

Conference Programme

Wednesday 2nd April – Thursday 3rd April
Hamilton Centre, Brunel University, LONDON, UK

Wednesday 2nd April

Newton South, Hamilton Centre

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Wednesday 2 nd April	
10:00 – 10:45	Registration, Hamilton Centre foyer
10:45 – 11:00	Opening: Tariq Khan (Chair)
11:00 – 11:30	Keynote 1: Parastoo Ghalamchi <i>Blog participation in Iran</i>
11:30 – 11:50	Norma Maccari <i>Environmental sustainability and human development: a greening of human development index</i>
11:50 – 12:10	Shadi Fekri Yazdi <i>A framework for sustainability performance assessment of steel industry</i>
12:10 – 12:30	Tizreena Ismail <i>Sustaining writer identities of freshman graduates in the Middle East</i>
12:30 – 12:50	Salih Ceylan <i>Redesigning architecture education: an exploration about the impact of worldwide energy problems on architecture education based on the changes in education program contents of architecture schools</i>
12:50 – 13:30	Lunch, Newton South
13:30 – 14:00	Keynote 1: Samira Sajadi <i>ADHD and pedagogy</i>
14:00 – 14:20	Marhana Mohamed Anuar, Fadzli Adam and Maznah Wan Omar <i>Socially responsible consumption among Malaysian consumers</i>
14:20 – 14:40	Nor Ashikin Ahmad, Chengrong Chen and Hossein Ghadiri <i>Phosphorus availability affected by addition of different types of organic wastes- Incubation study</i>
14:40 – 15:00	Malika Rebai Maamri <i>The Politics of Recognition: Algerian Immigrants in France</i>
15:00 – 15:20	Roshan Ali <i>Measuring social sustainability in higher education sector</i>
15:20 – 15:40	Tea
15:40 – 16:00	Helen Berwanger and EneDir Ghisi <i>Investment feasibility analysis of rainwater harvesting in the city of Itapiranga, Brazil</i>
16:00 – 16:20	Abdulla Almahri <i>Integrating sustainability into project portfolio selection framework for it projects in Abu Dhabi police</i>
16:20 – 16:40	Jana Gebhartová, Jana Caletková, Tomáš Duda and Filip Vrlík <i>Why resilient and sustainable city?</i>
16:40 – 17:00	Rajeh Albugamy, Natasha Slutskaya and Ruth Simpson <i>The influence of institutional factors on career choice: a study of Saudi MBA students</i>
17:00	Close day one

Thursday 3rd April

Darwin Room, Hamilton Centre

10:30 – 11:00	Registration, Hamilton Centre foyer
11:00 – 11:30	Keynote 1: Ramin Nasehi <i>Financial crisis in Dubai</i>
11:30 – 11:50	May Aljamea <i>Towards social and cultural sustainability in the designs of contemporary Saudi houses</i>
11:50 – 12:10	Hau Zhi Sheu and Ming Rea Kao <i>Identify and clarify social entrepreneurship in business sector: case study of Taiwan</i>
12:10 – 12:30	Alexander Shoshmin and Yanina Besstrashnova <i>Equal rights of persons with disabilities in Russia: economic dimension</i>
12:30 – 12:50	Lama Gazzaz <i>Renaissance of women's leadership Development :explaining the Saudi experience</i>
12:50 – 13:40	Lunch, Darwin Room
13:40 – 14:00	Norashikin Ahmad Kamal, Heekyung Park and Monica Pena <i>Conceptually assessing the vulnerability of climate change to the urban water infrastructure system: Malaysia scenario</i>
14:00 – 14:20	Marzhan Thomas <i>Analysis of sustainable development indicators for Russia and Kazakhstan</i>
14:20 – 14:40	Fadzli Adam, Marhana Mohamed Anuar and Ab Hamid Ali <i>The use of blog as a medium of Islamic da'wah among youth in Malaysia</i>
14:40 – 15:00	Amalia Suzianti, Sofrida Hanum, Nabilla Anisah and Septy Aprilliandary <i>Knowledge management system for creative small medium enterprise in Indonesia case study: Batik</i>
15:00 – 15:20	Lindy Huling <i>Approaches to the sustainable built environment in the United States and Sweden: a comparative analysis</i>
15:20 – 15:40	Tea
15:40 – 16:00	Alshayma Alshati <i>Investigation of the role of Social Media in making decision for different stakeholders of Pharmaceutical industries by using the diffusion of innovation theory</i>
16:00 – 16:20	Abdullah Alharthi <i>Measuring outcomes of international higher education partnerships</i>
16:20 – 16:40	Upendra Patel, Rajiv Sinha and Margi Patel <i>Sustainable development through effective waste management in India: Opportunities at community level</i>
16:40 – 17:00	Lasa Sun <i>The role of diversity on freedom of speech in democratic societies</i>
17:00	Close day two

