how to airbrush properly when HD is involved, and so much more.

Learn how to sculpt and mold your own makeup prosthetics, with a focus on how human anatomy relates to sculpture, to create the most realistic effects. Recipes scattered throughout the book show you exactly what you need and how to use it, helping you to create the best SFX makeup applications. Case studies feature some of the world's top makeup effects artists including Steve Wang, Thom Flouts, Ve Neill, Neill Gorton, Greg Nicotero, Kazuhiro Tsuji, Jordu Schell, Howard Berger, Matthew Mungle, Christien Tinsely, Vittorio Sodano, and Tami Lane.

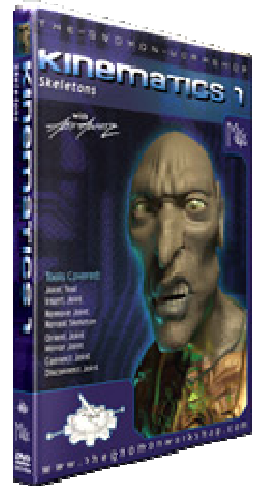
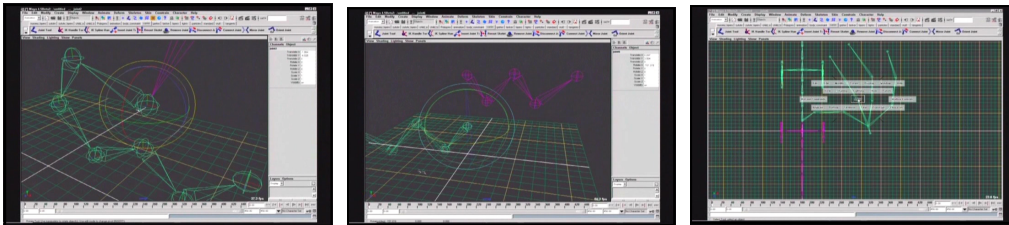
-Barnes & Noble-

MEDIA/AV@SHDL

Synopsis:

In this DVD, Alex Alvarez explains everything one needs to know about creating skeletons, which will behave predictably in Maya. Regardless of whether controls will be forward or inverse, a clean skeleton is critical for an intuitive workflow. The same is true for when geometry will later be skinned to the joints. This lecture thoroughly discusses joint placement, orientation and behavior modification.

Snapshots:

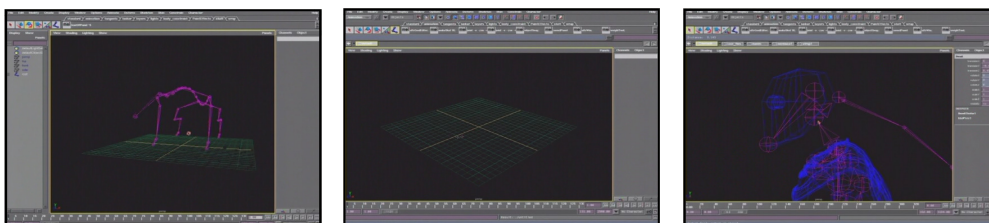


Call No: AV [DVD]
TR897.5.K56
Pub.: The Gnomon Workshop
Location: Cyberjaya

Synopsis:

The process of animating a skeleton via joint rotation is known as forward kinematics. There are several ways to create forward kinematic control on a skeleton, however, which are intuitive and flexible. Through the use of expressions and 'set driven key', animation can be streamlined. Useful applications of these techniques range from spines and tails to hands and fingers.

Snapshots:



Call No: AV [DVD]
TR897.5.K56
Pub.: The Gnomon Workshop
Location: Cyberjaya





How to use AV viewing room *(For students and SHDL users)*

- User request to use single/group viewing room from the library counter along with item details (title, call number, barcode). Request are based on first come, first serve.

(Eg: [VT] PN1995.9.T75 D54 1993)

- User hands in ID card to staff at counter and fill-in the Single/Group Viewing Room form. User ID card is held in the counter, while user in the room.
- User waits inside the viewing room while staff collects AV item(s) from the AV room (Max. 3 items per user). Maximum usage period for viewing room is 2 hours for per user; renewal usage period must be done at counter by filling new form.
- Viewing room is for viewing of AV collections purpose ONLY.
- User needs to go to circulation counter with the borrowed AV collection(s) once finished to get back their ID card.
- User's ID card will be returned upon staff final checking.

How to borrow AV items *(For MMU staff)*

- User requests for AV material from the counter with the item call number.
- User waits for staff to collect the item from the AV collection room. *(Refer library policy for staff's loan privilege).*
- Check-out item at counter using user's library account.

