

# DISCOVER@SHDL

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## Registration Day, MMU Cyberjaya Campus



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FROM THE  
CHIEF LIBRARIAN



**"Giving To MMU Libraries"**

The Multimedia University libraries seek to enhance its capabilities in providing resources, services and facilities that are beyond its existing financial capabilities.

Donations are sought to enhance the libraries' mission to provide a knowledge hub with up to date and reliable scholarly information and services in supporting the instructional, research and development programs of the University.

**Collection Development**

The Libraries continue to focus on supporting the university's 13 academic faculties, in responding to the changing needs of the university's academic direction and research areas. With support from our alumni and friends, we continue to acquire rare and significant works and offer the rich collections and services required by an academic library in 21<sup>st</sup> Century.

**Library Infrastructure**

Rebrand library spaces and IT facilities.

**Library Space**

The MMU Libraries are seeking innovative new ways to help the community bloom. We are developing ambitious plans to revitalize our space, including more options for group work and social interaction. We are re-imagining the services we offer, adopting promising new information technologies, and dreaming of new, inspiring study and research space that allow for community-building, as well as quiet reflection.

"A gift to the MMU Libraries empowers MMU to bring knowledge to life."

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 4, Issue 3

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

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SHDL

Siti Hasmah Digital Library

## ***STANDARD PEOPLE PRACTICE (MELAKA CAMPUS)***



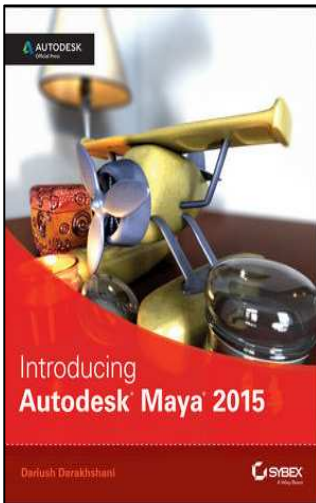
On Thursday (7 April 2016), Siti Hasmah Digital Library has conducted a training for library staff entitled "**Standard People Practice**" or **SPP**. This was 2nd SPP training conducted after its first introduction which is at SHDL Cyberjaya in 2015.

The training session aim is to give participants a better understanding on service delivery expectation and policy guidelines by guiding them in:

- Telephone Handling
- Dealing with Patron at the counter
- Dealing with Patron at the reading area
- Handling Customer Complaint
- Assisting in finding library Collections
- Dealing with vendor/user related to the collection development matters

On this day, the training was briefly conducted by Madam Norazilah Masro and Madam Noor Azimah Nawawi, who is in charge for customer service at the SHDL. The program was started at 9.30 am and finished at 5.30 pm. Siti Hasmah Digital Library would like to say thank you to all participants and those who involved, to ensure the event was successful.

### NEW BOOKS@SHDL



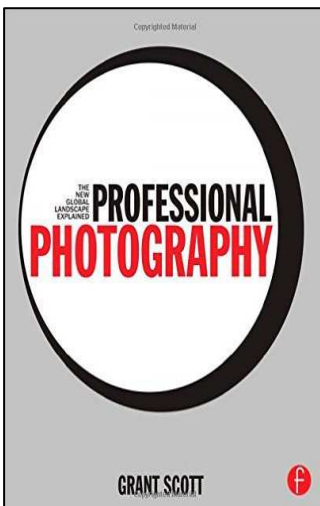
**Author:** Dariush Derakhshani  
**ISBN:** 9781118862841  
**Call No.:** TR897.7.D47  
2014  
**Year:** 2014

#### Description:

Best-selling author, visual effects supervisor, and technical educator Dariush Derakhshani brings you a newly-updated, step-by-step guide to the most popular and complex 3D application on the market, Autodesk Maya. Introducing Autodesk Maya 2015 includes straightforward lessons, real-world examples, detailed tutorials, and downloadable project files that get you modeling and animating your own digital models and scenes right away.

The book starts you with the latest CG concepts and production workflows, and then shows you how to create a solar system to help get you acquainted with the basic tool set in Maya.

-Wiley-



**Author:** Grant Scott  
**ISBN:** 9780415717540  
**Call No.:** TR267.S36  
2015  
**Year:** 2015

#### Description:

Since the 2006 photographic digital revolution, the world of professional photography has been on a rollercoaster of evolution. Not only has new camera technology transformed every aspect of the professional photographer's workflow, but it has also changed business practices across the industry. This essential handbook uses a global approach to teach photographers how to thrive in a fast-changing and competitive international marketplace. Highlights include practical examples and detailed advice about:

- Being well-versed in creating both still and moving images.
- Designing and maintaining a well-structured website.
- The importance of engaging with social media.
- Exploring personal projects to find new clients.
- Managing print sales and exhibiting.

-Amazon-

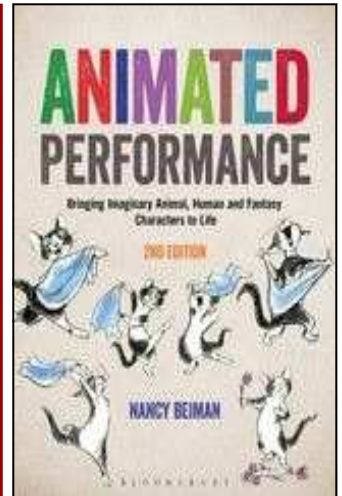
**NEW BOOKS@SHDL**

**Description:**

**Animated Performance, 2nd edition** explore how a character can seemingly “come to life” when their movement reflect the emotional or narrative context of their situation: when they start to perform.

