



Continuous Innovation for Excellence

# **ABSTRACT**

13<sup>th</sup> September 2017

DEWAN TUN ABU ZAHAR Lembaga Pertubuhan Peladang (LPP) Kuala Lumpur.

In Collaboration With







## **Table of Content: Category**

1.	Organization	1-18
2.	Individual (Professionals, Academicians, Researchers)	19-38
3.	Institute of Higher Learning Students	39-74
4.	School Students / Teachers	75-77







## In Collaboration with PERPUSTAKAAN NEGARA MALAYSIA

20. Smart Resource Tracking And Tracing System (SRTTS)       31         21. Mobile Information Behavior Measuring System (MIB_MeSys)       32         22. 3M Partition       33         23. Malaysian Quality & Satisfaction Index for Libraries (MyQSILib)       34-35         24. My Bookmark       48         25. Pick UP Book Machine       49         26. i-search       50         27. info2u       51         28. Human Monopoly       52         29. Rural Library Local Content Production Service       52         30. All-in-One Cushion       54         31. e-Story in Library       55         32. Cushioned Antirust Book Stand       56         33. E-Jawi       57         34. Embedding green environment to increase indoor air quality in academic library       58         35. Library Therapeutic Landscape Quality and Satisfaction       59         36. Field study on the analysis of cooling load in PTAR library       60         37. Library NOTC       61         38. LockerMe       62         39. Pop-Up Library       75         40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan       76         70. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan       76	19.	Research Support Services@USM	30
22. 3M Partition       33         23. Malaysian Quality & Satisfaction Index for Libraries (MyQSILib)       34-35         24. My Bookmark       48         25. Pick Up Book Machine       49         26. i-search       50         27. info2u       51         28. Human Monopoly       52         29. Rural Library Local Content Production Service       52         30. All-in-One Cushion       54         31. e-Story in Library       55         32. Cushioned Antirust Book Stand       56         33. E-Jawi       57         34. Embedding green environment to increase indoor air quality in academic library       58         35. Library Therapeutic Landscape Quality and Satisfaction       59         36. Field study on the analysis of cooling load in PTAR library       60         37. Library NOTC       61         38. LockerMe       62         39. Pop-Up Library       75         40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan       76         41. Perpustakaan Kafe       37         Design         Listary Development Framework       37         38. Rural Community Learning Network Traits Model       38         49. Rotation Bookshelf <td< td=""><td>20.</td><td>Smart Resource Tracking And Tracing System (SRTTS)</td><td>31</td></td<>	20.	Smart Resource Tracking And Tracing System (SRTTS)	31
23. Malaysian Quality & Satisfaction Index for Libraries (MyQSILib)       34-35         24. My Bookmark       48         25. Pick Up Book Machine       49         26. i-search       50         27. info2u       51         28. Human Monopoly       52         29. Rural Library Local Content Production Service       52         30. All-in-One Cushion       54         31. e-Story in Library       55         32. Cushioned Antirust Book Stand       56         33. E-Jawi       57         34. Embedding green environment to increase indoor air quality in academic library       58         35. Library Therapeutic Landscape Quality and Satisfaction       59         36. Field study on the analysis of cooling load in PTAR library       60         37. Library NOTC       61         38. LockerMe       62         39. Pop-Up Library       62         40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan       76         41. Perpustakaan Kafe       37         Design         Design Uputa Library Development Framework       36         4. Rotation Bookshelf       63         5. Spring Book Stopper       64         6. QRB Quick-Response Book)       65<	21.	Mobile Information Behavior Measuring System (MIB_MeSys)	32
24. My Bookmark       48         25. Pick Up Book Machine       49         26. i-search       50         27. info2u       51         28. Human Monopoly       52         29. Rural Library Local Content Production Service       52         30. All-in-One Cushion       54         31. e-Story in Library       55         32. Cushioned Antirust Book Stand       56         33. E-Jawi       57         34. Embedding green environment to increase indoor air quality in academic library       58         35. Library Therapeutic Landscape Quality and Satisfaction       59         36. Field study on the analysis of cooling load in PTAR library       60         37. Library NOTC       61         38. LockerMe       62         39. Pop-Up Library       62         39. Pop-Up Library       75         41. Pergustakaan Kafe       77         Design         Design         Design         Design Library Development Framework       36         4. Rotation Bookshelf       37         5. Spring Book Stopper       64         4. Rotation Bookshelf       63         5. Spring Book Stopper       64 <td< td=""><td>22.</td><td>3M Partition</td><td>33</td></td<>	22.	3M Partition	33