Any questions about media collection, please forward to **Mdm Norazilah Masro - norazilah.masro@mmu.edu.my ext. 3628 (Melaka)** or **Mdm Noor Azimah Nawawi - azimah.nawawi@mmu.edu.my ext. 5872 (Cyberjaya)**.

Serials/Database Highlights : 2014 Database Subscription

TABLE 1: OVERALL ONLINE DATABASES & JOURNAL PACKAGE COLLECTION COLLECTION	
ENGINEERING, TECHNOLOGY AND CREATIVE MEDIA TITLES	
1	AACE DIGITAL LIBRARY
2	ACM DIGITAL LIBRARY (WITH COMPUTING REVIEW)
3	IEEEXPLORE
4	LECTURE NOTES IN COMPUTER SCIENCE SERIES (LNCS)
5	EBSCO HEALTH BUSINESS ELITE
6	EBSCO MEDLINE WITH FULLTEXT
7	EBSCO SCIENTIFIC AND MEDICAL IMAGEBASE
8	SPIE DIGITAL LIBRARY
9	SCIENCEDIRECT BACKFILES (MATHEMATICS)
BUSINESS & MANAGEMENT TITLES	
10	BLOOMBERG PROFESSIONAL
11	DATASTREAM
12	GLOBAL MARKET INFORMATION DATABASE (GMID)
13	EMERALD MANAGEMENT 120
14	ITU WORLD TELECOMMUNICATION/ICT INDICATORS DATABASE
15	INTERNATIONAL FINANCIAL STATISTICS (IFS)
16	ISI EMERGING MARKET
17	MARKETLINE 360
LAW TITLES	
18	CLJ LEGAL NETWORKS
19	HEIN ONLINE INTERNATIONAL CORE COLLECTION
20	LAWNET
21	LEXIS-NEXIS MALAYSIA
22	MALAYSIAN LABOR LAWS
23	MALAYSIAN LEGAL ALERT
24	WESTLAW MALAYSIA
MULTIDISCIPLINARY TITLES	
25	BLIS – BERNAMA LINK
26	EBSCO ACADEMIC SEARCH PREMIER (ASP)
27	EBSCO BUSINESS SOURCE COMPLETE (BSC)
28	PROQUEST CENTRAL
29	SCIENCE DIRECT: CORE COLLECTION
30	SCIENCEDIRECT WITH FREEDOM COLLECTION
31	SPRINGERLINK (INCLUSIVE KLUWER TITLES)
RESEARCH ORIENTED TITLES	
32	JOURNAL CITATION REPORT ONLINE (SCIENCE)
33	JOURNAL CITATION REPORT ONLINE (SOCIAL SCIENCE)
34	PROQUEST DISSERTATION AND THESES
35	SCOPUS

TABLE 1: OVERALL ONLINE DATABASES & JOURNAL PACKAGE COLLECTION

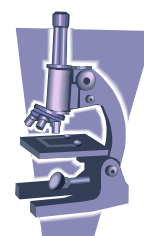
OTHER TOOLS	
36	CATALOGUERS DESKTOP ONLINE
37	CLASSIFICATION WEB
38	GLOBAL BOOKS IN PRINT (GBIP)
39	IT'S MARC
40	MEDIABANC NEWS E-LIBRARY
41	UK NARIC
42	ULRICH ON WEB WITH SERIAL ANALYSIS
43	SUMMON DISCOVERY SERVICES (MULIA 2.0)
44	SUMMON 360 CORE A TO Z LISTING
45	SUMMON 360 LINK RESOLVER
46	BOWKER SYNETIC SOLUTIONS
ONLINE JOURNAL PACKAGE ON SCIENCE AND TECHNOLOGY	
47	ASME ONLINE JOURNAL PACKAGE (TRANSACTION & APPLIED MECHANICS REVIEW)
48	WORLD SCIENTIFICS ONLINE JOURNAL PACKAGE (COMPUTER SCIENCE)
49	SIAM ONLINE JOURNAL PACKAGE
50	INFO SCI ONLINE JOURNAL PACKAGE (IGI GLOBAL)
51	MIT PRESS ONLINE JOURNAL PACKAGE (ART & HUMANITIES PACKAGE)

New Journal for 2014

- ⇒ *Screen (CAP)*
- ⇒ *Journal of Media Practice (CAP)*
- ⇒ *Continuum: Journal of Media & Cultural Studies (CAP)*
- ⇒ *Security & Communication Network (FOE)*
- ⇒ *Journal of Cultural Economy (CAP)*
- ⇒ *Journal of Cultural Research (CAP)*
- ⇒ *Corporate Voice (FOM)*

New Database for 2014

- ⇒ *Bloomberg Professional*



Theses Receiving Report 2014 as at April 2014



MMU Digital Theses are the platform for the Siti Hasmah Digital Library to keep Multimedia University intellectual research made by the postgraduate students. The MMU Digital Theses also aim to maximize the visibility and the availability of the MMU's theses as well as provides opportunities for further research.

