

**PRESENTATION SCHEDULE**  
**4<sup>TH</sup> INTERNATIONAL CONFERENCE ON BUSINESS AND**  
**ECONOMICS RESEARCH (4<sup>TH</sup> ICBER 2013)**

**DAY ONE (4 MARCH 2013)**

**CONCURRENT SESSION I (8.30AM – 10.00AM)**

DATE : 4 MARCH 2013 (8.30AM – 10.00AM)	SESSION : MANAGEMENT I
ROOM : TULIP 1	SESSION CHAIR : NASINA MAT DESA (PHD)
<p>(067) FACTORS AFFECTING THE APPLICABILITY OF TOTAL QUALITY MANAGEMENT IN SERVICE INDUSTRY: A STUDY ON THE ISLAMIC BANKING IN MALAYSIA AND YEMEN.  Abbod Naseb Abbod AlTamimi &amp; <b>Ibrahim Zahari (PhD)</b> - Universiti Tenaga Nasional (UNITEN), Malaysia.</p> <p>(087) THE COST EFFICIENCY EFFECT ACHIEVEMENT OF THE GROSS PROFIT PRODUCTION COMPANY.  <b>Evi Octavia</b> - Padjajaran University &amp; Eva Mariyani - Widyatama University</p> <p>(098) THE APPLICATION OF DETERRENCE HYPOTHESIS IN SARAWAK.  <b>Evan Lau (PhD)</b> - Universiti Malaysia Sarawak &amp; Siti Nur Zahara Hamzah - Swinburne University of Technology, Sarawak, Malaysia.</p> <p>(131) THE NEED FOR EFFECTIVENESS TALENT MANAGEMENT PRACTICES AMONG ISLAMIC FINANCIAL INSTITUTIONS IN MALAYSIA.  Bidayatul Akmal Mustafa Kamil - Universiti Utara Malaysia, &amp; <b>Marhanum Che Mohd Salleh</b> - International Islamic University Malaysia.</p> <p>(152) UNIVERSITY RESEARCHER AS ENTREPRENEUR: PROBLEMS AND OBSTACLES FOR COMMERCIALIZATION UNIVERSITY RESEARCH.  Wan Mohd Hirwani Wan Hussain, <b>Mohd Nizam Ab Rahman</b>, Zinatul Ashiqin Zainol &amp; Noor Inayah Yaakub - Universiti Kebangsaan Malaysia.</p> <p>(101) COMBATING SEXUAL HARASSMENT TOWARDS A HEALTHIER WORKPLACE: A MALAYSIAN CASE.  <b>Datin Sabitha Marican (PhD)</b>, Norul Huda Mohd Satar &amp; Roza Hazli Zakaria (PhD) - University Malaya, Malaysia</p>	

DATE : 4 MARCH 2013 (8.30AM – 10.00AM)	SESSION : BANKING & FINANCE I
ROOM : TULIP 2	SESSION CHAIR : WULAN RETNOWATI
<p>(069) PERFORMANCE OF WIDELY HELD FIRMS AND NON WIDELY HELD CROSS HOLDING FIRMS IN MALAYSIA.  <b>Balamurugan Nallamuthu</b> - Universiti Putra Malaysia.</p> <p>(081) FACTORS AFFECTING INTENTIONS TO USE BANKING SERVICES IN YEMEN.  <b>Khaled Mohammed Alqasa</b>, Filzah Md Isa (PhD) &amp; Siti Norezam (PhD) - University Utara Malaysia.</p> <p>(106) REVITALIZATION OF ISLAMIC TRUST INSTITUTIONS THROUGH CORPORATE WAQF.  <b>Dahlia Ibrahim</b> - Universiti Teknologi MARA &amp; Haslindar Binti Ibrahim (PhD) - Universiti Sains Malaysia.</p> <p>(122) PRIVATE EQUITY &amp; ISLAMIC PRIVATE EQUITY: A QUALITATIVE CASE STUDY OF MALAYSIAN INSTITUTIONAL INVESTORS' BEHAVIOR.  Abdeslame Lasri – AIDIMM, <b>Syed Othman Alhabshi</b> &amp; Ahcene lahsasna - .International Centre For Education In Islamic Finance, Malaysia.</p> <p>(215) CURRENCY OF CHOICE FOR SUKUK.  <b>Nursilah Ahmad</b> &amp; Muhamad Muda - Universiti Sains Islam Malaysia.</p>	

