# INTERNATIONAL JOURNAL OF CUSTOMER RELATIONSHIP MARKETING AND MANAGEMENT

January-March 2013, Vol. 4, No. 1

## **Table of Contents**

Special Issue on Advances in Customer Relationships and Management in Manufacturing Systems from the International Conference on CAD/CCAM, ROBOTICSA FACTORIES OF THE FUTURE (KUALA LUPUR, MALAYSIA, JULY 26-28, 2011)

### Guest Editorial Preface

Chanan S. Syan, Department of Mechanical and Manufacturing Engineering, The University of the West Indies, St. Augustine, Trinidad M. Khurshid Khan, School of Engineering, Design & Technology, Richmond Road, University of Bradford, Bradford, West Yorkshire, UK

#### Research Articles

Investigation of the Philosophy Practised in Green and Lean Manufacturing Management

Adam Shariff Adli Aminuddin, Department of Decision Science, School of Quantitative Sciences, Universiti Utara Malaysia, Sintok, Malaysia Mohd Kamal Mohd Nawawi, Department of Decision Science, School of Quantitative Sciences, Universiti Utara Malaysia, Sintok, Malaysia

Overall Equipment Effectiveness Improvement through Total Productive Maintenance in Assembly Cell

Napsiah Ismail, Department of Mechanical and Manufacturing Engineering, Faculty of Engineering, Universiti Putra Malaysia, Serdang, Selangor, . Malaysia

B. T. Hang Tuah Baharudin, Department of Mechanical and Manufacturing Engineering, Faculty of Engineering, Universiti Putra Malaysia, Serdano, Selanoor, Malausia

Yusaini Musa, Department of Mechanical and Manufacturing Engineering, Faculty of Engineering, Universiti Putra Malaysia, Serdang, Selangor,

Zulkiflle Leman, Department of Mechanical and Manufacturing Engineering, Faculty of Engineering, Universiti Putra Malaysia, Serdang, Selangor, Malaysia

A Novel Heuristic Rule for Job Shop Scheduling

Shahid Maqsood, School of Engineering, Design & Technology, Richmond Road, University of Bradford, Bradford, West Yorkshire, UK, & Department of Industrial Engineering, NWFP University of Engineering and Technology, Peshawar, Pakistan M. Khurshid Khan, School of Engineering, Design & Technology, Richmond Road, University of Bradford, Bradford, West Yorkshire, UK Alastair Wood, School of Engineering, Design & Technology, Richmond Road, University of Bradford, Bradford, West Yorkshire, UK I. Hussain, II. Department of Industrial Engineering, KPK University of Engineering and Technology, Peshawar, Pakistan

An Investigation into Critical Success Factors of Knowledge Management Implementation in TQM Organizations in Malaysia Pei Pei Hing, Tunku Abdul Rahman College, Kuala Lumpur, Malaysia

Mum Wai Yip, Tunku Abdul Rahman College, Jalan Genting Kelang, Setapak, Kuala Lumpur, Malaysia

Dominic Lau, Applied Research Centre, University College Sedaya International, Jalan Menara Gading, Taman Connaught, Kuala Lumpur,

Innovative Strategic Planning for the Design of a High Volume Production Line using Quality Function Deployment and a Batch: Flow Production Analysis

Roberto Yumbla, Flexitallic Ltd., Cleckheaton, Kirklees, UK

Stuart Lumley, Flexitallic Ltd., Cleckheaton, Kirklees, UK

M. Khurshid Khan, School of Engineering, Design & Technology, University of Bradford, Bradford, West Yorkshire, UK

Activity Based Cost Estimation System for Product Lifecycle Using Object Oriented Programming

Siva Prasad Darla, School of Mechanical and Building Sciences, VIT University, Vellore, Tamil Nadu, India S Narayanan, School of Mechanical and Building Sciences, VIT University, Vellore, Tamil Nadu, India

The International Journal of Customer Relationship Marketing and Management (ISSN: 1947-9247; eISSN: 1947-9255). Copyright © 2013 IGI Global. All rights, including translation into other languages reserved by the publisher. No part of this journal may be reproduced or used in any form or by any means without written permission from the publisher, except for noncommercial, educational use including classroom teaching purposes. Product or company names used in this journal are for identification purposes only. Inclusion of the names of the products or companies does not indicate a claim of ownership by IGI Global of the trademark or registered trademark. The views expressed in this journal are those of the authors but not necessarily of IGI Global

The International Journal of Customer Relationship Marketing and Management is currently listed or indexed in: Bacon's Media Directory; Compendex (Elsevier Engineering Index); Google Scholar; INSPEC; JournalTOCs; MediaFinder; The Standard Periodical Directory; Ulrich's Periodicals Directory