

Global Islamic Marketing Conference

Dubai, United Arab Emirates, March 20 - 22, 2011

...new key areas of exploration in the field of Islamic marketing.



Dear Dr. Saim Kayadibi;

I am pleased to inform you that your submission - *Employability and Marketability of the Graduates of Islamic Studies in Islamic Banking and Finance: Malaysian Experience* - has been accepted for presentation at the Global Islamic Marketing Conference to be held in Dubai, UAE, March 20-22, 2011. The exact time and place of your session will be specified in the final program, which will be distributed both on paper and electronically at a later date.

The conference will be held at the [Park Hyatt, Dubai Creek](#), Dubai. At least one of the authors of the paper must pre register for the conference in order for the paper to be included in the conference program. If for some reason your paper cannot be presented at the meeting, please notify me immediately about your intention to withdraw the paper.

Please follow the instructions carefully as you prepare your *Proceedings* submissions. The guidelines for preparing proceeding are available at Journal of Islamic Marketing website. The deadline for the *Proceedings* is **February 25, 2011**. If you have any questions regarding the preparation of *Proceedings* materials, please contact me at islamicmarketing2011@globalislamicmarketing.com.

For payment and other details please visit the conference website and follow the guidelines. Authors of accepted papers need to register before February 25 in order to ensure that their submissions are included in the conference proceedings. <http://globalislamicmarketing.com/>

Congratulations on the acceptance of your paper. We look forward to seeing you in Dubai.**

Dr. Baker Alserhan

Department of Business Administration-UAEU

Global Islamic Marketing Conference Co-Chair

Founding Editor, Journal of Islamic Marketing

**Note: the university can issue a maximum of 40 visas for participants from countries requiring entry visas. These will be allocated on a first registered first served basis. Other participants will need to arrange for their visas directly through UAE airlines, a fairly easy process. Participants willing to bring their families or friends will have to make their own visa arrangements. Once registered please email payment receipt, very clear passport copies valid for at least 6 months.

Presenter:
Ass. Prof. Dr. Saim KAYADIBI
International Islamic University Malaysia (IIUM)

Employability and Marketability of the Graduates of Islamic Studies in Islamic Banking and Finance: Malaysian Experience

**Global Islamic Marketing Conference (GIMC), 20-22 March 2011, Park Hyatt Hotel, Dubai Creek,
United Arab Emirates.**

Sunday 20 th 2011				
5:00-7:00		Reception and registration		
Monday 21 st March 2011				
8:00-9:00		Registration		
9:00 - 9:05		Quran recitation		
9:05 - 9:15		Welcome	Dr. Baker Alserhan and Professor David Weir	
9:20 - 9:35		Patron's opening address	H.H. Shaikh Nahyan Al Nahyan	
9:40- 9:50		The Platinum Sponsor address	H.E. Fatima Alshamsi	
9:55 - 11:10	Plenary Session 1	Islamic Marketing Emerging	Speakers	
	Moderator: John Peters	Islamic Marketing and Branding: A New Business Revolution	Dr. Baker Alserhan, UAE	UAE
		Engaging Halal Markets	Professor Cedimir Nestorovic, France	France
		Defining Islamic Marketing: Opportunities and Challenges of Islamic Markets	Professor Marin Marinov, UK	UK
		Brand Halal: "Food for US"	Dr. Mohammed Nadeem	USA
11:10 - 11:25	Refreshments			
11:25 - 12:45	Track Sessions			
	Hall 1. Session 1		Speakers	
	Moderator: Professor David Weir	How to Publish	Alastair Cook	UAE
		CONDUCTING RESEARCH WITH MUSLIM SAMPLES	Aisha Boulanouar	New Zealand
		Researching Islamic marketing: past and future perspectives	Özlem Sandıkcı	Turkey
	Hall 2. Session 2		Speakers	
	Moderator: Dr. Mohammed Nadeem	Service Quality and Customer Satisfaction in Banking Sector: Comparative Study of Conventional & Customer centricity and 1to1 relationships at the heart of Islamic marketing	Dr. Hayat, M. Awan	USA
		The effect of feelings and brand perception on fragrances purchasing in an Islamic culture	Dr. Mateusz Bonca	UAE
		Exploring the impact of internal branding on brand supporting behaviors of employees regarding customer attraction in Islamic banking	Dr. Tooraj Sadeghi Khadijeh Ghaemmaghami Tabrizi	Iran
		The effects of E-banking on The Jordan Islamic Bank clients Satisfaction	Dr. Habibollah Javanmard Zahra Mohajeri	Iran
			Dr. Faisal Al-Madi	Jordan
	Hall 3. Session 3		Speakers	
	Moderator: Prof. David Weir	Influence of Family Structure on Consumer Decision making Style in Iran	Fereshteh Iotfizadeh	Iran
		Halal Certification: Implication for Marketers in UAE	Dr. Kambiz Heidarzadeh Hanzaaee	Iran
		Perceived Risk Theory and Today's Brands: The role of 'Fitnat al Shubahat' within the UK Halal Market	Dr. Shambavi Rajagopal	UAE
			Aisha Ijaz Prof. David Weir	UK
		UAE Consumer Halal Food Concerns	Dr. John J. Ireland Ms. Soha Abdollah Rajabzadeh Ms. Najmeh Keramatallah Raffei	UAE