25. Pick Up Book Machine         49           26. is-search         50           27. info2u         51           28. Human Monopoly         52           29. Rural Library Local Content Production Service         52           30. All-in-One Cushion         54           31. e-Story in Library         55           32. Cushioned Antirust Book Stand         56           33. E-Jawi         57           34. Embedding green environment to increase indoor air quality in academic library         58           35. Library Therapeutic Landscape Quality and Satisfaction         59           36. Field study on the analysis of cooling load in PTAR library         60           37. Library NOTC         61           38. LockerMe         62           39. Pop-Up Library         75           40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan         76           41. Perpustakaan Kafe         36           Design           Design           1. Flexible Newspaper Holder         36           2. Rural Public Library Development Framework         37           3. Rural Community Learning Network Traits Model         38           4. Rotation Bookshelf         63           5. Sp	23.	Malaysian Quality & Satisfaction Index for Libraries (MyQSILib)	34-35
26. i-search       50         27. info2u       51         28. Human Monopoly       52         29. Rural Library Local Content Production Service       52         30. All-in-One Cushion       54         31. e-Story in Library       55         32. Cushioned Antirust Book Stand       56         33. E-Jawi       57         34. Embedding green environment to increase indoor air quality in academic library       58         35. Library Therapeutic Landscape Quality and Satisfaction       59         36. Field study on the analysis of cooling load in PTAR library       60         37. Library NOTC       61         38. LockerMe       62         39. Pop-Up Library       75         40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan       76         41. Perpustakaan Kafe       77         Design         Design         1. Flexible Newspaper Holder       36         2. Rural Public Library Development Framework       37         3. Rural Community Learning Network Traits Model       38         4. Rotation Bookshelf       63         5. Spring Book Stopper       64         6. QRB (Quick-Response Book)       65         7. Book	24.	My Bookmark	48
27. info2u         51           28. Human Monopoly         52           29. Rural Library Local Content Production Service         52           30. All-in-One Cushion         54           31. e-Story in Library         55           32. Cushioned Antirust Book Stand         56           32. Cushioned Antirust Book Stand         56           34. Embedding green environment to increase indoor air quality in academic library         58           35. Library Therapeutic Landscape Quality and Satisfaction         59           36. Field study on the analysis of cooling load in PTAR library         60           37. Library NOTC         61           38. LockerMe         62           39. Pop-Up Library         75           40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan         76           41. Perjustakaan Kafe         77           Design           Design           1. Flexible Newspaper Holder         36           2. Rural Public Library Development Framework         37           3. Rural Community Learning Network Traits Model         38           4. Rotation Bookshelf         63           5. Spring Book Stopper         64           6. QRB Quick-Response Book)         65	25.	Pick Up Book Machine	49
28. Human Monopoly         52           29. Rural Library Local Content Production Service         52           30. All-in-One Cushion         54           31. e-Story in Library         55           32. Cushioned Antirust Book Stand         56           33. E-Jawi         57           34. Embedding green environment to increase indoor air quality in academic library         58           35. Library Therapeutic Landscape Quality and Satisfaction         59           36. Field study on the analysis of cooling load in PTAR library         60           37. Library NOTC         61           38. LockerMe         62           39. Pop-Up Library         75           40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan         76           41. Perpustakaan Kafe         77           Design           Library Development Framework         36           3. Rural Community Learning Network Traits Model         38           4. Rotation Bookshelf         63           5. Spring Book Stopper         64           6. QRB (Quick-Response Book)         65           7. Book-Wheeler         66           8. Smart Chair         67           9. Paradise Library         68      <	26.	i-search	50