Venue Details

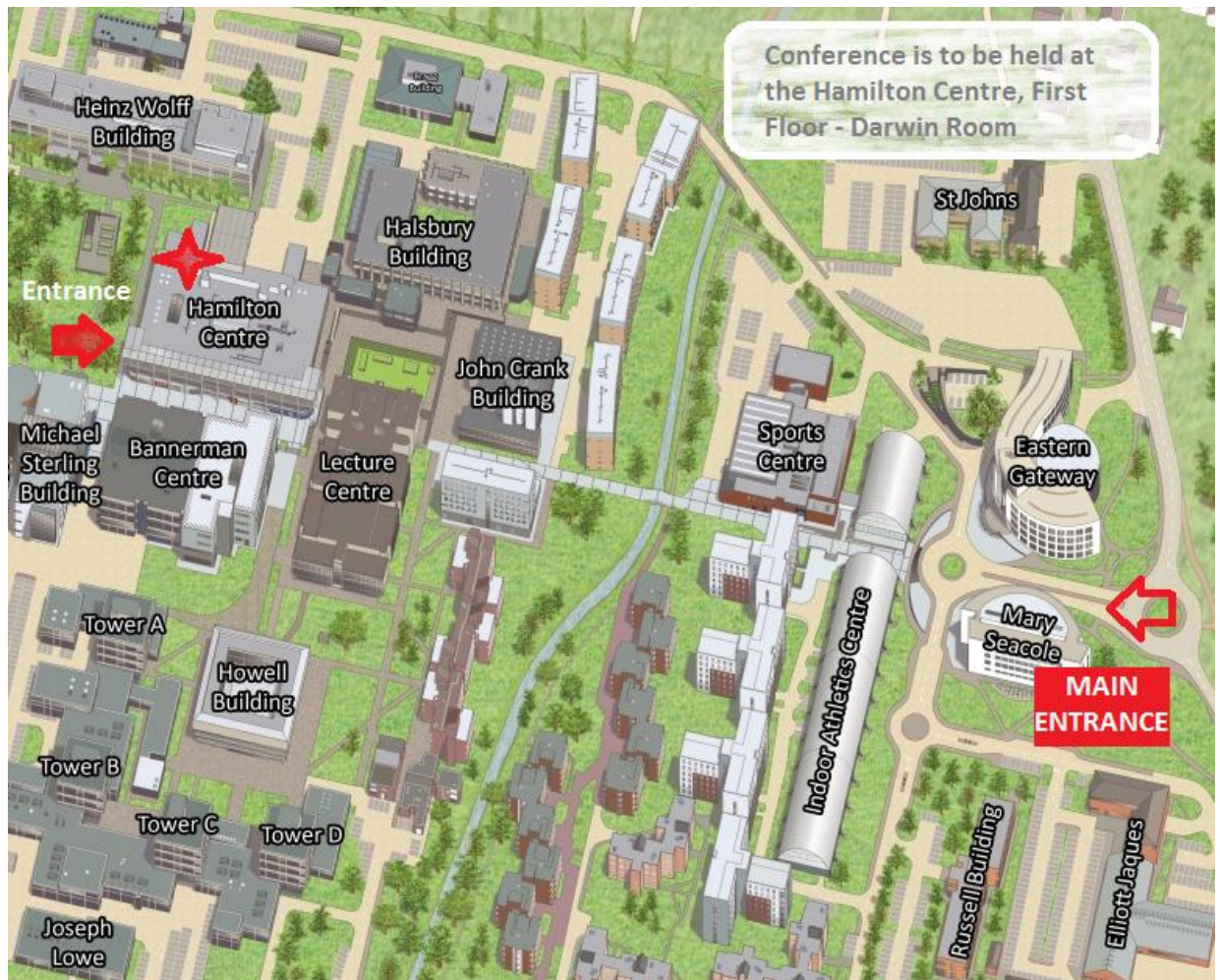
The conference programme will be held at the Hamilton Centre, Brunel University, Kingston Lane, Uxbridge, LONDON UB8 3PH, UK.