The many tips, examples and exercises from a veteran of the animation industry will help readers harness the flexibility of animation to portray a limitless variety of characters and ensure that no two performances are ever alike. More than 300 color illustrations demonstrate how animal and fantasy characters can live and move without losing their non-human qualities and interviews with Disney animators Art Babbitt, Frank Thomas, Ollie Johnston and Ellen Woodbury make this a unique insight into bringing a whole world of characters to life.

*-Bloomsbury-*



**Author:** Nancy Beiman  
**ISBN:** 9781472596406  
**Call No.:** NC1765.B45  
2016  
**Year:** 2016

**Description:**

In creative advertising, no amount of glossy presentation will improve a bad idea. That’s why this book is dedicated to the first and most important lesson: concept.

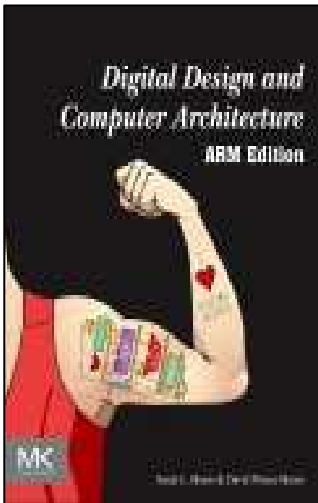
Structured to provide both a complete course on advertising and a quick reference on particular topics, it covers every aspect of the business, from how to write copy and learn the creative process to how agencies work and the different strategies used for all types of media. This third edition features substantially revised and expanded chapters on interactive advertising and integrated advertising, and an entirely new chapter on branded social media.

*-Thames & Hudson-*



**Author:** Pete Barry  
**ISBN:** 9780500518984  
**Call No.:** HF5823.B37  
2016  
**Year:** 2016

### NEW BOOKS@SHDL



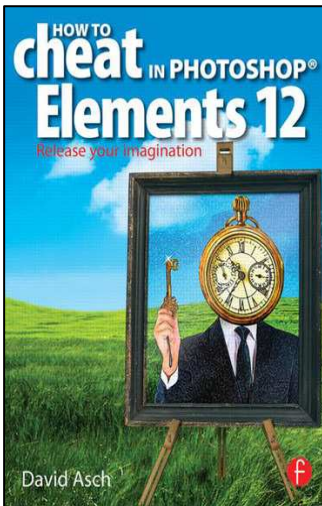
**Author:** Sarah L. Harris & David Money Harris  
**ISBN:** 9780128000564  
**Call No.:** TK7868.D5 H37 2016  
**Year:** 2016

#### **Description:**

Digital Design and Computer Architecture: ARM Edition takes a unique and modern approach to digital design. Beginning with digital logic gates and progressing to the design of combinational and sequential circuits, Harris and Harris use these fundamental building blocks as the basis for what follows: the design of an actual ARM processor. With over 75% of the world's population using products with ARM processors, the design of the ARM processor offers an exciting and timely application of digital design while also teaching the fundamentals of computer architecture.

SystemVerilog and VHDL are integrated throughout the text in examples illustrating the methods and techniques for CAD-based circuit design. By the end of this book, readers will be able to build their own microprocessor and will have a top-to-bottom understanding of how it works. Harris and Harris have combined an engaging and humorous writing style with an updated and hands-on approach to digital design.

*-Elsevier-*



**Author:** David Asch  
**ISBN:** 9780415724678  
**Call No.:** TR267.5.A33 A83 2014  
**Year:** 2014

#### **Description:**

How to Cheat in Photoshop Elements 12 starts you at the basics of photomontage with selection techniques, layers and transformations; leading up to full-length projects for creating magazine covers, fantasy scenes, poster artwork and much, much more.

This book also features:

- A dedicated website where you can download images and tutorial videos that show you how to expand, develop, and master top techniques.
- Full color images, a glossary of terms, useful keyboard shortcuts, and a detailed index that will help you locate that fantastic technique in a flash.

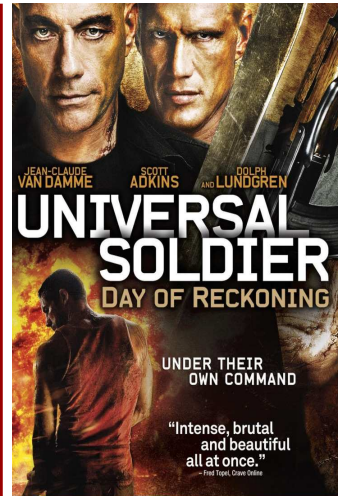
*-Cengage Learning-*

**MEDIA/AV@SHDL**

**Synopsis:**

John (Adkins, *The Expendables 2*) wakes up from a coma to discover his wife and daughter were slaughtered in a brutal home invasion. Haunted by images of the attack, he vows to kill the man responsible, Luc Deveraux (Van Damme). While John tries to piece his reality back together, things get more complicated when he is pursued by a relentless UniSol (Arlovski).

As John gets closer to Deveraux and the rogue army of genetically enhanced warriors led by back-from-the-dead leader Andrew Scott (Lundgren), John discovers more about himself and begins to call into question everything he believed to be true.



**Call No:** AV [BR] PN 1995.9 .A3 H93 2013

**Location:** Cinematic Arts Library

**Synopsis:**

Welcome to a magical world of spectacular adventure! When wily and resourceful Hugo discovers a secret left by his father, he unblocks a mystery and embarks on a quest that will transform those around him and lead to a safe and loving place he can call home. Academic Award –winning\* filmmaker Martin Scorsese invites you experience a thrilling journey that critics are calling “the stuff that dreams are made of” (*Peter Travers, ROLLING STONE*).