29. Rural Library Local Content Production Service 30. All-in-One Cushion 31. e-Story in Library 32. Cushioned Antirust Book Stand 33. E-Jawi 34. Embedding green environment to increase indoor air quality in academic library 35. Library Therapeutic Landscape Quality and Satisfaction 36. Field study on the analysis of cooling load in PTAR library 37. Library NOTC 38. LockerMe 39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  72. Rural Public Library Development Framework 38. Rural Community Learning Network Traits Model 49. Rotation Bookshelf 50. Spring Book Stopper 51. Spring Book Stopper 52. Rural Public Library Development Framework 53. Rural Community Learning Network Traits Model 54. Rotation Bookshelf 55. Spring Book Stopper 66. QRB (Quick-Response Book) 67. Book-Wheeler 68. Smart Chair 69. Paradise Library 70. Mobile Library 70. Mobile Library 71. Web-based application architecture for attaining the society with desirable library collection 72. Web-based application architecture for attaining the society with desirable library collection 72. A Design of Positioning Book & Information Resources System	27.	info2u	51
30. All-in-One Čushion 31. e-Story in Library 32. Cushioned Antirust Book Stand 33. E-Jawi 34. Embedding green environment to increase indoor air quality in academic library 35. Library Therapeutic Landscape Quality and Satisfaction 36. Field study on the analysis of cooling load in PTAR library 36. Field study on the analysis of cooling load in PTAR library 37. Library NOTC 38. LockerMe 39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  77.  **Popsign**  1. Flexible Newspaper Holder 4. Rural Public Library Development Framework 4. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. Spring Book Stopper 6. QRB (Quick-Response Book) 6. Self-Pay Machine 6. Self-Pay Machine 6. E-Directory Display (E-DD) 7. Mobile Library 7. Mobile Library 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System 7. A Design of Positioning Book & Information Resources System	28.	Human Monopoly	52
31. e-Story in Library         55           32. Cushioned Antirust Book Stand         56           33. E-Jawi         57           34. Embedding green environment to increase indoor air quality in academic library         58           35. Library Therapeutic Landscape Quality and Satisfaction         59           36. Field study on the analysis of cooling load in PTAR library         60           37. Library NOTC         61           38. LockerMe         62           39. Pop-Up Library         75           40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan         76           41. Perpustakaan Kafe         77           Design           Design           1. Flexible Newspaper Holder         36           2. Rural Public Library Development Framework         37           3. Rural Community Learning Network Traits Model         38           4. Rotation Bookshelf         63           5. Spring Book Stopper         64           6. QRB (Quick-Response Book)         65           7. Book-Wheeler         66           8. Smart Chair         67           9. Paradise Library         68           10. Self-Pay Machine         69           11. E-Directory Display	29.	Rural Library Local Content Production Service	52
32. Cushoned Antirust Book Stand 33. E-Jawi 34. Embedding green environment to increase indoor air quality in academic library 35. Library Therapeutic Landscape Quality and Satisfaction 37. Library NOTC 38. LockerMe 39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  77.  **Possign**  1. Flexible Newspaper Holder 2. Rural Public Library Development Framework 3. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. QRB (Quick-Response Book) 6. Smart Chair 6. Paradise Library 6. Paradise Library 6. E-Directory Display (E-DD) 7. Mobile Library Sook & Information Resources System 7. Possign Passign of Positioning Book & Information Resources System 7. Possign Passign of Positioning Book & Information Resources System 7. Possign Passign Pas	30.	All-in-One Cushion	54
33. E-Jawi 57  34. Embedding green environment to increase indoor air quality in academic library 58  35. Library Therapeutic Landscape Quality and Satisfaction 59  36. Field study on the analysis of cooling load in PTAR library 60  37. Library NOTC 61  38. LockerMe 62  39. Pop-Up Library 75  40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 76  41. Perpustakaan Kafe 77   **Design**  1. Flexible Newspaper Holder 36  2. Rural Public Library Development Framework 37  3. Rural Community Learning Network Traits Model 38  4. Rotation Bookshelf 63  5. Spring Book Stopper 64  6. QRB (Quick-Response Book) 65  7. Book-Wheeler 66  8. Smart Chair 9  Paradise Library 68  10. Self-Pay Machine 69  11. E-Directory Display (E-DD) 70  12. Mobile Library 19  13. Web-based application architecture for attaining the society with desirable library collection 72  14. A Design of Positioning Book & Information Resources System 73	31.	e-Story in Library	55