Wednesday 2nd April: Newton Room South, Hamilton Centre (first floor) Thursday 3rd April: Darwin Room, Hamilton Centre (first floor) Page | 3

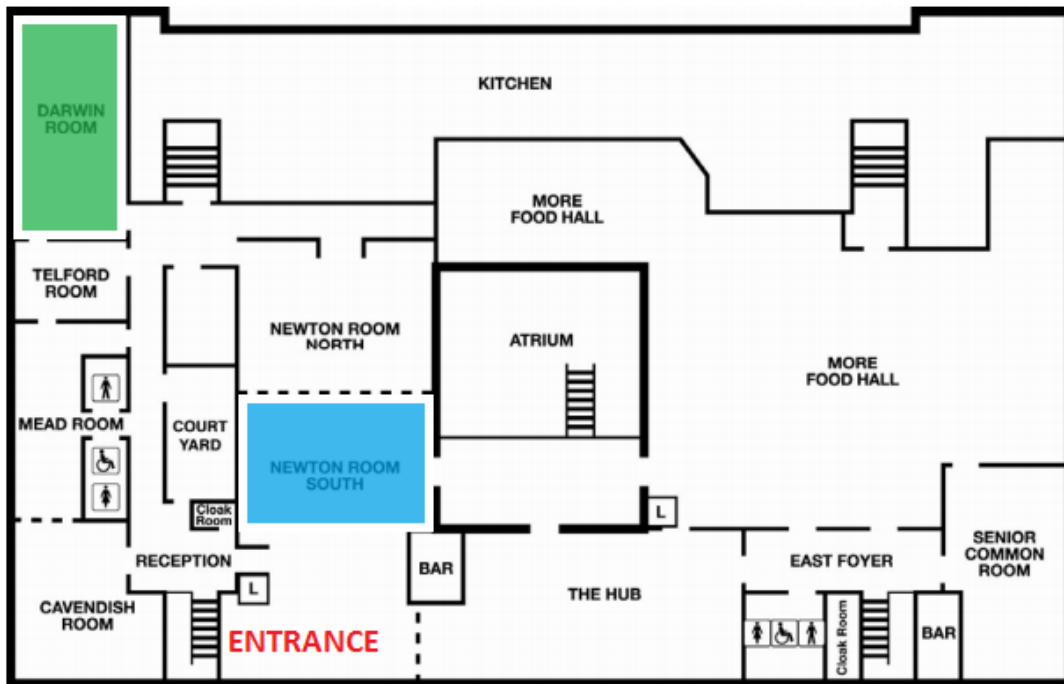
Instructions on getting to Brunel University can be found at:

<http://www.brunel.ac.uk/about/campus/directions>

BRUNEL UNIVERSITY SITE MAP

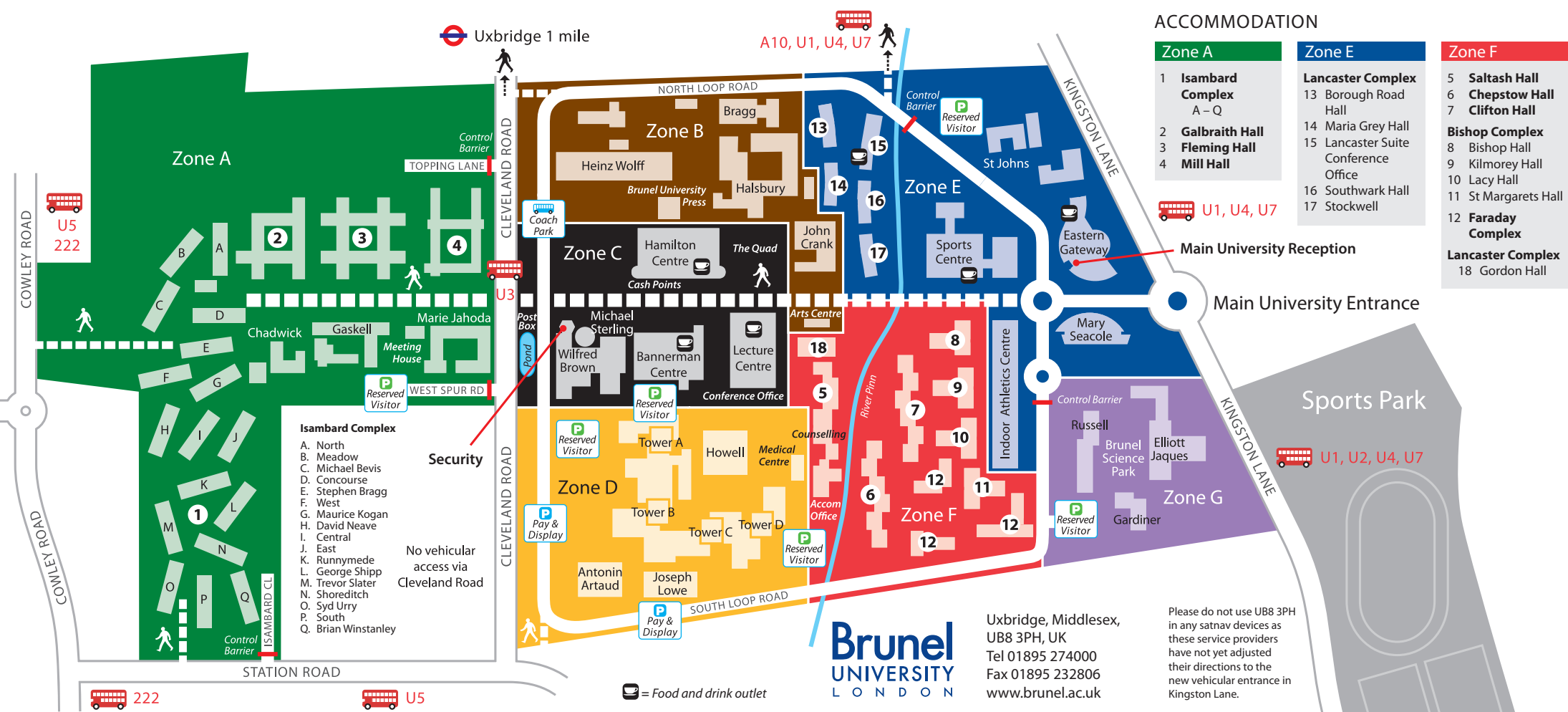


HAMILTON CENTRE LAYOUT PLAN



BRUNEL UNIVERSITY LOCATION MAP





ACCOMMODATION

Zone A	Zone E	Zone F
1 Isambard Complex A – Q	Lancaster Complex 13 Borough Road Hall 14 Maria Grey Hall 15 Lancaster Suite Conference Office 16 Southwark Hall 17 Stockwell	5 Saltash Hall 6 Chepstow Hall 7 Clifton Hall Bishop Complex 8 Bishop Hall 9 Kilmorey Hall 10 Lacy Hall 11 St Margarets Hall 12 Faraday Complex Lancaster Complex 18 Gordon Hall