**Call No:** AV [BR] PN 1997.85 .L64 2012

**Location:** Cinematic Arts Library





**Call No:** AV [BR] PR  
6068 .A23 L58 2011

**Location:** Cinematic  
Arts Library

**Synopsis:**

The young hero D'Artagnan (Logan Lerman) and three of France's most elite warriors battle their way across Europe to save king and country from a conspiracy led by deadly assassin Milady (Mila Jovovich) and the Duke of Buckingham (Orlando Bloom).

A modern update to Alexandra Dumas's classic story, *The Three Musketeers* is an explosive action adventure that's fun and entertaining for the whole family.



**Call No:** AV [BR] PN  
1995.9 .H6 S28 2011

**Location:** Cinematic  
Arts Library

**Synopsis:**

Daigo doesn't speak anymore. Not since he killed that rabbit on the playground at school. His sister, Kiriko, is worried. He's bullied. He sleepwalks. And their father is no help, trapped in his own grief and illustrating fantasy worlds where families are happily reunited and no one dies.

They never should have gone to that 3D movie. The one with the stuffed rabbit that floated out of the screen. Now Daigo is missing. He's in danger, and Kiriko will have to follow him into a world of nightmares to discover the truth. And the truth is worse than any dream.

From the legendary director of *THE GRUDGE*, Takashi Shimizu takes an unflinching look into childhood fears, the ties that hold a family together, and bloody secrets that won't stay dead.

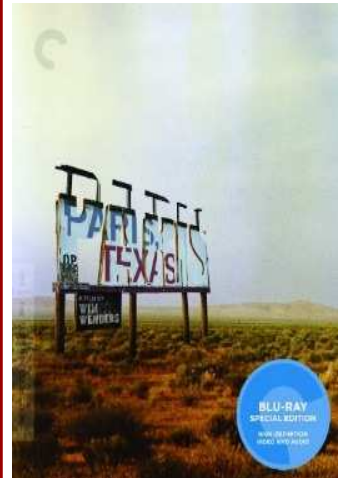


**MEDIA/AV@SHDL**

**Synopsis:**

German New Wave pioneer Wim Wenders (*Wings of Desire*) brings his keen eye for landscape to the American Southwest in *Paris, Texas* a profoundly moving character study written by Pulitzer Prize-winning playwright Sam Shepard. *Paris, Texas* follows the efforts of the mysterious, nearly mute drifter Travis (a magnificent Harry Dean Stanton, whose face is a landscape of its own) to reconnect with his young son, living with his brother (Dean Stockwell) in Los Angeles, and his missing wife (Nastassja Kinski).

From this simple setup, Wenders and Shepard produce a powerful statement on codes of masculinity and the myth of the American family, as well as an exquisite visual exploration of a vast, crumbling world of canyons and neon.



**Call No:** AV [DVD] HV 699 .S54

**Location:** Cinematic Arts Library

**Synopsis:**

In the mid-16th century, after annihilating the Incan empire, Gonzalo Pizarro (Allejandro Repulles) leads his army of conquistadors over the Andes into the heart of the most savage environment on earth in search of the fabled City of Gold, El Dorado.

As the soldiers battle starvation, Indians, the forces of nature, and each other, Don Lope de Aguirre (Klaus Kinski), "The Wrath of God, ", is consumed with visions of conquering all of South America and revolts, leading his own army down a treacherous river on a doomed quest into oblivion.



**Call No:** AV [DVD] PN 1995.9 .A3 H47

**Location:** Cinematic Arts Library





### **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](mailto:norazilah.masro@mmu.edu.my) ext. 3628 (Melaka)** or **Mdm Noor Azimah Nawawi - [azimah.nawawi@mmu.edu.my](mailto:azimah.nawawi@mmu.edu.my) ext. 5872 (Cyberjaya)**.

Serials/Database Highlights : 2016 Database Subscription

TABLE 1: OVERALL ONLINE DATABASES & JOURNAL PACKAGE COLLECTION COLLECTION	
<b>ENGINEERING, TECHNOLOGY AND CREATIVE MEDIA TITLES</b>	
1	ACM DIGITAL LIBRARY (WITH COMPUTING REVIEW)
2	IEEEXPLORE
3	LECTURE NOTES IN COMPUTER SCIENCE SERIES (LNCS)
4	SCIENCEDIRECT BACKFILES (MATHEMATICS)
5	SPIE DIGITAL LIBRARY
<b>BUSINESS &amp; MANAGEMENT TITLES</b>	
6	BLOOMBERG PROFESSIONAL*
7	EBSCO BUSINESS SOURCE COMPLETE (BSC)
8	GLOBAL MARKET INFORMATION DATABASE (GMID)
9	EMERALD MANAGEMENT 120
10	ITU WORLD TELECOMMUNICATION/ICT INDICATORS DATABASE*
11	INTERNATIONAL FINANCIAL STATISTICS (IFS)
12	ISI EMERGING MARKET
13	MARKETLINE 360
14	PROQUEST ABI/INFORM COMPLETE
<b>LAW TITLES</b>	
15	CLJ LEGAL NETWORKS
16	HEIN ONLINE INTERNATIONAL CORE COLLECTION
17	LAWNET
18	LEXIS-NEXIS MALAYSIA
19	MALAYSIAN LEGAL ALERT
20	WESTLAW MALAYSIA
<b>MULTIDISCIPLINARY TITLES</b>	
21	BLIS - BERNAMA LINK
22	SCIENCE DIRECT: CORE COLLECTION
23	SCIENCE DIRECT WITH FREEDOM COLLECTION
24	SPRINGERLINK (INCLUSIVE KLUWER TITLES)
<b>RESEARCH ORIENTED TITLES</b>	
25	JOURNAL CITATION REPORT ONLINE (SCIENCE)
26	JOURNAL CITATION REPORT ONLINE (SOCIAL SCIENCE)
27	PROQUEST DISSERTATION AND THESES (PQDT)
28	SCOPUS