34. Embedding green environment to increase indoor air quality in academic library 35. Library Therapeutic Landscape Quality and Satisfaction 36. Field study on the analysis of cooling load in PTAR library 36. Field study on the analysis of cooling load in PTAR library 37. Library NOTC 38. LockerMe 39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  77.  **Pop-Up Library 41. Flexible Newspaper Holder 42. Rural Public Library Development Framework 43. Rural Community Learning Network Traits Model 44. Rotation Bookshelf 55. Spring Book Stopper 66. QRB (Quick-Response Book) 65. Spring Book Stopper 66. QRB (Quick-Response Book) 67. Book-Wheeler 88. Smart Chair 99. Paradise Library 68. Smart Chair 99. Paradise Library 69. Self-Pay Machine 69. Library 69. Holdie Library 70. Mobile Library 71. Mobile Library 71. Mobile Library 71. Meb-based application architecture for attaining the society with desirable library collection 72. Table Standard Statistical Statistics and Statis	32.	Cushioned Antirust Book Stand	56
35. Library Therapeutic Landscape Quality and Satisfaction         59           36. Field study on the analysis of cooling load in PTAR library         60           37. Library NOTC         61           38. LockerMe         62           39. Pop-Up Library         75           40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan         76           41. Perpustakaan Kafe         77           Design           1. Flexible Newspaper Holder         36           2. Rural Public Library Development Framework         37           3. Rural Community Learning Network Traits Model         38           4. Rotation Bookshelf         63           5. Spring Book Stopper         64           6. QRB (Quick-Response Book)         65           7. Book-Wheeler         66           8. Smart Chair         67           9. Paradise Library         68           10. Self-Pay Machine         69           11. E-Directory Display (E-DD)         70           12. Mobile Library         71           13. Web-based application architecture for attaining the society with desirable library collection         72           14. A Design of Positioning Book & Information Resources System         73	33.	E-Jawi	57
36. Field study on the analysis of cooling load in PTAR library  37. Library NOTC  38. LockerMe  39. Pop-Up Library  40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan  41. Perpustakaan Kafe  77.   ****  ***  ****  ***  ***  ***	34.	Embedding green environment to increase indoor air quality in academic library	58
37. Library NOTC 38. LockerMe 39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  77   **Posign**  1. Flexible Newspaper Holder 2. Rural Public Library Development Framework 3. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. QRB (Quick-Response Book) 7. Book-Wheeler 8. Smart Chair 9. Paradise Library 10. Self-Pay Machine 11. E-Directory Display (E-DD) 12. Mobile Library 13. Web-based application architecture for attaining the society with desirable library collection 72 74. A Design of Positioning Book & Information Resources System 75.	35.	Library Therapeutic Landscape Quality and Satisfaction	59
38. LockerMe 62 39. Pop-Up Library 75 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 76 41. Perpustakaan Kafe 77   **Design**  1. Flexible Newspaper Holder 36 2. Rural Public Library Development Framework 37 3. Rural Community Learning Network Traits Model 38 4. Rotation Bookshelf 63 5. Spring Book Stopper 64 6. QRB (Quick-Response Book) 65 7. Book-Wheeler 66 8. Smart Chair 67 9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System 73	36.	Field study on the analysis of cooling load in PTAR library	60
39. Pop-Up Library 40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 41. Perpustakaan Kafe  77   **Design**  1. Flexible Newspaper Holder 2. Rural Public Library Development Framework 3. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 64 6. QRB (Quick-Response Book) 65 76. Book-Wheeler 67 8. Smart Chair 9. Paradise Library 9. Paradise Library 10. Self-Pay Machine 11. E-Directory Display (E-DD) 12. Mobile Library 13. Web-based application architecture for attaining the society with desirable library collection 14. A Design of Positioning Book & Information Resources System  76 77  78  79  70  70  71  71  72  73  74  75  76  77  77  77  78  78  78  78  78  78	37.	Library NOTC	61
40. Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan 76 41. Perpustakaan Kafe 77  Design  1. Flexible Newspaper Holder 36 2. Rural Public Library Development Framework 37 3. Rural Community Learning Network Traits Model 38 4. Rotation Bookshelf 63 5. Spring Book Stopper 64 6. QRB (Quick-Response Book) 65 7. Book-Wheeler 66 8. Smart Chair 67 9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System 73	38.	LockerMe	62