DATE : 4 MARCH 2013 (8.30AM – 10.00AM)	SESSION : MARKETING I
ROOM : TULIP 3	SESSION CHAIR : NURRETINA AHMAD SHARIFF (PHD)
<p>(147) INVESTIGATING STUDENTS AWARENESS AND USAGE INTENTION TOWARDS HALAL LABELLED COSMETICS AND PERSONAL CARE PRODUCTS IN MALAYSIA.  <b>Wan Jamaliah Wan Jusoh (PhD)</b> - International Islamic University Malaysia &amp; Phuah Kit Teng - Universiti Putra Malaysia.</p> <p>(155) - CUSTOMER PERCEPTION TOWARDS RELATIONSHIP MARKETING PRACTICES IN TAKAFUL INDUSTRY.  <b>Marhanum Che Mohd Salleh</b>, Nurdianawati Irwani Abdullah &amp; Siti Salwani Razali - International Islamic University Malaysia.</p> <p>(157) EXPLORING THE ROLE OF FAMILIARITY AND CUSTOMER INVOLVEMENT IN INFLUENCING CUSTOMER SERVICE EXPERIENCE.  <b>Mazlina Mamat</b>, Cheam Chai Li, Nik Nor Hasimah Nik Ismail - Universiti Teknologi MARA, Anita Ismail- Universiti Sains Islam Malaysia, Nur Hanan Syafiah Abdul Razak &amp; Mahmod Sabri Haron - Universiti Sains Malaysia.</p> <p>(275) A STUDY ON HALAL FOOD AWARENESS AMONG MUSLIM CUSTOMERS IN KLANG VALLEY.  <b>Nor Ardyanti Ahmad</b> &amp; Tunku Nashril Tunku Abaidah &amp; Mohd Helmi Abu Yahya – Universiti Teknologi MARA</p> <p>(153) ENHANCING CONSUMER PROTECTION VIA PRICE CONTROL IN MALAYSIA.  <b>Nurretina Ahmad Shariff (PhD)</b> &amp; Rosnelim Yusoff – Universiti Utara Malaysia.</p>	

**DAY ONE (4 MARCH 2013)**  
**CONCURRENT SESSION II (10.30AM – 12.00PM)**

DATE : 4 MARCH 2013 (10.30AM – 12.00PM)	SESSION : MANAGEMENT II
ROOM : TULIP 1	SESSION CHAIR : LINA ANATAN
<p>(142) THE ASSESSMENT OF ROOFTOP GARDEN IN GREEN BUILDING INDEX (GBI).  <b>Khadijah Hussin (PhD) &amp; Maryanti Mohd Raid</b> - Universiti Teknologi Malaysia.</p> <p>(154) ENVIRONMENTAL INFORMATION USEFULNESS: BANK OFFICERS' PERCEPTIONS IN MALAYSIA.  <b>Ridzwana Mohd Said</b> - Universiti Putra Malaysia, Maliah Sulaiman &amp; Nik Nazli Nik Ahmad - International Islamic University Malaysia, Rosmila Senik - Universiti Putra Malaysia</p> <p>(160) GREEN PROPERTY MANAGEMENT PRACTICE IN MALAYSIA.  <b>Norhaya Kamarudin</b>, Siti Mariam Abdul Razak, Dzurlkarnain Daud, Maimunah Sapri, Rosadah Mahamud &amp; Ibrahim Sipan - University Teknologi Malaysia</p> <p>(167) EXPLORING THE RELATIONSHIP BETWEEN ORGANISATIONAL ELEMENTS AND THE PERFORMANCE OF KNOWLEDGE TRANSFER IN MALAYSIAN GOVERNMENT LINK COMPANIES (GLC).  <b>Norhafizah Abu Hasan</b> - National University of Malaysia.</p> <p>(175) PERFORMANCE EVALUATION OF MAINTENANCE CONTRACTORS IN ROYAL MILITARY AIR FORCE:EXPLORING THE GAP.  <b>Ir. Mohd Mukhlis Jaya Abdullah</b> &amp; Maimunah Sapri (PhD) - Universiti Teknologi Malaysia</p> <p>(075) A PROPOSED CONCEPTUAL FRAMEWORK OF WORK-FAMILY/FAMILY-WORK FACILITATION (WFF/FWF) APPROACH IN INTER-ROLE CONFLIC.  <b>Lina Anatan</b> - Maranatha Christian University Bandung, Indonesia</p>	