		Enhancing Jamaah Satisfaction: The Marriage between Mosque and Marketing" to "Enhancing Jamaah Satisfaction: Th	Mahmod Sabri Haron, Khairiah Salwa Mokhtar	Malaysia
	Hall 4. Session 4			
	Moderator:	An Islamic perspective of internal marketing	Abou Bakar Dr. John Wilkinson Dr. Richard Lee	Australia
	Dr. Claude Chailan	Barriers to Islamic Banking An empirical study of user and non-user perceptions	Dr. Irfan Butt Nausherwan Saleem Khawaja Jaffer Muzammil Altaf Hassan Ahmed Jawad Mehmood	Pakistan
		BRANDING FROM AN ISLAMIC EMERGING COUNTRY, A RESEARCH IN OMAN	Dr. Claude Chailan Prof. Francis Ille	Monaco
		Exploring Service Quality in the Islamic banking Industry in Kuwait: Analysis of Customer Perceptions	Dr. Mehmet Asutay Tahani Al-Adwani	Kuwait
		Positive Psychology and Organizational Creativity from the Western and Islamic Perspectives	Nur Saadah, Nur Atiqah, Roseliza Murni & Khairul Akma	Malaysia
		BMT development and implications for Islamic marketing model	Deden Amwar	Indonesia
12:45-1:35	Lunch			
1:40 - 2:40	Plenary Session 2	Islam and Ethics	Speakers	
	Moderator:	Marketing and Ethics	Professor Abbas J Ali	USA
	Dr. John J. Ireland	Islamic Business Ethics	Mohammad Adnan Alghorani	UAE
		Perception of Corporate Social Responsibility among Devout and Non-Devout Customers in an Islam	Dr. Sana-ur-Rehman Sheikh	Pakistan
		Consumer Ethics in a Muslim Country: The Role of Religiosity Ethical Ideologies and Personal Value	Dr. Nadia Elaref, Dr. Omneya Mokhtar Yacout	Egypt
2:45 - 4:00	Track Sessions			
	Hall 1. Session 5		Speakers	
	Moderator:	Intention to halal products in the world markets	Mohammad Reza Ramezani Dr. Kambiz Heidarzadeh Hanzaaee	Iran
	Prof. Nadia Elaref	Heterodoxy in Economics	Javaid Ali Bin Abdullah	UAE
		The Islamic Marketing as The 4th Wave of Marketing Framework	Bayu Sutikno	Indonesia
		TECHNOLOGICAL INNOVATION AND ENTREPRENEURSHIP FROM THE ISLAMIC PERSPECTIVE: A GENERAL INTERPRETATION	Khairul Akmaliah Adham Mohd Fuaad Said Noor Inayah Yaakub	Malaysia,
		Understanding the Impact of Recession on Consumer's Shopping Behaviour: An Empirical Study in Dubai	Ms.Suchita Jha, Satyabhusan Dash	UAE