New theses that available as at April 2014 are:

Afshin Osouli. (2014). *Determinants of e-government implementation in Iran*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Internet in public administration

Call number: JF1525 .A8 A37 2014

Ajitha Angusamy. (2012). *A genetic algorithm for integrating production and transportation planning decisions in a specialty chemical plant*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Genetic algorithms

Call number: QA402.5 A45 2012

Ali Reza Gandomi Nezhad. (2013). *Applications and evaluation of adoption of RFID technology in dairy industry*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Identification. Radio frequency identification systems.

Call number: TK6570 .I34 A45 2013

Aos Alaa Zaidan Ansaef. (2013). *Anti-pornography algorithm based on multi-agent learning in skin detector and pornography classifier*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Computer algorithms

Call number: QA76.9.A43 A67 2013

Ayman Abdelmotti Suliman. (2010). *Use of ICT among selected higher education institutes in Sudan*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Information technology--Management

Call number: HD30.2 A96 2010



Chan, G. Y. (2012). *PeANFIS-FARM for discovering rules for XML intrusion detection and prevention*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Computer networks—Security measures

Call number: TK5105.59 C43 2012

Charraz Othman. (2014). *Impact of brand personality, subjective norm and perceived control towards purchase intention of organic fast food*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Brand choice

Call number: HF5415.3 C43 2014

Chia, F. K. (2012). *Assisted breast tissue abnormality differentiation using magnetic resonance images*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Breast—Magnetic resonance imaging

Call number: RG493.5 .M33 C45 2012

Chong, S. X. (2012). *The study of character identity and interactivity in educational games for creative writing*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Creative writing--Computer programs

Call number: PN171.D37 C46 2012

Ehsan Sadeh. (2011). *Improving European Foundation for Quality Management (EFQM) excellence model for implementation in Iranian SMEs*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Total quality management

Call number: HD62.15 E47 2011

Farah Roslan. (2014). *The causal relationship between foreign direct investment and financial development in ASEAN countries*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Investments, Foreign. FDI (Foreign direct investment)

Call number: HG4538 F37 2014



Ghorbanali Moslemipour. (2012). *Intelligent design of dynamic and robust layouts in uncertain environment of flexible manufacturing systems*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Flexible manufacturing systems
Call number: TS155.65 G45 2012

Goh, K. O. M. (2011). *A contactless biometric system using multiple hand features*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Biometric identification
Call number: TK7882 .B56 G64 2011

Gowrie Vinayan. (2012). *Impact of Total Quality Management (TQM) and Sun Tzu Art of War strategies on Sustainable Competitive Advantage (SCA): A study of Malaysian manufacturing industries*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Total quality management
Call number: HD62.15 G69 2012

Hadi Nejatian Khalilabad. (2011). *The impact of knowledge management on customer relationship management: an empirical investigation on Malaysian ICT companies*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Knowledge management
Call number: HD30.2 H33 2011

Hamidah Kasim. (2014). *Factors contributing to effective change management in organizations*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Organizational change. Organizational development. Corporate turnarounds.
Call number: HD58.8 H36 2014

Ho, C. C. (2013). *Performance evaluation of multimodal biometric systems using fusion techniques*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Biometric identification
Call number: TK7882 .B56 H63 2013



Hossein Zare Pisheh. (2014). *The moderating role of personality in the relationship between trust and knowledge sharing behaviour*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Knowledge management

Call number: HD30.2 H67 2014

Ibrahim Hussien Musa Magboul. (2013). *Antecedents and consequences of information system usage among telecommunication employees in Sudan*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Management information systems

Call number: HD30.213 I37 2013

Jevgenijs Leservs. (2014). *Selection criteria of international students in identifying Malaysia as a higher education destination*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Consumer behavior

Call number: HF5415.32 J48 2014

Khong, C. W. (2011). *Design and usability evaluation of icons on public payphones in Malaysia*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Sign and symbols--Malaysia

Call number: P99.M35 K45 2011

Lee, K. G. (2014). *Determinants of higher learning institutions' websites towards student satisfaction*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Consumer satisfaction

Call number: HF5415.335 L44 2014

Leow, F. T. (2012). *Incorporation of Gagne's instructional design in a student-centred multimedia learning environment*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Interactive multimedia