DATE : 4 MARCH 2013 (10.30AM – 12.00PM)	SESSION : ETHICS & LAW I
ROOM : TULIP 2	SESSION CHAIR : DR. ASMAH LAILI YEON
<p>(115) MODES OF RESOLVING DISPUTES BY STRATA MANAGEMENT BODIES IN PENINSULAR MALAYSIA WITH HIGHLIGHTS ON ISLAMIC MANAGEMENT PRACTICES AND HABITS  <b>Mazliza Mohamad</b> - National University of Malaysia, Azlinor Sufian &amp; Nor Asiah Mohamad - International Islamic University, Malaysia.</p> <p>(121) DEVELOPMENT ON MANAGEMENT OF STRATA DISPUTES IN PENINSULAR MALAYSIA : THE WAY FORWARD.  <b>Nor Asiah Mohamad</b> &amp; Azlinor Sufian - International Islamic University Malaysia.</p> <p>(207) ADOLESCENTS' ATTENTION: CIVIC ENGAGEMENT, IMPACT FROM KNOWLEDGE AND UNDERSTANDING OF RIVER POLLUTION ALSO TV AD CONTENT.  <b>Muhammad Hafiz Azizan</b> - Kolej Universiti Insaniah, Nabsiah Abdul Wahid &amp; Siti Hasnah Hassan - Universiti Sains Malaysia.</p> <p>(109) INTERNET CORPORATE REPORTING: A MALAYSIAN EVIDENCE.  <b>Hasmaizan Hassan</b> - Universiti Tenaga Nasional, Malaysia.</p>	

DATE : 4 MARCH 2013 (10.30AM – 12.00PM)	SESSION : MARKETING II
ROOM : TULIP 3	SESSION CHAIR : DR. ANITA ISMAIL
<p>(162) CO-CREATING EXPERIENCE VALUE: THE NEXT PRACTICE OF VALUE CREATION TOWARDS ONLINE REPURCHASING INTENTION IN TOURISM SERVICES.  <b>Nurhanan Syafiah Abdul Razak</b>, Malliga Marimuthu, Mazlina Mamat - Universiti Sains Malaysia &amp; Anita Ismail - Universiti Sains Islam Malaysia</p> <p>(166) MALAYSIAN CONSUMER AWARENESS AND GM FOOD: WHAT ARE THE FACTORS INFLUENCING?  <b>Bashir Ibrahim</b>, Golnaz Rezai, Zainalabidin Mohamed &amp; Juwaidah Sharifuddin - Universiti Putra Malaysia</p> <p>(176) DORM HOSTEL SERVICESCAPE PREFERENCES IN BANDUNG TOURISM.  <b>Ilma Aulia Zaim</b> &amp; Ir. Mustika Sufiati Purwanegara M.Sc (PhD) - Bandung Institute of Technology, Indonesia</p> <p>(182) SPENDING HABITS OF MALAYSIAN MUSLIM TEENAGERS: EVIDENCE OF MALAYSIAN PUBLIC UNIVERSITY.  <b>Norasikin Hj Salikin</b>, Norailis Ab. Wahab, Nurazalia Zakaria &amp; Siti Nurulhuda Nordin - Universiti Sains Islam Malaysia</p> <p>(183) RETAINING PASSENGERS LOYALTY IN INDONESIA RAILWAY SERVICE.  <b>Sri Astuti Pratminingsih</b> - Widyatama University, Bandung, <b>Christina Lipuringtyas Rudatin</b> - Jakarta State Poly Technique, &amp; Agatha Rinta Suhardi - Widyatama University, Bandung.</p>	