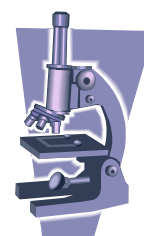
Note/Table Indicator:

\*Standalone database that operated at dedicated terminal

TABLE 1: OVERALL ONLINE DATABASES & JOURNAL PACKAGE COLLECTION	
OTHER TOOLS	
29	CLASSIFICATION WEB
30	GLOBAL BOOKS IN PRINT (GBIP)
31	IT'S MARC
32	ISENTIA MEDIA INTELLIGENT SERVICE
33	RDA TOOLKIT
34	UK NARIC
35	ULRICH ON WEB WITH SERIAL ANALYSIS
36	EBSCO DISCOVERY SERVICES
ONLINE JOURNAL PACKAGE ON SCIENCE, CREATIVE MEDIA AND TECHNOLOGY	
37	ASME ONLINE JOURNAL PACKAGE (TRANSACTION & APPLIED MECHANICS REVIEW)
38	WORLD SCIENTIFICS ONLINE JOURNAL PACKAGE (COMPUTER SCIENCE)
39	SIAM ONLINE JOURNAL PACKAGE
40	IGI GLOBAL ONLINE JOURNAL PACKAGE (INFO SCI)
41	MIT PRESS ONLINE JOURNAL PACKAGE (ART & HUMANITIES PACKAGE)

*Note/Table Indicator:*

*\*Standalone database that operated at dedicated terminal*





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 2016 are:**

Ahmed, M. A. D. (2013). *Computer visualisation for improving user participation in the early stage of architectural design process*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Three-dimensional imaging

**Call number:** TA1560 A36 2013

Ali Abdulwahab, A. A.-H. (2014). *Communication framework for integrating mobile and web-based personal health records using the continuity-of-care-record standard*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Ubiquitous computing (Medicine)

**Call number:** R859.7.U27 A45 2014

Alireza, A. (2012). *Factors affecting investors' perceived intention on online stock trading adoption in Iran*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Stockholders

**Call number:** HD2744 A45 2012

Amilia, M. (2014). *Effects of bandpass filter bandwidth on multiwavelength Brillouin Erbium Fiber Laser performance*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Optical fibers

**Call number:** TK8306 A45 2014

Arif, S. A. (2015). *Lossless and near lossless compression of pharynx and esophagus in fluoroscopy medical images*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Image compression

**Call number:** TA1638 A75 2015



Ataollah, M. M. (2013). *The effects of disclosure of non-financial performance indicators and audit report on stock price estimate in Iran.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Disclosure of information--Corporate governance  
**Call number:** HD2741 A83 2013

Behrang, S. (2015). *Factors influencing organisational trust and knowledge sharing behaviour in MSC status companies.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Intellectual capital  
**Call number:** HD53 B44 2015

Chan, C. S. (2011). *Gender and ethnic classification of Malaysian face images for face recognition.* (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Human face recognition (Computer science)  
**Call number:** TA1650 C43 2011

Chan, K. T. (2011). *Corporate debt structures: A study of Malaysian publicly listed firms.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Corporate debt  
**Call number:** HG4028.D3 C43 2011

Chin, S. P. P. (2015). *A knowledge management framework for e-learning based on human factor engineering.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Human-computer interaction  
**Call number:** QA76.9.H85 C45 2015

Chockalingam, P. (2013). *The grindability of glass fibre reinforced polymer composite.* (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Composite materials  
**Call number:** TA418.9.C6 C46 2013



Chua, Y. E. (2014). *Using weblog for peer feedback to develop writing skills in English*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Composition (Language arts)  
**Call number:** P53.27 C48 2014

Emerson, J. R. (2014). *Tool wear monitoring by emitted sound analysis using Hilbert Huang transform and competitive neural network*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Electric machinery--Monitoring  
**Call number:** TK2313 E44 2014

Goh, M. L. (2014). *Factors affecting households' recycling behaviour in Melaka: An application of theory of planned behaviour*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Refuse disposal industry--Waste management  
**Call number:** HD9975 G64 2014

Hasliza, H. (2014). *Corporate brand extension value and the mediating effect of experience and brand personality*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Brand choice--Consumer behavior  
**Call number:** HF5415.3 H37 2014

Jebaraj, S. B. (2013). *Dividends and corporate governance in Malaysia*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Corporate governance--Malaysia  
**Call number:** HD2741 B46 2013

Jumana, S. A. M. (2015). *Effects of risk, trust and attitude on online shopping intention*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Teleshopping --Consumer education  
**Call number:** TX335 J86 2015



Kazi Tasneem, F. (2015). *Brillouin characterisation of optical microfibers*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Optical fibers

**Call number:** TK8306 K39 2015

Khairi Shazwan, D. (2015). *Content delivery patterns with minimalist inspired content*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Knowledge representation (Information theory)

**Call number:** Q387 K43 2015

Kho, D. T. K. (2013). *Improved genetic Particle Swarm Optimisation multiuser detector for Multi-Carrier Code Division Multiple Access*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Combinatorial optimization--Computer programs

**Call number:** QA402.5 K46 2013

Krishnasamy, J. (2011). *Fabrication and characterisation of magnetron sputtered copper thin films*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Thin films

**Call number:** TA418.9.T45 K75 2011

Lee, M. (2014). *Low complexity vision based motion sensing techniques*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Motion detectors (Electronics)