Call number: QA76.76.I59 L46 2012

Theses Receiving Report 2014 as at April 2014



P. J. (2012). *Enhanced bandwidth estimation technique for distribution of multimedia contents in broadband communication*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Computer algorithms

Call number: QA76.9 .A43 L69 2012

Md Hisamudin Ahmad. (2014). *The impact of consumer learning on purchase intention of online air ticket: Multi-group analysis*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Consumers' preferences, Consumer behavior

Call number: HF5415.32 M34 2014

Mohammad Ezri Shamsuddin. (2014). *Transforming organisational culture in Malaysia public sector*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Corporate culture

Call number: HD58.7 M64 2014

Mohammad Hafeez Mohamad Jowsey. (2014). *The determinants of nostalgia sentiment sensitivity in nostalgic driven advertising*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Advertising--Management

Call number: HF5821 M64 2014

Mohammad Mahadi Hassan. (2010). *Performance analysis of contention resolution, Routing and Wavelength Assignment in optical burst switching network*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Wavelength division multiplexing

Call number: TK5103.592.W38 M64 2010

Mohd Nazri Mohd Noor. (2013). *Malaysian consumers' attitude towards mobile advertising and its impact on purchase intention*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Consumer behaviour--Malaysia

Call number: HF5415.33 M64 2013



Ng, K. H. (2013). *Alignment-free distance measures for clustering Expressed Sequence Tags*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Cluster analysis--Computer programs

Call number: QA278 N45 2013

Ng, T. S. (2013). *Improved mobile radio network dimensioning methodology with QoS considerations*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Dimensional analysis

Call number: TA347.D5 N48 2013

Ng, Y. H. (2013). *Signal design-based channel identification techniques for fiber-wireless systems*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Wireless communication systems

Call number: TK5103.2 N49 2013

Noel Tay, N. W. (2012). *Biologically inspired framework for pose invariance in visual face recognition*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Human face recognition (Computer science). Optical pattern recognition.

Call number: TA1650 T39 2012

Onalenna Phambuka. (2013). *An examination of the implementation of Botswana General Certificate of Secondary Education Art and Design curriculum using the Context-Input-Process-Product model*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Computer art. Digital art

Call number: N7433.8 O53 2013

Pang, W. L. (2012). *QoS provisioning in Wireless Local Area Network using adaptive admission control and scheduling with priority sliding*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Wireless LANs

Call number: TK5105.78 P36 2012

Theses Receiving Report 2014 as at April 2014



Purwanto. (2012). *Neural network based hybrid prediction models for healthcare applications*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Neural networks (Computer science)

Call number: QA76.87 P87 2012

Rashad Yazdanifard. (2012). *Developing an internet marketing mix matrix using Product Life Cycle (PLC) and customer maturity*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Internet marketing

Call number: HF5415.1265 R37 2012

Rathimala Kannan. (2012). *Characterisation of e-commerce website structures using webometrics and social network analysis methods*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Electronic commerce--Management

Call number: HF5548.32 R38 2012

Rouzbeh Behnia. (2013). *Design and analysis of certificate-free undeniable signature schemes*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Cryptography--Access control. Computer security.

Call number: QA76.9 .A25 R68 2013

Sara Moein. (2012). *Kinetic gas molecule optimisation neural network for classification of electrocardiogram signals to identify heart disorder*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Neural networks (Computer science)

Call number: QA76.87 S27 2012

Sayed Ali Barzin Karoushi. (2014). *Share price reaction to stock split and stock repurchase*. (MBA Thesis), Multimedia University (MMU), Malaysia.

Keyword: Stock exchanges--Malaysia

Call number: HG5750.6 .A3 S29 2014



Seethaletchumy Thambiah. (2012). *A study on consumer adoption of Islamic retail banking services in Malaysia*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Banks and banking--Religious aspects--Islam

Call number: HG3368 .A6 S44 2012

Sew, B. C. (2012). *Modified multilook cross correlation technique for doppler centroid estimation in SAR image signal processing*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Synthetic aperture radar (SAR)

Call number: TK6592 .S95 S49 2012

Subarmaniam Kannan. (2011). *Learning domain semantics for knowledge management*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Knowledge management

Call number: HD30.2 S83 2011

Syarifah Nur Amanina Syed Abdullah. (2013). *Analysis of grounding systems by using simulation software and conducting experiments*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Electric currents--Grounding

Call number: TK3227 S93 2013

Syed Syahril Syed Ibrahim. (2011). *Investigation of EEG signals for emotional state analysis*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Electroencephalography