**DAY ONE (4 MARCH 2013)**  
**CONCURRENT SESSION III (1.30PM – 3.00PM)**

DATE : 4 MARCH 2013 (1.30PM – 3.00PM)	SESSION : MANAGEMENT III
ROOM : TULIP 1	SESSION CHAIR : DR. EVAN LAU
<p>(186) ECONOMIES OF CONSOLIDATED POSTAL-MAIL DELIVERY IN OPTIMIZED ROUTES: CASE OF INDONESIAN JAVA-ISLAND PRIMARY NETWORK.  <b>Vita Sarasi</b> - Universitas Padjadjaran, Bandung – Indonesia.</p> <p>(195) VALUE CHAIN MODEL OF INTEGRATED HEIS FACILITIES PERFORMANCE.  <b>Maimunah Sapri (PhD)</b>, Maizan Baba &amp; Norhaya Kamaruddin (PhD) - Universiti Teknologi Malaysia</p> <p>(200) CORPORATE SUSTAINABILITY MODEL BASED ON THE STRATEGIC CONSTITUENCIES APPROACH.  Abadan Jasmon, <b>Ridzwan Bakar (PhD)</b> - Multimedia University &amp; Sabtu Md Ali - IIR Consulting.</p> <p>(248) GREEN SUPPLY CHAIN PRACTICES IN THE HALAL FOOD INDUSTRIES.  Malihe Manzouri - Universiti Kebangsaan Malaysia, <b>Che Rosmawati Che Mohd Zain</b> - University Putra Malaysia &amp; Mohd Nizam Ab Rahman - Universiti Kebangsaan Malaysia</p> <p>(283) GENDER IMBALANCE IN HIGHER LEVEL POSITIONS IN GOVERNMENT-LINKED COMPANIES (GLC) IN MALAYSIA.  <b>Nor Fazalina Salleh</b>, Adnan Omar &amp; Khanizam Mohamed - Universiti Teknologi MARA.</p>	

DATE : 4 MARCH 2013 (1.30PM – 3.00PM)	SESSION : BANKING & FINANCE II
ROOM : TULIP 2	SESSION CHAIR : NURSILAH AHMAD
<p>(128) STUDY ON ENHANCEMENT PROGRAMS CONDUCTED BY MALAYSIAN ISLAMIC FINANCIAL INSTITUTIONS.  <b>Ahmad Azam Othman (PhD)</b>, Rusni Hassan, Muhammad Naim Omar, Mohammad Deen Mohd Napiyah, Mahamad Ariffin - International Islamic University Malaysia &amp; Adnan Yusoff - University Tenaga Nasional</p> <p>(129) CASH WAQF AND ITS DEVELOPMENT IN THE NORTHERN REGION OF MALAYSIA.  <b>Haslindar Ibrahim (PhD)</b>, Eliza Nor &amp; Jorah Muhammad - Universiti Sains Malaysia</p> <p>(133) FAILED COOPERATION OR SUCCESSFUL CAPTURE? EXAMINING GLOBAL FINANCIAL REGULATORY REFORM IN THE G20 AND THE FSB.  <b>Peter Knaack</b> - University of Southern California.</p> <p>(146) FACTORS INFLUENCING THE PENETRATION RATE OF MALAYSIAN TAKĀFUL INDUSTRY FROM TAKĀFUL MANAGERS' PERSPECTIVE.  Omaima Eltahir Babikir Mohamed (PhD), <b>Syed Othman Alhabshi (PhD)</b> &amp; Kamaruddin Sharif (PhD) - International Centre For Education In Islamic Finance, Malaysia</p> <p>(149) PROVIDENT FUND FOR THE INFORMAL SECTOR.  <b>Saidatulakmal Mohd</b> &amp; Muhammad Waqas Ameer - Universiti Sains Malaysia</p>	