**Call number:** TK7882.M68 L44 2014

Leong, L. H. (2014). *Successful implementation of business continuity management in selected financial institutions*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Planning. Business planning. Strategic planning

**Call number:** HD30.28 L46 2014





Leong, L. L. (2015). *Organizational fear: Barriers to effective performance*. (MBA Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Performance technology

**Call number:** HF5549.5.P37 L46 2015

Lim, A. H. L. (2012). *A new model for managerial decision making using workflow management*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Data mining

**Call number:** QA76.9.D343 L56 2012

Lim, C. H. (2014). *Real time global positioning system aided strapdown Inertial Navigation Unit system for unmanned aerial vehicle motion sensing*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Motion detectors (Electronics)

**Call number:** TK7882.M68 L56 2014

Lim, H. L. (2015). *Adequacy of e-filing adoption by Malaysian courts*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Electronic filing systems

**Call number:** HF5738 L56 2015

Mahdi, B. (2015). *Usability improvement of skeletal-based gesture recognition for exploring virtual environments*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Pattern recognition systems (Electronics)

**Call number:** TK7882.P3 M34 2015

Marwan, D. S. (2015). *Fundus image analysis for the detection of diabetic retinopathy disease*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Diagnostic imaging

**Call number:** RC78.7.D53 M37 2015



Maryam, P. R. (2013). *Group Method of Data Handling model using modified Levenberg-Marquardt technique*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** System analysis--Data processing (GMDH algorithms)

**Call number:** QA402 M37 2013

Md Mahmud, A. (2014). *Integrating contextual information in a personal health record system*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Ubiquitous computing (Medicine)

**Call number:** R859.7.U27 M36 2014

Md Najib, O. (2011). *Students' perception and preferences of e-learning in higher education*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Avatars (Virtual reality)--Interactive media

**Call number:** QA76.76.I59 M36 2011

Md. Mahedi, H. (2011). *An IP-based seamless handover communication architecture for high speed mobile host*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Mobile computing

**Call number:** QA76.59 M36 2011

Mohammad Mahdi, S. (2010). *Antenna design for frequency modulated continuous wave ground penetrating radar for density evaluations*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Ground penetrating radar

**Call number:** TK6592.G7 M64 2010

Mst. Nilufar, A. (2014). *Trust as mediator of the relationship between retention factors and organisational commitment in the Malaysian ICT sector*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Organizational commitment--Organizational behavior

**Call number:** HD58.7 M78 2014



Muhammad, Y. (2013). *The relationship between good governance, economic growth and poverty reduction in Nigeria*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Economic development--Nigeria

**Call number:** HC1055 M84 2013

Murugasu, T. M. T. (2014). *Exploring Initial Public Offerings (IPOs) investment strategies in Malaysia*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Going public (Securities)

**Call number:** HG4028.S7 M87 2014

Ng, Y. Y. (2014). *Affective user-centred design in video games*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** User interfaces (Computer systems)

**Call number:** QA76.9.U83 N49 2014

Ong, D. L. T. (2014). *Needs analysis of fitness members and bundling for profile segmentation of the fitness industry*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Consumers—Research

**Call number:** HF5415.32 O54 2014

Ong, P. S. (2014). *Real-time implementation of visual based fall detection in Field Programmable Gate Array*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Field programmable gate arrays

**Call number:** TK7895.G36 O54 2014

Rajibul, A. (2012). *Web content adaptation for mobile devices using tree-based algorithms*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Application program interfaces (Computer software)

**Call number:** QA76.76.A63 R35 2012



Rouhollah, M. (2014). *The effect of quality culture and organisational performance in Iran car manufacturing companies*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Total quality management

**Call number:** HD62.15 R68 2014

Ruzaimi, M. R. (2011). *A study of consensus for Visual Impact Assessment of urban streetscape*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Visual perception

**Call number:** BF241 R89 2011

Sam, Y. C. (2014). *Modeling affective conceptual change using Bayesian networks*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Bayesian statistics

**Call number:** QA279.5 S26 2014

Sapumohotti, C. (2013). *Design of location fingerprinting systems for Wireless Local Area Networks*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Biometric identification

**Call number:** TK7882.B56 S27 2013

Sethuramalingam, S. (2014). *Dual indexing and mutual summation based keyword search method for XML databases*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** XML (Document markup language)

**Call number:** QA76.76.H94 S48 2014

Shi, Z. N. (2015). *Role of job satisfaction in the relationship between human resource practices and employees' turnover intention: A study of multinational corporations*. (MBA Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Job satisfaction

**Call number:** HF5549.5.J63 S55 2015



Siew, Hong W. (2015). *Algorithms for localisation of crosstalk attacks in All-Optical Network*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Electromagnetic interference

**Call number:** TK7867.2 S54 2015

Tan, B. C. (2014). *Consumers' perspectives of environmental values and attitudes influence on green purchase behaviour and green restaurant intention in Malaysian service sector*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Consumer behaviour--Malaysia

**Call number:** HF5415.33 T36 2014

Tarofder, A. K. (2011). *Diffusion of web technologies in the supply chain management functions – An empirical analysis of Malaysian business organizations*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Business logistics--Malaysia

**Call number:** HD38.5 T37 2011

Thuryrajah, V. D. (2013). *Perceived effectiveness of counselling services among students in the tertiary educational institutions in Melaka*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Counseling in higher education

**Call number:** LB2343 T48 2013

Too, S. W. (2014). *Intellectual capital disclosure in Malaysian Initial Public Offering prospectuses and level of underpricing*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Intellectual capital

**Call number:** HD53 T66 2014

Vicky, F. (2015). *Family firm and initial public offering initial returns*. (MBA Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Going public (Securities)

Theses Collection for year 2016 (January-April) (last updated 6 May 2016)



**Call number:** HG4028.S7 V53 2015

Wan Noorshahida, M. I. (2014). *Video-based analysis on siblings' gait biometric*. (Ph.D Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Biometric identification

**Call number:** TK7882.B56 W36 2014

Zhinoos, K. A. (2011). *Effectiveness of using subtitled videos in learning English: A study on Iranian learners*. (Master Thesis), Multimedia University (MMU), Malaysia.