Call number: QP376.5 S94 2011

Tan, H. Y.-J. (2012). *Authentic learning principles in a web-based student-centred learning environment*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Educational technology

Call number: LB1028.3 T36 2012

Theses Receiving Report 2014 as at April 2014



Tee, D. T. (2012). *Ethical perception on tax evasion by professional in Malaysia*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Tax evasion

Call number: HV6341 T44 2012

Umi Sabriah Haron@Saharon. (2010). *Face recognition using modified singular-value-perturbed principal component analysis*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Human face recognition (Computer science)

Call number: TA1650 U45 2010

Ummu Kolsome Farouk. (2012). *Determinants of effective Occupational Safety and Health Committees (OSHCS): A study of Malaysian manufacturing firms*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Industrial safety committees

Call number: HD7261 U46 2012

Velu Perumal. (2012). *User preferences for seating objects in a Malaysian public park*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Consumers' preferences

Call number: HF5415.32-.33 V45 2012

Wan Mimi Diyana Wan Zaki. (2012). *Content-based medical image analysis and retrieval of intracranial haemorrhages CT brain images*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Imaging systems in medicine. Diagnostic imaging.

Call number: R857 .O6 W36 2012

Wong, S. B. (2011). *An ergonomics investigation of manufacturing in a multinational company (MNC)*. (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Human engineering, Ergonomics

Call number: TA166 W66 2011



Yang, X. (2011). *The impact of strategic innovation on profitability and growth in the Chinese cosmetic industry.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

Keyword: Strategic planning

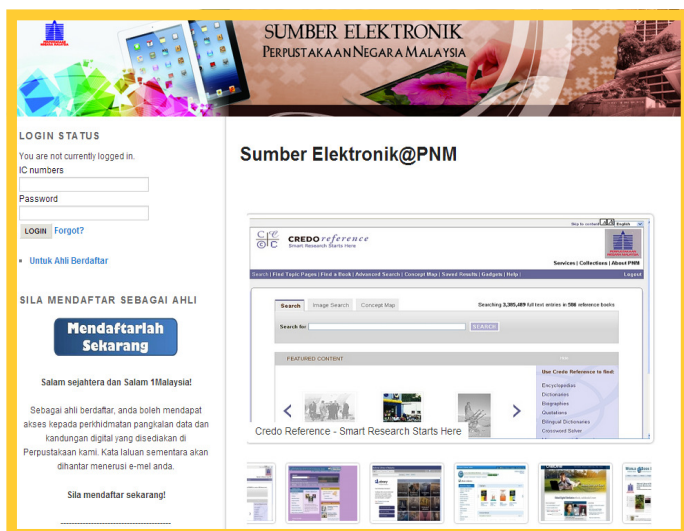
Call number: HD30.28 Y36 2011

Yeo, J. Y. K. (2012). *Optimal modeling fill guide for improved interconnect performance.* (Master Thesis), Multimedia University (MMU), Malaysia.

Keyword: Chemical mechanical planarization

Call number: TK7874.84 Y46 2012

Article: E- Magazine: a new issues available



"All the international and local magazines are available through the net. From fashion, healthcare, home decor, recipe, cooking and baking, photography and computers' updates, and many more subjects are ready to be explored."

To own a smartphone or tablet has become a trend for youngsters nowadays. The library and publishers have strengthened the reason for you to get the gadget. Today's publishers are offering their magazines and newspapers via online.

Users need to subscribe the magazine online and it will be delivered to their phone and gadget immediately. All the international and local magazines are available through the net. From fashion, healthcare, home decor, recipe, cooking and baking, photography and computers' updates, and many more subjects are ready to be explored.

Well, Malaysian is also affected by this technology. Do you know that Malaysia's citizen can access a lot of e-magazine and it's FREE! YES..!

Register yourself at Perpustakaan Negara Malaysia(PNM) digital library (<http://www.pnmdigital.gov.my/>).

Upon approval, you will gain an access to a lot of pre-selected magazine to your gadget. This e-magazine aims to provide and support lifelong learning to Malaysian citizen and it is also to promote reading habit to Malaysian. Beside PNM, you may also retrieve the e-magazine through your android. There are a lot of interesting free magazine for you to download. Choose wisely and enjoy your reading.