DATE : 4 MARCH 2013 (1.30PM – 3.00PM)	SESSION : HUMAN RESOURCES I
ROOM : TULIP 3	SESSION CHAIR : DATIN SABITHA MARICAN (PHD)
<p>(097) BURNOUT AND ACADEMICS: A CASE OF A PUBLIC UNIVERSITY IN MALAYSIA.  <b>Fauziah Noordin (PhD)</b>, Sharifah Suzana Wan Shukran, Siti Mardinah Abdul Hamid &amp; Jamil Hamali - Universiti Teknologi MARA, Malaysia.</p> <p>(127) HUMAN RESOURCE MANAGEMENT CHALLENGES IN NIGERIA UNDER A GLOBALISED ECONOMY.  <b>Ahmed Olusegun Isaac</b> - Fond &amp; C. E International Limited Nigeria.</p> <p>(140) IMPACT OF ORGANIZATIONAL CULTURE ON EMPLOYEE PERFORMANCE.  <b>Ahmed Raza</b>, Sakhawat Mehmood &amp; Kamran Sajjid - Riphah International Univesity Islamabad Pakistan</p> <p>(143) A STUDY ON INFLUENCES OF WORK LIFE BALANCE ON EMPLOYEE QUALITY OF LIFE IN WILAYAH PERSEKUTUAN KUALA LUMPUR AND SELECTED SELANGOR URBAN AREA.  Sharifah Fazirah Syed Ahmad, <b>Ramita Abdul Rahim</b>, Sazimah Mohamed Salleh &amp; Wan Edura Wan Rashid - Universiti Teknologi MARA.</p> <p>(214) THE RELATIONSHIP BETWEEN THE USAGES OF E-LEARNING AND THE EMPLOYEES' SATISFACTION.  <b>Nor Afni Md Sari</b> &amp; Wan Edura Bt Wan Rashid (PhD) - Universiti Teknologi MARA, Malaysia.</p>	

**DAY ONE (4 MARCH 2013)**

**CONCURRENT SESSION IV (3.30PM – 5.00PM)**

DATE : 4 MARCH 2013 (3.30PM – 5.00PM)	SESSION : ECONOMICS
ROOM : TULIP 1	SESSION CHAIR : PROF. DR. IBRAHIM ZAHARI
<p>(110) THE PERCEPTION OF YOUTH TOWARDS NATION'S DEVELOPMENT IN MALAYSIA: A STUDY ON NATIONAL KEY RESULT AREA  <b>Datin Sabitha Bte Marican (PhD)</b>, Asmak Abd Rahman (PhD) &amp; Md. Nasrudin bin Md Akhir (PhD) - University Malaya</p> <p>(135) DETERMINANTS OF FERTILITY IN MALAYSIA AND SELECTED ASEAN COUNTRIES: THE PANEL ARDL APPROACH.  <b>Nor'Aznin Abu Bakar (PhD)</b>, Norehan Abdullah &amp; Hussin Abdullah - Universiti Utara Malaysia</p> <p>(161) ECONOMIC IMPACT OF CLIMATE CHANGE ON THE MALAYSIAN PADDY PRODUCTION.  <b>Zahid Zainal</b>, Mad Nasir Shamsudin &amp; Zainal Abidin Mohamed - Universiti Putra Malaysia</p> <p>(220) IMPACT OF WOMEN PARTICIPATION IN ECONOMIC DEVELOPMENT ON FERTILITY IN PENINSULAR MALAYSIA.  <b>Hazlenah Hanafiah</b> &amp; Abdul Aziz Jemain - Universiti Kebangsaan Malaysia.</p> <p>(249) INFLUENCE OF REGIONAL TAX AND RETRIBUTIONS TOWARD THE REGIONAL FINANCIAL INDEPENDENCE (RESEARCH ON THE REGIONAL GOVERNMENTS OF THE BANDUNG CITY).  <b>Diana Sari (PhD)</b> &amp; Destria Vidiantini - Widyatama University Bandung – Indonesia</p>	