**Keyword:** Language and languages--Study and teaching--Audio-visual aids

**Call number:** P53.2 Z45 2011



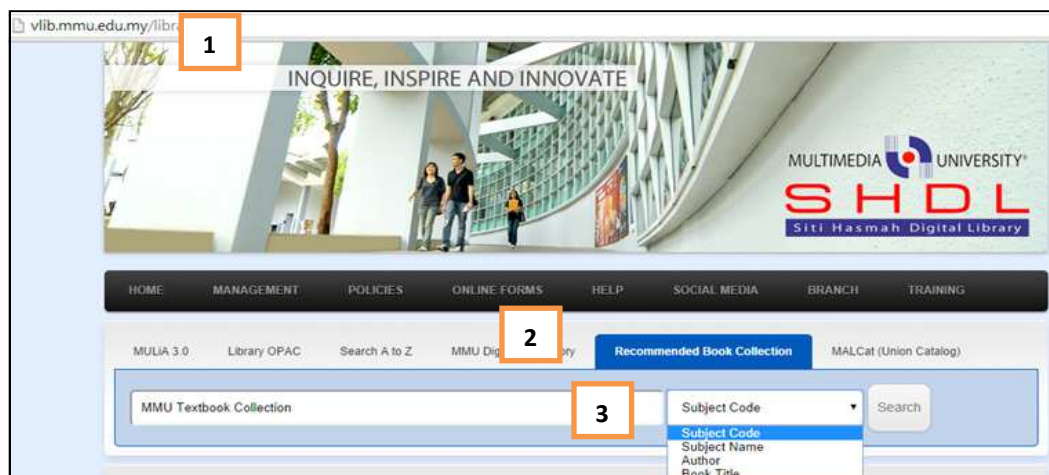


In this issue, we will teach you how to use library's newest application, RBC. What is RBC? Recommended Book Collection or RBC is a search platform to ease user in searching books related to their subject and faculty.

The RBC is indexed and searchable via:

- I. Author name
- II. Book Title
- III. Subject Name
- IV. Subject Code
- V. Faculty

### Searching guide on Recommended Book Collection



**Step 1:** Go to the library portal (<http://vlib.mmu.edu.my>)

**Step 2:** Click on Recommended Book Collection tab

**Step 3:** Select the search category

- Subject Code
- Subject Name
- Author name
- Book Title

## A Library HOW - TO: Recommended Book Collection (RBC)

### Step 4:

<b>Search by Subject Code</b>	I. Key in the subject code, i.e.: LEW0015 II. Select Subject Code III. Click Search
<b>Search by Subject Name</b>	I. Key in the subject Name i.e: Effective Writing 1 II. Select Subject Name III. Click Search
<b>Search by Author</b>	I. Key in the Book Author i.e: Fitzpatrick II. Select Author III. Click Search
<b>Search by Book Title</b>	I. Key in the Book Title i.e: Engaging writing. 1 : essential skills for academic writing II. Select Book Title III. Click Search

Search Results from Database: Subject Code : "LEW0015" - 3 document(s) found.

Results 1 - 3 of 3 Page :

Page : Results 1 - 3 of 3 Page 1 of 1 Results per-page: 10 | 25

College writing skills with readings  
LEW0015: Effective Writing 1  
Author: Langan, John.,  
Year: 2014  
Edition: -  
[Detail](#)

Engaging writing. 1 : essential skills for academic writing  
LEW0015: Effective Writing 1  
Author: Fitzpatrick, Mary.,  
Year: 2011  
Edition: -  
[Detail](#)

Refining composition skills : academic writing and grammar  
LEW0015: Effective Writing 1  
Author: Smalley, Regina L.,  
Year: 2012  
Edition: -  
[Detail](#)

**Step 5: Click on DETAIL link of the book**



A Library HOW - TO: Recommended Book Collection (RBC)

MMU LIBRARY  
**RECOMMENDED BOOKS COLLECTION**

MULTIMEDIA UNIVERSITY

Home | Vlib Portal | Search OPAC

Recommended Book Collections

Simple Search | Keyword Search | Browse or Download List By Faculty

Previous

Author	Fitzpatrick, Mary,
Title	Engaging writing. 1 : essential skills for academic writing
Year	2011
Subject code/ Name	LEW0015: Effective Writing 1
Faculty	LIFE
Call Number	PE1408 .F58 2011
Status	available
Location	2 cyber
URL	<a href="#">Link</a>

Copyright Vlib © 2016 MMU Repository, All Rights Reserved

The link will direct you to the Book detail in the library OPAC (ELITE)

MMU LIBRARY OPAC

elite

Login | My List | Heading Search | Search History | Clear Session

Search [ ] Search

Engaging writing. 1 : essential skills for academic writing / Mary Fitzpatrick.

Fitzpatrick, Mary, 1953-

Author: Fitzpatrick, Mary, 1953-  
Publisher: Pearson Education,  
Subject: English language Rhetoric.  
Year: 2011  
Call Number: PE1408 .F58 2011  
Edition: 2nd ed.