Library Database Schedule

Database Training 2014

Month	Date/Day	Date/Day	Faculty	Database	Time
	(Cyber)	(Melaka)			
Feb	27 February 2014 (Thursday)	26 February 2014 (Wednesday)	ALL	Science Direct/Scopus	10.00 am - 1.00 pm
	21 February 2014 (Thursday)	20 February 2014 (Wednesday)	FOM/ FBL	ISI Emerging Market	10.00 am - 1.00 pm
April	10 April 2014 (Thursday)	9 April 2014 (Wednesday)	FBL/ FOM MBA	Emerald Intelligent Full-text	10.00 am - 1.00 pm
	N/A	10 April 2014 (Thursday)	LAW	Westlaw	2.30 pm - 4.00 pm
	17 April 2014 (Thursday)	16 April 2014 (Wednesday)	FOE, FET	IEEE/Knovel	10.00 am - 1.00 pm
May	N/A	8 May 2014 (Tuesday)	LAW	CLJ- Current Law Journal	2.30 pm - 4.00 pm
	22 May 2014 (Thursday)	21 May 2014 (Wednesday)	ALL	Ebsco *ASP,BSP, PsyINFO, Medline, eJournal A-Z	10.00 am - 1.00 pm
	29 May 2014 (Thursday)	28 May 2014 (Wednesday)	FOM, FBL	Datastream	10.00 am - 1.00 pm
June	N/A	3 June 2014 (Tuesday)	LAW	Lexis Malaysia	2.30 pm - 4.00 pm
	N/A	5 June 2014 (Thursday)	LAW	LawNet	2.30 pm - 4.00 pm
	19 June 2014 (Thursday)	18 June 2014 (Wednesday)	FOM/ FBL	Marketline	10.00 am - 1.00 pm
July	3 July 2014 (Thursday)	2 July 2014 (Wednesday)	FOM/ FBL	BLIS- Bernama Library & Infolink Services	10.00 am - 1.00 pm
Aug	14 August 2014 (Thursday)	13 August 2014 (Wednesday)	ALL	Access Dunia Springer LINK (ALL) World Scientific Online Journals (FOE/ FET/FIT/FIST) SIAM(FOE/FET) ACM (FOE/FET/FIST/FIT/FCM), ASME (FET), IGI (FBL/FOM), CSA & MIT Press (FCM), IGI	10.00 am - 4.00 pm
	21 August 2014 (Thursday)	20 August 2014 (Wednesday)	FOM/ FBL	ISI Emerging Market	10.00 am - 1.00 pm
	28 August 2014 (Thursday)	27 August 2014 (Wednesday)	FOM, FBL	GMID	10.00 am - 1.00 pm
Sept	4 Sept 2014 (Thursday)	3 Sept 2014 (Wednesday)	ALL	Mendeley	10.00 am - 1.00 pm
Oct	N/A	8 Oct 2014 (Wednesday)	ALL	*Taylor Authorship Workshop	10.00 am - 1.00 pm
Nov	13 Nov 2014 (Thursday)	12 Nov 2014 (Wednesday)	ALL	ProQuest	10.00 am - 1.00 pm

*Any changes for the proposed date and time will be notified

*Library will circulate the training details via email, library portal, notice, posters and etc.

Library CSI 2013 Feedback

CUSTOMER SATISFACTION SURVEY/INDEX 2013

INTRODUCTION

The Multimedia University Library is committed to 'continuous improvement' and to be recognized as an organization consistently exhibiting best practice and values. Consistent with these values, MMU Library has conducted a survey so that customers' views, ideas, and suggestions can be fully considered as an integral part of its commitments for improvement.

