

FOREWORD

The 8th International Conference on eLearning for Knowledge-Based Society with a theme of "eLearning, mLearning, uLearning, and Social Networking" will be held on February 23-24, 2012 in Bangkok Metropolitan Area, Thailand. You are cordially invited to submit your paper for presentation in this conference. If you are unable to attend our conference in February 2012 please pass on this invitation to your friends and colleagues on your mailing list. The details of the conference are given at- <http://www.elearningap.com>

I am very pleased to see that Volume 19, No.3 of IJCIM includes selected articles from a large pool of submissions. Research articles included in this edition of IJCIM are a proof of our commitment to serve the community of researchers. I highly appreciate the dedication of all the authors who have worked hard and sent their work to us. We will continue to collaborate to making our journal better. Some of you have been asking about the "Impact Factor" (IF). According to Index Copernicus the Impact Factor (F) for IJCIM in 2010 was 5.49.

We have completed the task of updating IJCIM website for a broader appeal. Please carefully look at guidelines about paper format required at www.ijcim.th.org. I invite you to send your papers on topics of current interest in computer sciences, Internet technologies and management. Please send your papers for the upcoming issues to me (charm@ksc.au.edu). I will get your paper reviewed by the experts in your field, and if the initial response is favorable, I will request you to submit your camera-ready final paper as soon as possible for upcoming editions of IJCIM to be published in 2012.

This issue of IJCIM contains 10 papers selected from a large pool that covers several countries ranging from India, Iran, Malaysia to Nigeria and Thailand. The main theme of each paper is summarized next.

The first paper titled as "Performance Studies of VoIP over Ethernet LANs" submitted by **Kashif Nisar, Nurul Sarkar, Suhaidi B Hassan and Di Wu** from Malaysia covers Voice over Internet Protocol (VoIP) which is a rapidly growing technology that enables transport of voice over data networks such as Ethernet LANs. Their work investigates the performance of VoIP traffic characteristics over Ethernet LANs. In this investigation, the impact of increasing the number of VoIP clients, voice codec schemes, and traffic distribution on system performance are considered. Their simulation results indicate that all these factors can significantly affect VoIP performance over Ethernet LANs. The researchers performed simulation in OPNET simulation tool to validate their experiments.

The second paper titled "Cosmeceutical Products on Social Media" submitted by **Warawut Narkbunnum, Tanom Bunaprasert and Tippakorn Rungkasiri** discussed about Thailand Cosmeceutical products which have shown a continuous growing rate. However, it is considered to be in the Grey Market because it still has not been approved by FDA. Some countries, such as Japan has already accepted them as Quasi Drugs. According to the authors, the cosmeceutical products are effective within the short period of time. Therefore, many of these products have been launched to the market. The components of cosmeceutical products originated from different sources, e.g. plants, animals or humans; some of them are safe. On-line sources, surveys and literature reviews affirmed that Social media takes part in the

development of innovation, which is derived from participation of people. According to these authors, the social media is a tool which stimulates Market pull for cosmetic products with the efforts to push up demand, change consumer as channel and create value.

The third paper titled “Privacy and National Security Issues in Social Networks: The Challenges” submitted by **Shafi’i M. Abdulhamid, Sulaiman Ahmad, Victor O. Waziri** and **Fatima N. Jibril** from Nigeria, explores the online social networks which are becoming a major growth area of the Internet. In this paper, the researchers looked at the structure and components of the member profile and the challenges of privacy faced by individuals and governments that participate in social networking. They also looked at how it can be used to distort national security, how it can become the new weapons of mass mobilization, and also how social networks are becoming the rallying forces for revolutions and social justice.

The fourth paper titled “Optimization Model in Human Resource Management for Job Allocation in ICT Project” is written by **Sanghamitra Mohanty** and **Malaya Kumar Nayak** from India and it highlights a novel approach for scheduling risks which assures decrease in cost and increased performance of human resources in Information and Communication Technology (ICT) projects. This research paper focuses on much bigger dimension of the problem considering various distributed factors in project management where all the entities involved in the project are considered for risk scheduling.