- Isambard Complex**
- A. North
 - B. Meadow
 - C. Michael Bevis
 - D. Concourse
 - E. Stephen Bragg
 - F. West
 - G. Maurice Kogan
 - H. David Neave
 - I. Central
 - J. East
 - K. Runnymede
 - L. George Shipp
 - M. Trevor Slater
 - N. Shoreditch
 - O. Syd Urry
 - P. South
 - Q. Brian Winstanley

Security

No vehicular access via Cleveland Road

= Food and drink outlet

Brunel UNIVERSITY LONDON

Uxbridge, Middlesex,
UB8 3PH, UK
Tel 01895 274000
Fax 01895 232806
www.brunel.ac.uk

Please do not use UB8 3PH in any satnav devices as these service providers have not yet adjusted their directions to the new vehicular entrance in Kingston Lane.

- Zone A**
- Chadwick**
 - Gaskell**
Health Economics
Research Group
School of Arts (taught programmes)
 - Marie Jahoda**
School of Social Sciences (UG, PG and research offices)
 - Meeting House**
- Zone B**
- Arts Centre**
 - Bragg**
Experimental Techniques Centre
 - Brunel University Press**

- Halsbury**
Graduate School
Institute for the Environment
School of Sport and Education
Wolfson Centre
- Heinz Wolff**
Biosciences (enquiries)
Brunel Institute for Bioengineering
School of Sport and Education
- John Crank**
Computer Centre
Mathematical Sciences (enquiries)

- Zone C**
- Bannerman Centre**
Assistive Technology Centre
Cash Office
Disability and Dyslexia Service
Job Shop
Library
Placement and Careers Centre
Student Centre
West London Assessment Centre
 - Hamilton Centre**
Brunel Hospitality
Brunel Volunteers
Campus Shops
Students' Union
 - Lecture Centre**
Media Services

- Recital (Roberts) Room
APDU
- Michael Sterling**
Research Support and Development Office
School of Engineering and Design (PG taught and research programmes)
- Wilfred Brown**
Alumni Estates (Operations and Resources)
Finance
Marketing
Registry/Admissions
Security

- Zone D**
- Antonin Artaud**
 - Howell**
Howell Theatre (Howell Centre)
 - Joseph Lowe**
Distribution Centre
Maintenance
 - Medical Centre**
 - Tower A**
Brunel Centre for Advanced Solidification Technology
Design Exhibition Centre
School of Engineering and Design (UG taught programmes)
 - Tower B**
BITLab
 - Tower C and D**

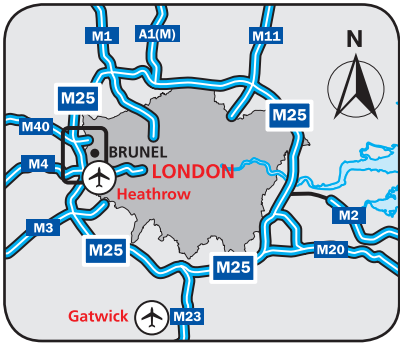
- Zone E**
- Indoor Athletics Centre**
 - Eastern Gateway**
Main Reception
Beldam Gallery
Brunel Business School
 - Lancaster Suite**
Conference Office
 - Mary Seacole**
Health and Social Care (enquiries)
 - Sports Centre**
 - St Johns**
Information Systems and Computing (enquiries)
- Zone F**
- Accommodation Office**
 - Counselling Service**
 - Housing Office**