OBJECTIVES

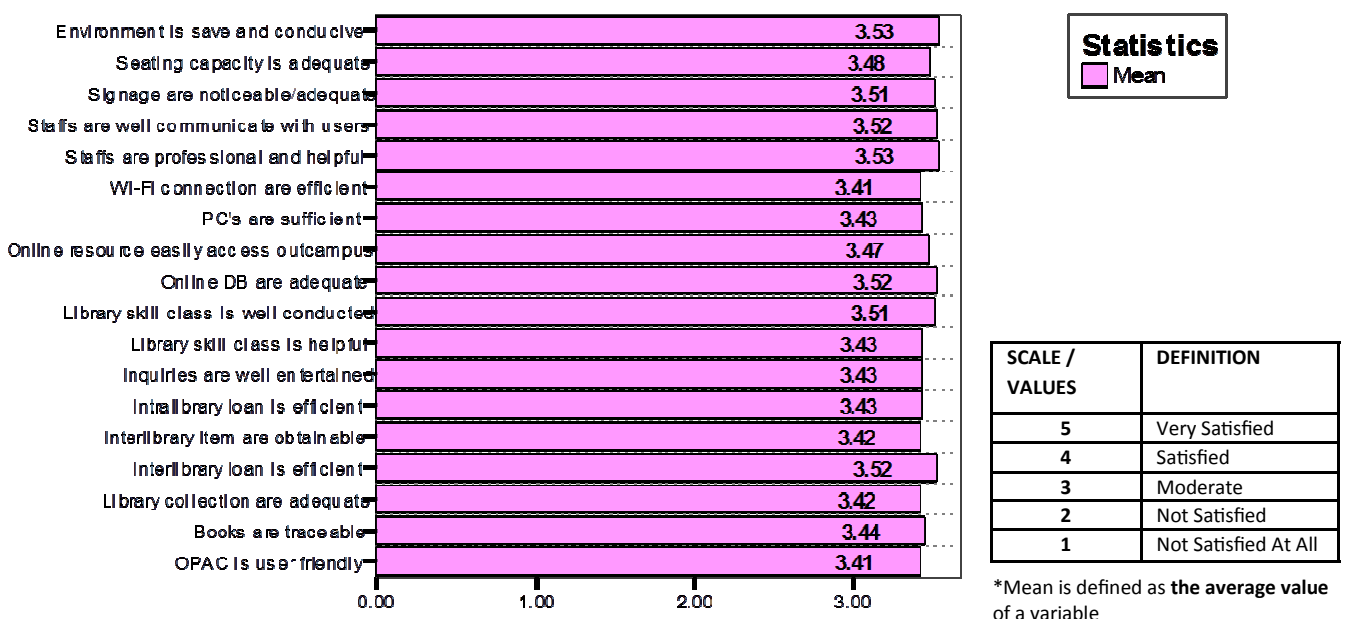
The primary objective of the customer survey is to provide the MMU Library with a means to identify key customer concerns that may presently exist. More specifically, the objectives of the survey are likely to include:

- ⇒ To identify and manage the key prioritized issues affecting customers;
- ⇒ To provide the ability to measure and monitor the performance of the MMU Library;
- ⇒ To allow customers the opportunity to communicate openly and honestly with the management team of the Library;
- ⇒ To improve library services and facilities.

TOTAL NUMBER RESPONDENTS

2505 respondents

OVERALL RATING SCORES FOR SERVICES AND FACILITIES



Library CSI 2013 Feedback

DETAILED RESULTS INTERPRETATION

What clients believe is important for the Library

The 10 highest ranked importance factors for Library clients are listed in descending priority order (Mean*) in the table below.

Variables	Importance	
	Mean	Rank
The books are systematically shelved and traceable	3.88	1
Signage available is noticeable and adequate	3.83	2
The seating capacity is adequate	3.81	3
Library staff communicates well with the users	3.81	4
The Library's catalogue system (Online Public Access Catalogue/OPAC) is user friendly	3.79	5
Library staff is professional and available when needed	3.78	6
The Wi-Fi service is fast and efficient	3.77	7
The subscribed full-text online database collection is relevant and adequate	3.75	8
The overall Library collection is adequate	3.74	9
Any inquiries submitted is provided with a feedback.	3.72	10

How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked highest in performance by clients in 2014.

Variables	Performance	
	Mean	Rank
Library staff is professional and available when needed	3.53	1
The surrounding is safe and conducive	3.53	2
The Interlibrary loan (ILL) service is efficient and timely	3.52	3
The subscribed full-text online database collection is relevant and adequate	3.52	4
Library staff communicates well with the users	3.52	5
The Library Skill Class are delivered effectively by the librarians	3.51	6
Signage available is noticeable and adequate	3.51	7
The seating capacity is adequate	3.48	8
The electronic resources are easily accessible off campus	3.47	9
The books are systematically shelved and traceable	3.44	10

Library CSI 2013 Feedback

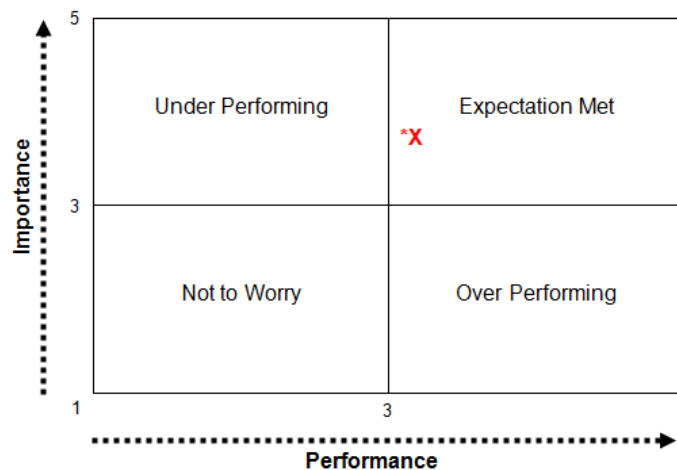
The extracted result from the test (important and performance), shows a positive result and the top 10 performance list (3.5 and above) contains 4 factors from the top 10 importance list are:

- ⇒ Signage available is noticeable and adequate
- ⇒ Library staff communicates well with the users
- ⇒ The subscribed full-text online database collection is relevant and adequate
- ⇒ The library staff is professional and available when needed

The gap grid analysis

Analysis of the gap scores enables the library to prioritize strategies for improvement in terms of those factors considered most pressing by clients. This information is reported in the gap grid. The gap grid is a two dimensional visual tool that allows you to see the position of each factor in relation to both its importance and its performance.