DATE : 4 MARCH 2013 (3.30PM – 5.00PM)	SESSION : MARKETING III
ROOM : TULIP 3	SESSION CHAIR : NORASIKIN HJ SALIKIN
<p>(184) AN ASESMENT OF FACILITY SERVICE QUALITY PERFORMANCE FOR MALAYSIAN PUBLIC BUILDING: SERVQUAL APPROACH.  <b>Ir. Zulkhairi Abdul Aziz</b> &amp; Maimunah Sapri - Universiti Teknologi Malaysia.</p> <p>(191) CUSTOMER ADOPTION OF DINAR AND DIRHAM IN DAILY TRANSACTION.  <b>Siti Ngayesah Ab Hamid</b>, Siti Aisyah Ya'kob, Indri Dwi Wardhani &amp; Nurul Aflah - International Islamic University Malaysia</p> <p>(203) THE EFFECT OF CORPORATE SOCIAL RESPONSIBILITY ACTIVITES ON PROFITABILITY AND STOCK PRICE (STUDIES ON THE COMPANIES LISTED ON INDONESIA STOCK EXCHANGE)  <b>Nuryaman (PhD)</b> - Widyatama University. Bandung-Indonesia.</p> <p>(205) MEASURING THE POTENTIAL OF INDONESIAN ONLINE CONSUMER SHOPPING BEHAVIOR.  <b>Febri Andika</b> &amp; Mustika Purwanegara (PhD) - Bandung Institute of Technology, Indonesia</p> <p>(212) INFORMATION SEARCHING IN HOUSE BUYING DECISION.  <b>Rosadah Mahamud</b>, Tan Yih Siew, PM Norhaya Kamarudin (PhD) &amp; Maimunah Sapri(PhD) - Universiti Teknologi Malaysia.</p>	

**DAY TWO (5 MARCH 2013)**  
**CONCURRENT SESSION V (8.30AM – 10.00AM)**

DATE : 5 MARCH 2013 (8.30AM – 10.00AM)	SESSION : MANAGEMENT IV
ROOM : TULIP 1	SESSION CHAIR : NORAILIS AB. WAHAB (PHD)
<p>(201) TEAM DIVERSITY AND NEW PRODUCT DEVELOPMENT PERFORMANCE IN MANUFACTURING SECTOR: A CONCEPTUAL FRAMEWORK.  <b>Nor Hazwani Mohd Zaki</b> &amp; Siti Norezam Othman (PhD) - Universiti Utara Malaysia</p> <p>(238) CRITICAL SUCCESS FACTOR OF GRADUATE EMPLOYABILITY PROGRAMS: AN EFFECTIVE CONTENTS OR COMMUNICATION SKILLS?  <b>Aida Bakar</b>, Norailis Ab. Wahab (PhD) &amp; Rozaini Rosli - Universiti Sains Islam Malaysia.</p> <p>(255) PROVIDING A PLAN TO IMPROVE THE MAINTENANCE TIME FOR LOCATING SYSTEMS BASED ON WSN.  <b>Reza Allahyari Soeini</b> &amp; Mahsan Mokhtari Ardakani - Touba Higher Education Institute</p> <p>(263) MANAGING AND OPERATING A DRUG REHABILITATION TREATMENT CENTRE: POLICIES, PRACTICE, OPPORTUNITIES AND CHALLENGES IN MALAYSIA  Mahmood Nazar Mohamed Ph.D - Cyberjaya University College of Medical Sciences &amp; <b>Sabitha Marican Ph.D</b> - Universiti Malaya, Malaysia.</p> <p>(267) FACTORS AFFECTING THE INVOLVEMENT AND APPOINTMENT OF UNREGISTERED PROPERTY MANAGER.  <b>Hariati Abdullah Hashim</b>, MaimunahSapri &amp; Kamalahasan Achu - Universiti Teknologi Malaysia.</p>	