	Hall 2.	Session 6	Speakers	
	Moderator:		Prof. Kamal Naser	UK
	Dr. Intekhab (Ian) Alam	Customers Satisfaction with an Islamic Bank: Evidence from the United Arab Emirates	Wojoud Rashid	
			Rana Nuseibeh	
		Islamic Finance in Hong Kong: Benefits, Challenges & the way forward	Mohd Yazid Bin ZUL KEPLI	Malaysia
		Developing and Marketing New Financial Services for the Muslim Customers in India	Dr. Intekhab (Ian) Alam	USA
			Dr. M. Ishaq Bhatti	Australia
		Investigating the effect of gender role attitude on relationship between dimensions of religiosity and new product adoption intention	Fateme Alikhan	Iran
			Mina Movahedian Atar	
			Dr. Kambiz Heidarzadeh Hanzaaee	
		On Islamic Marketing	Miss Hiba Malik	Germany
	Hall 3.	Session 7	Speakers	
	Moderator:		Dr. Hernan E. Riquelme	Kuwait
	Dr. Rosa E. Rios	ANTECEDENTS OF OSTENTATIOUS CONSUMPTION IN KUWAIT	Dr. Rosa E. Rios	
			Nadia Al Sharhan	
		The impact of emotion on satisfaction in Iran	Parnia Parakhodi Moghadam	Iran
			Somayeh Shafeiha	
		Exploring the Market for Organic Food in the UAE	Dr. Donelda S. McKechnie	UAE
			Rana Nimer	
		Islamic Finance : Review of the Opportunities and Challenges	Mohamad Zaid Mohd Zin	Malaysia
		BMT development and implications for Islamic marketing model	Mohd Syahiran Abdul Latif	
			Deden Amwar	Indonesia
	Hall 4.	Session 8		
	Moderator: Dr. Tooraj Sadeghi	HEALTH SUPPLEMENT INNOVATION VALUE CHAIN: A GENERAL AND PRELIMINARY ISLAMIC INTERPRETATION	Khairul Akmaliah Adham Mohd Fuaad Said Nur Atiqah Abdullah Ahmad Khairy Ahmad Domil	Malaysia
		Islamic law impact on the adoption of full automated banking services	Badrea AL Oraini	UK
		Islamic Marketing-Developing a Framework	Prof. Dr. ABM Shahidul Islam	Bangladesh
		Islamic and Christian understanding of Fundamental Rights as Constitutive Values	Jaanika Erne	
4:00 - 4:30	Refreshments and prayer break			
4:35 - 5:35	Plenary Session 3	Understanding Muslim Consumers	Speakers	
	Moderator:		Sheikh Khalfan Muhammed, Oman	Oman
	Prof. Ingo Forstenlechner	A Practitioner's View on Islamic Business Conduct		
		Psychology of the Young Muslim Consumer	Khalaf Nassar Al-Heeti	UAE
		Customer Lifetime and After Lifetime Value calculations from an Iranian perspective	Professor Svend Hollensen	UK

		Understanding Yuppie Muslims as Consumers!	Abdulla A. Salaam	Oman
05:40	Close			
07:30	Gala Dinner			
Tuesday 22nd March 2011				
9:00 - 10:15	Plenary Session 4	The Islamic Organization		
	Moderator: Prof. David Graf	The Islamic Learning Organization	Professor David Weir, UK	
		Branding Islamic Higher Education Institutes: Empirical study on the Middle East	Dr. Maha Mourad, Prof. Hatem El Karanshawy	Egypt
		Business-to-business relationships in Islamic markets: How can HR add value?	Dr Liza Howe-Walsh	UK
			Sarah Turnbull	UK
			Prof. Charlotte Rayner	UK
			Yahya Alamari	UK
		Natural Markets Segments - Religion and Identity: The Case of "Zongos" in Ghana	Paul Sergius Koku	USA
10:15 - 11:15	Plenary Session 5	The Role of the Dominant Coalition In Islamic Higher Education Marketing Strategy		
	Moderator: Prof. Mohammad Madi	Dr. Esther Mulnix		
		Dr. Michael William Mulnix		
		Dr. Park Beede		
		Dr. Peter Heath		
		Dr. Mohamad Al-Sakka		
11:15 - 11:35	Break			
11:35 - 12:45	Track Sessions	Session 9		
	Hall 1.	Which factors and constructs influence the Iranian Muslim women's fashion market?	Shahrzad Chitsaz	Iran
	Moderator: Prof. Cedomir Nestorovic	The concept of luxury goods from an Islamic Perspective	Cedomir Nestorovic	France
		Deciphering self and identity through the consumption of make-up	Juliana A. French	Malaysia
			Christina C.K. Lee	
		The impact of culture on luxury consumption behavior among Iranian consumers	Bahar Teimourpour	Iran
			Dr. Kambiz Heidarzadeh Hanzaaee	
	Hall 2.	Session 10	Speakers	
	Moderator: Dr. Hayat, M. Awan	Investigation of the Effects of Product Design Based on the Hedonic Benefits and Utilitarian Benefits	Mahvin Baghi	Iran
		Immigrants' Value Differences and Similarities: A Home versus Host comparison –	Ms. Hatice Kizgin	Netherlands
		Giving Behaviors in Indonesia: Patterns and Marketing Consequences	Rahmatina A. Kasri	Indonesia
		Predicting Muslim consumer intention to use the full automated technologies	Badrea AL Oraini	UK