For each survey variable it shows the weighted performance score (horizontal axis), the weighted importance score (vertical axis) and the gap score. In addition, the median of overall performance and overall importance is highlighted on each of the axis. The two medians can be used to divide the gap grid into four quadrants, as displayed in the figure below.



*Overall Important Median for SHDL is 3.72

*Overall Performance Median for SHDL is 3.22

*X = Scores for SHDL in 2013

From the gap grid analysis, Siti Hasmah Digital Library seems to be on the right track as the score for 2013 is found to be in the "Expectation Met" quadrants. In overall, the performance is acceptable but the library needs to be aware of the possibility in future the scores might be drop as the performance median recorded is just above 3. Further enhancement or review needs to be done to accomplish the required result.

Library FAQ



1

Where can I get updates and latest notice/information on the library opening hours and such?

New updates are available through the "Latest News" at the library portal. It lists all new updates such the opening hours during trimester break as well as library activities.



2

How can I become a library member?

Library membership form is available at the library. You need to fill up the membership form to borrow books and use our services and facilities. Kindly contact the customer service department for further information on library membership.



3

How can I find a book in the library?

Users can find books in our collection by using the LIBRARY sOPAC (Elite sOPAC). Key in the title/topic regarding to the books and click "Submit Search". Copy the information available under the "holding information" for your reference.



4

How do I hold books?

Hold requests can be made by informing the library staffs via phone call or physically come to the library counter.



5

How about the overdue fines when I late return borrowed books?

Late return fine charges will be calculated as per below tabulation on the first 30 days after the item is overdue. However on the 31st day, the fine charges will automatically described as RM 50.00 and the subsequent days of late return after day 31, another RM 0.50/day will be charged respectively for all items except reference which will be charged RM1.00/day.



6

Can I return borrowed books to any MMU library?

Yes, you can return your borrowed books to any MMU libraries. Kindly inform the Library staff regarding to the status of the borrowed books.



7

What is Red-spot Collections? How many hours can I loan them?

Red-spot collections comprises from textbooks and reference books. Only one item is allowed at a time to be loaned for a period of 2 hours, which is renewable if demand permits. Overnight loan is permitted from 10.00 p.m. onwards. Overnight loan must be returned before 10.00 a.m. the next day

DISCOVER @ SHDL

Siti Hasmah Digital Library (Cyberjaya)

Jalan Multimedia,
63100 Cyberjaya,
Selangor, Malaysia.

Tel:603 83125852
Fax:603 83125866

Siti Hasmah Digital Library (Melaka)

Jalan Air Keroh Lama,
75450 Bukit Beruang,
Melaka, Malaysia.

Tel:606 2523493
Fax:606 2322764

The MMU Library was established in 1996 when Universiti Telekom opened its first campus in Bukit Beruang Ayer Keroh, Melaka, Malaysia. The library which is situated at the Melaka campus was named University Telekom Library (UNITELE Library) and could only accommodate about 600 students during that time. The Multimedia University (MMU) Library was then moved to a new building in May 2000. In 1999, another MMU library was set up in Cyberjaya, Selangor, Malaysia and was given the name Siti Hasmah Digital Library. This library was launched on 24th July 2000 with the intention of it being first Academic University Digital Library for the nation.

QUICK FACTS@SHDL

SERVICES

- User Education Program
- Online Form
- E-Reference
- Inter/Intra Library Loan
- Document Delivery Services
- Instant Messenger Interaction
- Online Book Renewal
- Loan Transaction

COLLECTIONS

- Books
- E-Books
- Theses
- Past Year Exam Papers
- Journal/Magazines
- Online Databases
- Av Materials
- Final Year Project

FACILITIES

- Database Centre
- sOPAC Terminal
- Media Room (Single/Group viewing)
- Wi-Fi
- Lockers
- Group Discussion Room (Research Library)
- Photocopy Machines
- 24-Hour Learning Point
- Post Graduate Research Point (Melaka)