Add to My List

Total Ratings: 0


Location	Shelf Location	Call Number	Barcode	Item Class	Status	Public Note
MMU CYBER	MMU CYBER	PE1408 .F58 2011	0172706	BOOK	Available	

A Library HOW - TO: Recommended Book Collection (RBC)

[Advanced Search](#)

Engaging writing. 1 : essential skills for academic writing / Mary Fitzpatrick.

Fitzpatrick, Mary, 1953-



Author Fitzpatrick, Mary, 1953-  
 Publisher Pearson Education  
 Subject English language Rhetoric. Report writing.  
 Year 2011  
 Call Number PE1408 .F58 2011  
 Edition 2nd ed.


[Return to search](#)

Total Ratings: 0

Location	Shelf Location	Call Number	Barcode	Item Class	Status	Public Note
<input type="checkbox"/> MMU CYBER	MMU CYBER	PE1408 .F58 2011	0172706	BOOK	Available	
<input type="checkbox"/> MMU CYBER	MMU CYBER	PE1408 .F58 2011	0172705	BOOK	Available	

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Book detail will indicate the title of the book, Location, Call Number, Book Barcode and availability of the book.



Home

**Recommended Book Collections**

FACULTY:

Sort by:

- Centre for Diploma programme - (188)
- Faculty Of Business - (602)
- Faculty Of Cinematic Arts - (175)
- Faculty Of Computing and Informatics - (78)
- Faculty Of Creative Multimedia - (223)
- Faculty of Engineering - (373)
- Faculty of Engineering and Technology - (662)
- Faculty of Information Science & Technology - (441)
- Faculty of Law - (618)
- Faculty of Management - (199)
- Graduate School of Management - (118)
- Learning Institute for Empowerment - (124)

[Webmaster](#)

- ⇒ Select Browse or Download list by Faculty tab:
- ⇒ Select Faculty i.e: Faculty of management
- ⇒ Click Search

*The End*

Library Schedule

## Knowledge Sharing Session 2016

Month	Date/Day (Cyber)	Date/Day (Melaka)	Faculty	Database	Time
March	30 March 2016 (Wednesday)	30 March 2016 (Wednesday)	FOM/FOB	Bloomberg	11.00 am - 12.00 noon
April	N/A	5 April 2016 (Tuesday)	FOL	Westlaw, CLJ	11.00 am - 12.00 noon
	N/A	6 April 2016 (Wednesday)	FOL	Lexis Malaysia	11.00 am - 12.00 noon
	11 April 2016 (Monday)	11 April 2016 (Monday)	ALL	EBSCO *BSC, Mulia	9.30 am - 11.30 am (Melaka) 2.30 pm - 4.30 pm (Cyberjaya)
	27 April 2016 (Thursday)	26 April 2016 (Wednesday)	ALL	Science Direct, Scopus & Mendeley	10.00 am - 12.00 noon
	28 April 2016 (Thursday)	27 April 2016 (Wednesday)	FOE, FET	IEEE	10.30 am - 1.00 pm
May	5 May 2016 (Thursday)	4 May 2016 (Wednesday)	ALL	Emerald	10.30 am - 1.00 pm
	12 May 2016 (Thursday)	10 May 2016 (Tuesday)	FOM, FOB	EMIS	10.30 am - 1.00 pm
July	28 July 2016 (Thursday)	27 July 2016 (Wednesday)	ALL	Science Direct, Scopus & Mendeley	10.00 am - 12.00 noon
August	8 August 2016 (Monday)	9 August 2016 (Tuesday)	ALL	iSENTIA	10.30 am - 1.00 pm
	23 August 2016 (Tuesday)	22 August 2016 (Monday)	FOE, FET	IEEE	10.30 am - 1.00 pm
September	6 Sept 2016 (Tuesday)	5 Sept 2016 (Monday)	ALL	Emerald	10.30 am - 1.00 pm
	7 Sept 2016 (Wednesday)	6 Sept 2016 (Tuesday)	FOM, FOB	GMID	10.30 am - 1.00 pm
	20 Sept 2016 (Tuesday)	20 Sept 2016 (Tuesday)	FOM/FOB	Bloomberg	11.00 am - 12.00 noon
	22 Sept 2016 (Thursday)	21 Sept 2016 (Wednesday)	FOM, FOB	EMIS	10.30 am - 1.00 pm
	26 Sept 2016 (Monday)	26 Sept 2016 (Monday)	ALL	EBSCO *BSC, Mulia	9.30 am - 11.30 am (Melaka) 2.30 pm - 4.30 pm (Cyberjaya)
	28 Sept 2016 (Wednesday)	27 Sept 2016 (Tuesday)	ALL	ProQuest ABI/Inform	10.30 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.*

## CUSTOMER SATISFACTION SURVEY/INDEX 2015

### 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

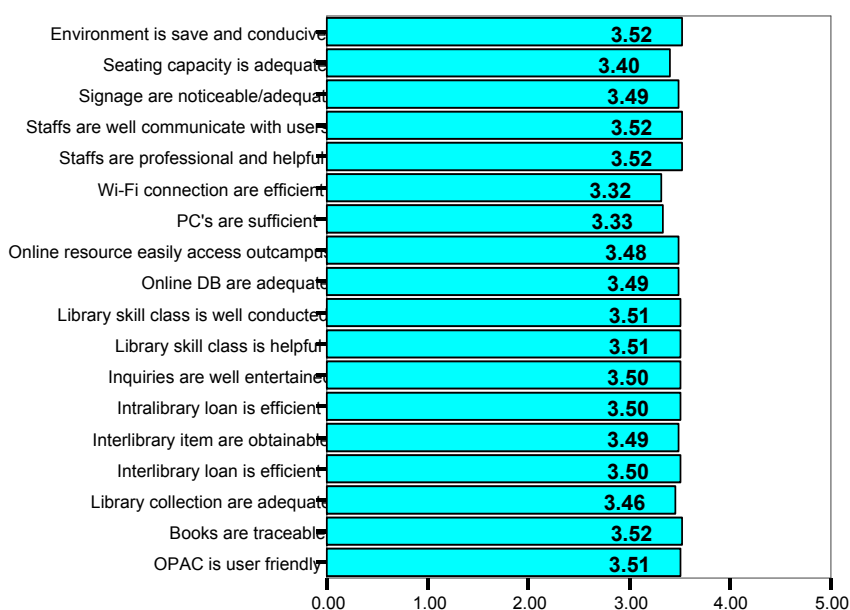
The primary objective of the customer survey is to provide the MMU Library with a means to identify key customer concerns that may presently exist. More specifically, the objectives of the survey are likely to include:

- ⇒ 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

4297 respondents

### OVERALL RATING SCORES FOR SERVICES AND FACILITIES



**Statistics**  
■ Mean

SCALE / VALUES	DEFINITION
5	Very Satisfied
4	Satisfied
3	Moderate
2	Not Satisfied
1	Not Satisfied At All

\*Mean is defined as the average value of a variable

**Library CSI 2015 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.

Jan 2015	Mean	Feb 2016	Mean
The Wi-Fi service is fast and efficient	3.88	The Wi-Fi service is fast and efficient	3.97
The books are systematically shelved and traceable	3.87	The electronic resources are easily accessible off campus	3.90
The seating capacity is adequate	3.81	The seating capacity is adequate	3.89
The surrounding is safe and conducive	3.8	The surrounding is safe and conducive	3.89
The electronic resources are easily accessible off campus	3.78	The books are systematically shelved and traceable	3.88
The number of computers in the library is sufficient	3.78	The Library's catalogue system (Online Public Access Catalogue/OPAC) is user friendly	3.86
Library staff communicates well with the users	3.77	The subscribed full-text online database collection is relevant and adequate	3.86
The subscribed full-text online database collection is relevant and adequate	3.76	The overall Library collection is adequate	3.85
The Library's catalogue system (Online Public Access Catalogue/OPAC) is user friendly	3.74	The number of computers in the library is sufficient	3.85
Library staff is professional and available when needed	3.74	Library staff is professional and available when needed	3.85

 \*Common to 2014 and 2015

## Library CSI 2015 Feedback

### How clients believe the Library is performing

The table below reports, in descending order, the 10 factors ranked higher in performance (3.5) by clients in 2015.

Variables	Performance	
	Mean	Rank
The books are systematically shelved and traceable*	3.52	1
Library staff is professional and available when needed*	3.52	2
Library staff communicates well with the users	3.52	3
The surrounding is safe and conducive*	3.52	4
The Library's catalogue system (Online Public Access Catalogue/OPAC) is user friendly*	3.51	5
The Library Skills Classes conducted are helpful	3.51	6
The Library Skills Classes are delivered effectively by the librarians	3.51	7
The Interlibrary loan (ILL) service is efficient and timely	3.50	8
The Intralibrary loan (ILL) service is efficient and timely	3.50	9
Any inquiries submitted is provided with a feedback	3.50	10

**(Factors marked \* were also identified in the top ten importance list)**

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:

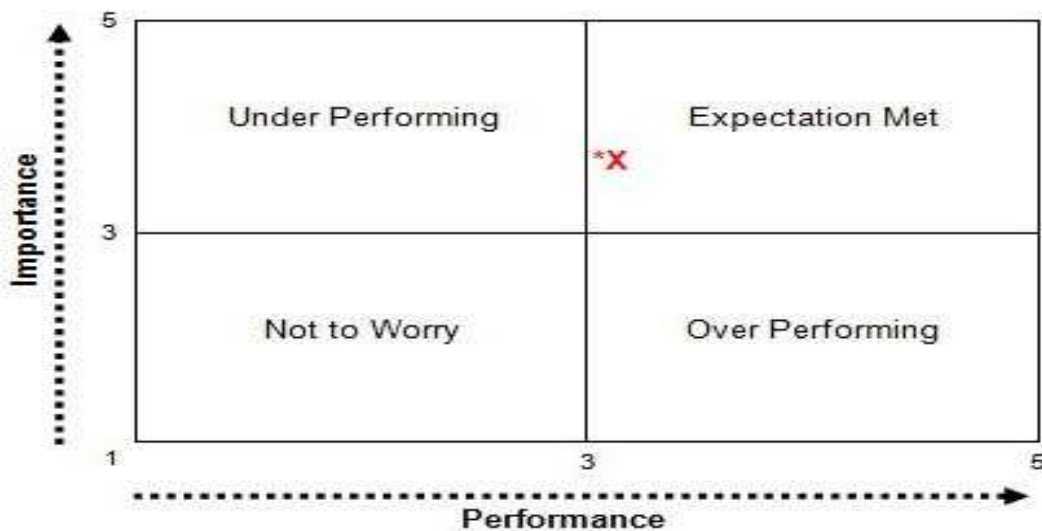
- ⇒ The books are systematically shelved and traceable
- ⇒ The library staff is professional and available when needed
- ⇒ The surrounding is safe and conducive
- ⇒ The Library's catalogue system (Online Public Access Catalogue/OPAC) is user friendly

Library CSI 2015 Feedback

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 3.94*

*\*Overall Performance Median for SHDL is 3.17*

*\*X = Scores for SHDL in 2015*

From the gap grid analysis, Siti Hasmah Digital Library seems to be on the right track as the score for 2015 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



### **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.



### **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.



### **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.



### **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.



### **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.



### **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.



### **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 9.00 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)