		Islamic Marketing in Europe: Three Case Studies: England, France and Germany	Mohammed IBAHRINE	UAE
	Hall 3.	Session 11	Speakers	
	Moderator: Dr. M Yunus Ali	Video gaming and Islam: an exploratory look at Muslim gamers	Dr. Donelda S. McKechnie Faris Al Hammadi	UAE
		Exploring the impact of internal branding on brand supporting behaviors of employees regarding customer attraction in Islamic banking	Dr. Habibollah Javanmard Zahra Mohajeri	Iran
		Developing an Islamic principles-based marketing model (3T)	Fatemeh Eidi Hamid Reza Vazirzanjani Mirza Hassan Hosseini	Iran
		Al Ain Wildlife Park & Resort: an exploratory look at visitor interest	Dr. Donelda S. McKechnie Lina Jamal Alqudah	UAE
	Hall 4.	Session 12		
	Moderator: Prof. Dr. ABM Shahidul Islam	Attitudes towards Holy Feast and New Year Celebration and Effects on Consumption in Turkey: Urban	Dr. Sumeyra Duman Kurt	Turkey
		Young Indian Muslim Consumers: An Escalating Trend of Potential	Dr. Rajasekhara Mouly Potturi Anand Kumar	India
		Spiritual leadership as a performance-enhancing tool in the modern firm: A comparison of the Islamic Leadership Model and the Servant Leadership Model.	Eleftheria Egel	Monaco
		The role of Customer Satisfaction Modeling (CSM) in product planning	Dr. Tooraj Sadeghi Sahel Farokhian	Iran
12:45	Lunch			
2:00 - 3:25	Track Sessions			
	Hall 1.	Session 13	Speakers	
	Moderator: Dr. Donelda S. McKechnie	Attitude of People toward Islamic banking in Austria	Dr. M.N.Mohsin	Austria
		The Image of Islamic Banks: Ideal vs. Reality	Dr Ahmed Beloucif, Dr Jaafar Almahy	Bahrain
		Shocks and Volatility Spillover among the GCC Stock Markets With Impact On Markets of Developed Countries: Using A Multivariate GARCH model	Ajab Freedi Zaidi Isa Ahmed Shamiri	Malaysia
		Navigational Characteristics Effectiveness of Websites on Muslim Consumer Behavior and Pre-Purchase Intentions	Behnaz Khodayari Dr. Kambiz Heidarzadeh Hanzaaee	Iran
		Effectiveness of Waqf Property Management: A Comparative Study	tah Harun, Norhidayah Ali, Zuraidah Mohamed Isa, Dahlia Ibr	Malaysia
	Hall 2.	Session 14		
	Moderator: Dr. Saim Kayadibi	The correlation between dimensions of religiosity and new product adoption among various religious groups	Mina Movahedian Atar Fateme Alikhan Kambiz Heidarzadeh Hanzaaee	Iran

		Islamic management and the learning organization: Some integrating possibilities	Aini Ahmad	UK
		Employability and Marketability of the Graduates of Islamic Studies in Islamic Banking and Finance: Malaysian Experience	Dr. Saim KAYADIBI	Malaysia
		Presenting Insurance Electronic, Shopping Model in Islamic E-Markets	Leila Karimian	Iran
			Dr. Kambiz Heidarzadeh Hanzaaee	
		Halal Branding: A Study of Muslim Consumers Perspective	Dr. M Yunus Ali	Malaysia
		Hall 3. Session 15		
	Moderator: Salman Alajmi	دور أخلاقيات العمل الإسلامية في تعزيز سلوك المواطنة التنظيمية في المؤسسات الصحفية الأردنية	Dr. Khaled Alhyasat	Jordan
		أخلاق التاجر المسلم	Dr. Jabr Mohamad	Jordan
		Debit Cardholder's Expectations and Preferences toward Islamic Banking System in Iran (An Empirical Study on Three Iranian Islamic Private Banks)	Hiva Fotoohi	Iran
			Farhad Sadeh	Iran
			Dr. Alireza Miremadi	Iran
		The effect of National culture on information flow within Takaful Industry	Mr. Salman Alajmi	Kuwait
		Impact of perceived interest in promotions on price image formation: The moderating role of the shopping experience	Dr. Rim BEN AMARA Néji BOUSLAMA	France
3:30- 4:15		Closing statements		
		Special Issue- Journal of Islamic Marketing	Dr. Baker Alserhan, Co-Chair GIMC	
		GIMC 2012	Dr. Baker Alserhan	
		Best paper awards	Martin Fojt, Ceo, Emerald	
		Thank you	Professor David Graf, Dean UAEU	