The fifth titled “An Approach for Contrast Enhancement of Color Images with the help of Adaptive Region Growing Segmentation” is written by **Neeraj Bhalla, Navdeep Kanwal, Akshay Girdhar,** and **Preetinder Kaur Mann** from India, explores the world of digital images. Digital images are the most common application of our daily lives. The problem with images is that, their quality depends on a number of other factors like lighting at the image capturing location, proficiency of the operator, and noise. Low contrast is the most common problem of digital images. Region based editing techniques are simple and more effective as they work according to the specified regions of the image. Seed selection is an optimal method for initiating any spatial enhancement. This paper suggests a new hybrid approach for contrast enhancement of the digital images. The authors suggest techniques based on region growing segmentation and which works adaptively for contrast enhancement of the image.

The sixth paper titled “Emulating Rasterization and Von Neumann Machines with Retina” submitted by **Peiman Ghasemi** from Iran, stipulates that in recent years, much research has been devoted to the deployment of cache coherence. However, few have developed the construction of eBusiness. After years of confusing research into DHTs, this researcher validates the synthesis of multicast solutions, which embodies the appropriate principles of compact complexity theory. The researcher proposes new concurrent epistemologies, which he calls as Retina. Although it at first glance seems unexpected, it is buffeted by related work in the field.

The seventh paper titled “Using Decision Tree Learner to Classify Solvency Position for Thai Non-life Insurance Companies” is written by **Phaiboon Jhongpita, Sukree Sinthupinyo** and **Thitivadee Chaiyawat** from Thailand, introduces a J48 classifier as an early warning system for predicting solvency position and classifies the non-life insurance companies according to their financials as strong, moderate, weak and insolvent. This study constructed an efficient solvency prediction model and shows that the J48 classifier’s accurate prediction rate of 97.4% with 10 fold cross-validation and 90.8% of companies in 2009 data test set. This

empirical study also shows that the method is effective, and can objectively predict the solvency situation.

The eighth paper titled “Conceptual Model for Electronic Clinical Record Information System” is written by **Saima Nisar** and **Abas B Said** from Malaysia. This research is drawn from an ongoing, large-scale project of implementing Electronic Clinical Record (ECR). The overall aim in this study is to develop a deeper understanding of the socio-technical aspects of the complexities and challenges emerging from the implementation of the ECR, and in particular to study how to manage a gradual transition to digital record. The authors proposed ECR conceptual mode. The end result of our research was a collection of surveys, and field work that clinical institutions and medical informatics must consider to ensure that patients and clinics do not lose long-term access to ECR and technology continually progress. Results of the authors study identified the need for more research in this particular area as no definitive solution to long-term access to electronic clinical records was revealed. Additionally, the research findings highlighted the fact that a few medical institutions may actually be concerned about long-term access to electronic records.

The ninth paper titled “Decision Support System using Artificial Neural Network for Managing Product Innovation” is written by **Noppakorn Klintong**, **Pakpachong Vadanasin** and **Natcha Thawesaengkulthai**, explores a firm’s capability to develop product innovation and successfully launch new products. This has been regarded as crucial determinant in sustaining a firm’s competitive advantage and increasing the value of the firm. By utilizing Decision Support System using Artificial Neural Network (ANN) which is a mathematical model developed by the study of the organization and functioning of biological neurons, the authors believe it is possible that it can provide a superior predictive system for usage in product innovation development projects.

The last paper titled as “Information Quality to Add Value to Biotechnology” is written by **Kanjana Hinthaw**, **Tanom Bunaprasert** and **Tartat Mookhamakkul**, explores the new realm of biotechnology. According to the authors, biotechnology has a significant role in driving innovations in other industries; especially research in the area of regenerative medicine which is very important for the society e.g., (stem cell research). Information Technology (IT) helps adding value to industries by way of the ‘virtual value added from information’. It creates virtual value chain in each node of the system. The core of virtual value added depends on the quality of information. Therefore, IT is not only a supportive technology but also an important factor in adding value to a process and value chain in both physical as well as in the virtual in biotechnology industry



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