- Zone G**
- Brunel Science Park**
 - Elliott Jaques**
Brunel Law School
 - Gardiner**
CLEAPSS
 - Russell**
Brunel International (including LIBT)
International Pathways and Language Centre
MBA
- Sports Park**
- Athletics Arena
 - Netball Courts
 - Sports Pavilion**
Synthetic Pitches
Tennis Courts

U1, U2, U4, U7

PIELD HEATH ROAD
132218 290513

Map last updated 18/06/13
To download the latest version visit
www.brunel.ac.uk/about/campus/directions



Getting to Brunel University

BY BUS

From Heathrow Central: A10 "Heathrow Fast", every 15 minutes, journey time approx 25 minutes (alight Hillingdon Rd at 'The Greenway' and use footpath to campus).

From Stockley Park: A10 "Heathrow Fast" as above, journey time approx 10 minutes.

From West Drayton railway station:

U3 (alight Cleveland Road)
U1 (alight Kingston Lane)
222 (alight Cowley Road and use path via Zone A, see campus map).

From Uxbridge (underground) station:

U3 (alight Cleveland Road)
U1 (to West Drayton) U4 and U7 (alight Kingston Lane)
222 and U5 (alight Cowley Road and use path via Zone A, see campus map).

BY UNDERGROUND

(Transport for London) For Uxbridge Station take the Metropolitan Line from central London (and Piccadilly Line during peak hours). Then take a taxi, or bus U1, U3, U4 or U7. (Alternatively use the 1-mile walking route shown on the right.)

BY RAIL

West Drayton (First Great Western Link) is the nearest main-line station (approx 1.5 miles from the campus). Services from London Paddington or the West (Bristol). From West Drayton station take a bus towards Uxbridge: 222 (alight Cowley Road), U5 (alight Station Road), U3 (alight Cleveland Road) or U1 (alight Kingston Lane).

West Ruislip Station (Chiltern Railways) is the main-line service from London Marylebone and the North (Aylesbury, Banbury and Birmingham) and is approximately 4 miles from the campus. From West Ruislip Station



take the U1 bus towards West Drayton, alight Kingston Lane.

BY ROAD

Entry by car is via Kingston Lane only.