41. Perpustakaan Kafe 77  Design  1. Flexible Newspaper Holder 36 2. Rural Public Library Development Framework 37 3. Rural Community Learning Network Traits Model 38 4. Rotation Bookshelf 63 5. Spring Book Stopper 64 6. QRB (Quick-Response Book) 65 7. Book-Wheeler 66 8. Smart Chair 67 9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System 73	39.	Pop-Up Library	75
Design  1. Flexible Newspaper Holder 2. Rural Public Library Development Framework 3. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. QRB (Quick-Response Book) 6. Book-Wheeler 8. Smart Chair 9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System	40.	Penggunaan Troli Transit Bersistematik Bagi Memudahkan Proses Penyusunan Buku Oleh Pustakawan	76
1. Flexible Newspaper Holder 36 2. Rural Public Library Development Framework 37 3. Rural Community Learning Network Traits Model 38 4. Rotation Bookshelf 63 5. Spring Book Stopper 64 6. QRB (Quick-Response Book) 65 7. Book-Wheeler 66 8. Smart Chair 67 9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System 73	41.	Perpustakaan Kafe	77
2. Rural Public Library Development Framework373. Rural Community Learning Network Traits Model384. Rotation Bookshelf635. Spring Book Stopper646. QRB (Quick-Response Book)657. Book-Wheeler668. Smart Chair679. Paradise Library6810. Self-Pay Machine6911. E-Directory Display (E-DD)7012. Mobile Library7113. Web-based application architecture for attaining the society with desirable library collection7214. A Design of Positioning Book & Information Resources System73	De	sign	
2. Rural Public Library Development Framework373. Rural Community Learning Network Traits Model384. Rotation Bookshelf635. Spring Book Stopper646. QRB (Quick-Response Book)657. Book-Wheeler668. Smart Chair679. Paradise Library6810. Self-Pay Machine6911. E-Directory Display (E-DD)7012. Mobile Library7113. Web-based application architecture for attaining the society with desirable library collection7214. A Design of Positioning Book & Information Resources System73	1.	Flexible Newspaper Holder	36
3. Rural Community Learning Network Traits Model 4. Rotation Bookshelf 5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. Book-Wheeler 7. Book-Wheeler 8. Smart Chair 9. Paradise Library 6. Self-Pay Machine 6. Self-Pay Mach	_		
<ol> <li>Rotation Bookshelf</li> <li>Spring Book Stopper</li> <li>QRB (Quick-Response Book)</li> <li>Book-Wheeler</li> <li>Smart Chair</li> <li>Paradise Library</li> <li>Self-Pay Machine</li> <li>E-Directory Display (E-DD)</li> <li>Mobile Library</li> <li>Web-based application architecture for attaining the society with desirable library collection</li> <li>A Design of Positioning Book &amp; Information Resources System</li> </ol>			
5. Spring Book Stopper 6. QRB (Quick-Response Book) 6. Book-Wheeler 6. Smart Chair 6. Paradise Library 6. Self-Pay Machine 6.			
6. QRB (Quick-Response Book) 6. QRB (Quick-Response Book) 6. Book-Wheeler 6. Smart Chair 6. Self-Pay Machine 6. Smart Chair 6. Smart Cha	5.		
<ol> <li>Book-Wheeler</li> <li>Smart Chair</li> <li>Paradise Library</li> <li>Self-Pay Machine</li> <li>E-Directory Display (E-DD)</li> <li>Mobile Library</li> <li>Web-based application architecture for attaining the society with desirable library collection</li> <li>A Design of Positioning Book &amp; Information Resources System</li> </ol>			65
<ol> <li>8. Smart Chair</li> <li>9. Paradise Library</li> <li>68</li> <li>10. Self-Pay Machine</li> <li>11. E-Directory Display (E-DD)</li> <li>12. Mobile Library</li> <li>13. Web-based application architecture for attaining the society with desirable library collection</li> <li>14. A Design of Positioning Book &amp; Information Resources System</li> <li>16.</li> <li>17.</li> <li>18.</li> <li>19.</li> <li>19.</li> <li>10.</li> <li>10.</li></ol>			
9. Paradise Library 68 10. Self-Pay Machine 69 11. E-Directory Display (E-DD) 70 12. Mobile Library 71 13. Web-based application architecture for attaining the society with desirable library collection 72 14. A Design of Positioning Book & Information Resources System 73			
10. Self-Pay Machine6911. E-Directory Display (E-DD)7012. Mobile Library7113. Web-based application architecture for attaining the society with desirable library collection7214. A Design of Positioning Book & Information Resources System73			
11. E-Directory Display (E-DD)7012. Mobile Library7113. Web-based application architecture for attaining the society with desirable library collection7214. A Design of Positioning Book & Information Resources System73		·	
12. Mobile Library7113. Web-based application architecture for attaining the society with desirable library collection7214. A Design of Positioning Book & Information Resources System73		•	
<ul> <li>13. Web-based application architecture for attaining the society with desirable library collection</li> <li>14. A Design of Positioning Book &amp; Information Resources System</li> <li>73</li> </ul>			
14. A Design of Positioning Book & Information Resources System 73		·	





CATEGORY B: Individual (Professionals, Academicians, Researchers)

### Malaysian Quality & Satisfaction Index for Libraries (MyQSILib)

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#### **Abstract**

Changes in consumer preferences as well as rapid advancement of ICT have huge impacts on library services and operations. In order to meet customer needs and demands as well as optimizing products and services, continuous assessment of customer satisfaction towards the provision of library and information product and services is very crucial. Assessing users' satisfaction of library services as well as identifying their issues and problems are fundamental factors in order to meet the needs of library users. Studies and literature on library quality and satisfaction are widely being discussed by researchers, practitioners and academicians around the world, however, there is still very little literature on library quality and satisfaction framework being researched in Malaysia. Surveys are being carried out in Malaysian libraries to assess their users' satisfaction, nevertheless, the instruments used to measure the quality and satisfaction of their services varies and inconsistent. As a result, it is difficult to benchmark the performance of a library with its competitors of the same domain (Academic, Special, Public or School Libraries) which indirectly may not advocate the competitiveness drives among Malaysian libraries. Thus, it is an opportunity for the MyQSILib project to develop an intellectual framework in the area of library measurement and evaluation for Malaysian libraries. It seeks to develop a rigorous library performance measurement framework and instrument that fit the Malaysian context and setting. Conversely, MyQSILib project intent to develop the theoretical and methodological knowledge necessary for the measurement and evaluation of library and information services in Malaysia. The objectives of the MyQSILib project include:

- to identify conceptual requirements for assessing Malaysian library and information services
- to develop a standard performance measurement framework and instrument of assessing Malaysian library services quality and customer satisfaction

The project will engage various methodologies of measurement and evaluation in Malaysian library services. A library assessment of quality and satisfaction software package (MyQSILib) will be developed as an outcome of the project. It will serve as a benchmark tool for library productivity. The contributions of the research project pertaining to the Malaysia Quality & Satisfaction Index for Libraries include:

#### • Empirical context:

Empirical exploration in understanding the conceptual requirements for assessing Malaysian library and information services Quality & Satisfaction will generate a framework which can be used as a strategic means for benchmarking library productivity. The instrument for measuring the Quality and Satisfaction Index may become a national measurement tool for library as it gives a unique insight of library services in Malaysia. Therefore, the framework and instrument may be used to facilitate a solid foundation for all types of libraries in assessing and benchmarking their service quality and customer satisfaction

#### • Theoretical/conceptual context:

This research study could fill some knowledge gaps on the library measurement and evaluation. It provides a broader understanding of the phenomenon based on the contextual scenarios within the Malaysian library setting. Furthermore, studies relating to developing a standard Quality & Satisfaction Index for Malaysian libraries have not, to date, been undertaken, therefore, besides contributing to the empirical evidence, theoretically and conceptually, discussions on Malaysian library measurement and evaluation will add on to the body of knowledge either to be adopted as a baseline or even to be reviewed in the future research.





## Methodological context:

In Collaboration with

The research framework and the adoption of the mixed method approach may be used in other research either totally or partially. Since the virtual and digital technology is now becoming significant tools in today's activities, the technology need to be capitalized. Discussions and experience in using this method could give new insights of this alternative data collection technique

Keyword: Library quality, library satisfaction, quality and satisfaction index, library measurement and evaluation

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**Potential commercialization:** A Model of the Malaysian Quality & Satisfaction Index will be derived from the study. Though it is an attempt to produce a standard framework for Malaysian libraries, there is potential for the model to be adopted in various types of libraries in Malaysia.

The instrument developed to determine the quality and satisfaction index of library users may also be transform into a web-based instrument or potential interested parties

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Faculty of Information Management Universiti Teknologi MARA (UiTM) Cawangan Kedah

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