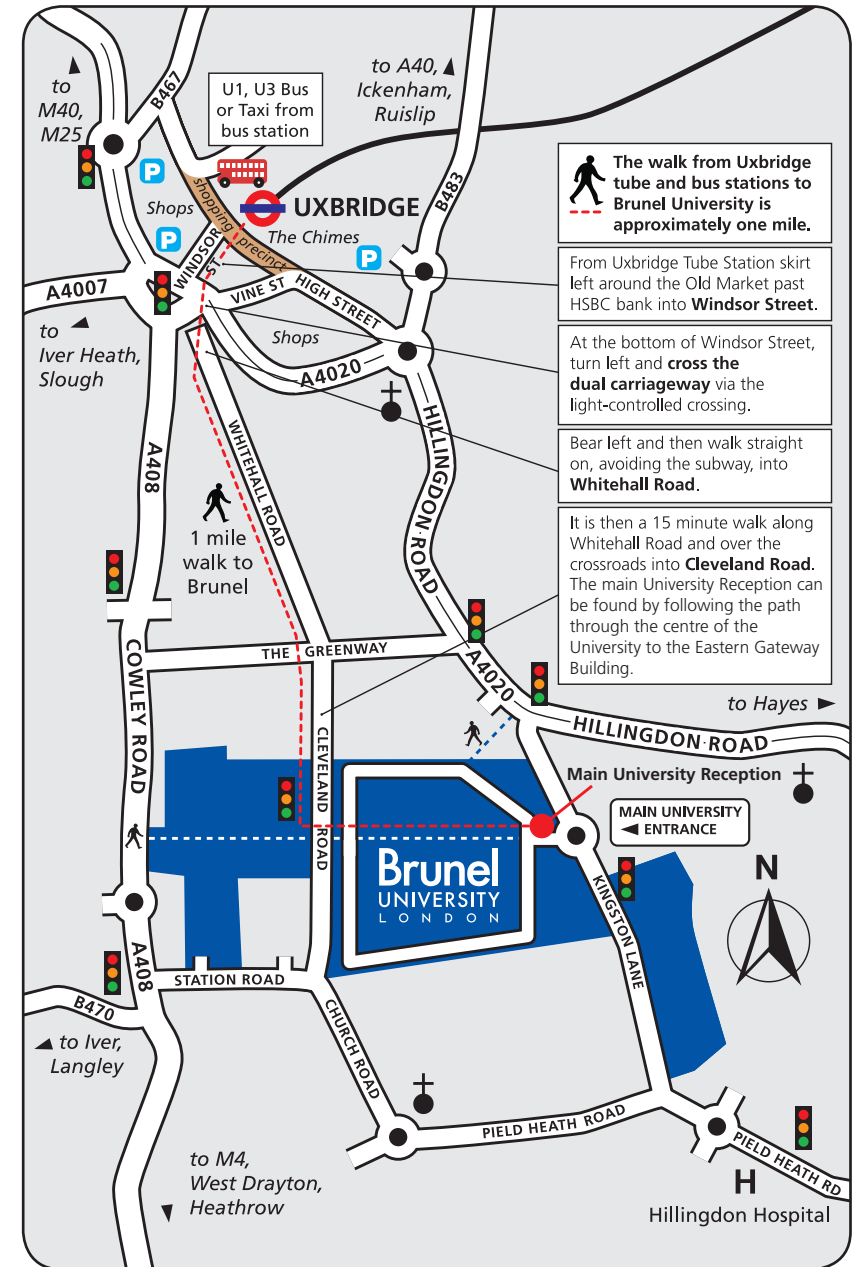
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Parking on the Uxbridge Campus and in the local area is very restricted. Barriers control access to the site and all vehicles must display a valid permit. On arrival, visitors may apply for a permit for the day from the main Reception Desk in the Eastern Gateway Building. In addition, pay-and-display parking is available on site.

Parking Charge Notices will be issued for illegally parked vehicles.

M4: Leave M4 at Junction 4 and follow signs to Uxbridge (A408). Straight across first set of traffic lights, continue on A408, crossing four roundabouts. Turn right at the next set of major traffic lights. Continue ahead to next set of lights and, almost immediately, take the right filter lane at second set of traffic lights into Station Road. Continue straight on into Church Road and take the first exit at a mini-roundabout into Pield Heath Road. Turn left into Kingston Lane and left into the University. Follow signs for main Reception as you enter the campus.

A40/M40: At Swakeleys Roundabout take B483 exit to Uxbridge. Follow signs across two mini-roundabouts. At major roundabout bear left onto A4020 (Brunel sign), straight ahead at the first lights, then almost immediately take second right



The walk from Uxbridge tube and bus stations to Brunel University is approximately one mile.

From Uxbridge Tube Station skirt left around the Old Market past HSBC bank into Windsor Street.

At the bottom of Windsor Street, turn left and cross the dual carriageway via the light-controlled crossing.

Bear left and then walk straight on, avoiding the subway, into Whitehall Road.

It is then a 15 minute walk along Whitehall Road and over the crossroads into Cleveland Road. The main University Reception can be found by following the path through the centre of the University to the Eastern Gateway Building.

filter turn onto Kingston Lane (signposted Brunel). The main entrance to Brunel is right at the next roundabout. Follow signs for Main Reception as you enter the campus.

M25: (From North or South) Join M40 or M4 then see above.

ACCESS BY CAR FOR REGISTERED DISABLED VISITORS

Disabled parking bays are available at various locations around the campus. Please collect a permit from Main Reception, Eastern Gateway Building, on arrival.