DATE : 5 MARCH 2013 (8.30AM – 10.00AM)	SESSION : BANKING & FINANCE III
ROOM : TULIP 2	SESSION CHAIR : ZARINA ZAKARIA (PHD)
<p>(174) THE INFLUENCE OF PROFIT AND LOSS SHARING, SIZE OF BANK, AND BANK OF INDONESIA WADIAH CERTIFICATE ON THIRD PARTY FUND OF ISLAMIC BANKING IN INDONESIA.  <b>Hananto Haryadi Sentosa</b>, Ratna Anggraini ZR, M. Yasser Arafat, Nuramalia Hasanah - Universitas Negeri Jakarta, Indonesia</p> <p>(187) INVESTIGATING STOCK MARKET REACTIONS ON SUKUK ISSUANCE BASED ON RATINGS.  Syazwani Abd Rahim &amp; <b>Nursilah Ahmad</b> - Universiti Sains Islam Malaysia</p> <p>(199) INTELLECTUAL CAPITAL (IC) VALUE OF SHARIAH-COMPLIANT COMPANIES/INDUSTRIES LISTED IN BURSA MALAYSIA.  <b>Ridzwan Bakar (PhD)</b>, Abadan Jasmon, Hamed Rahmani &amp; Sabtu Md Ali - Multimedia University Malaysia</p> <p>(219) FACTORS AFFECTING THE FINANCIAL PERFORMANCE OF NON-OIL INDUSTRIAL COMPANIES LISTED ON LIBYAN STOCK MARKET (LSM).  <b>Mohamed Khalifa</b> &amp; Zurina Binti Shafii (PhD) - Universiti Sains Islam Malaysia.</p> <p>(235) TOWARDS HARMONISATION OF DEBT RECOVERY ACTIVITY IN BANKING TO SHARIAH COMPLIANT.  <b>Noraida Shahliza Binti Md Ghani</b> - Universiti Kuala Lumpur &amp; Mohd Karim Bin Abdul Majed - International Islamic University Malaysia.</p>	

DATE : 5 MARCH 2013 (8.30AM – 10.00AM)	SESSION : MARKETING IV
ROOM : TULIP 3	SESSION CHAIR : HASLIDA ABU HASAN (PHD)
<p>(224) PREDICTING INTENTIONS TO VISIT KOPITIAMS AS HALAL FOOD OUTLET: AN EXTENSION OF THE THEORY OF PLANNED BEHAVIOR.  <b>Mohd Sobhi Ishak (Phd)</b>, Muhammad Ahmad, Mohd Nizho Abdul Rahman &amp; Mohamad Khadafi Hj. Rofie - Universiti Utara Malaysia.</p> <p>(123) CONCEPTUALIZING IMAGE, SATISFACTION AND LOYALTY OF HERITAGE DESTINATION  <b>Hasnawati Guliling</b>, Yuhanis Abdul Aziz, Jamil Bojei (PhD) - Universiti Putra Malaysia &amp; Murali Sambasivan (PhD) - Universiti Malaysia Kelantan</p> <p>(145) THE INFLUENCE OF WEBSITE TRUST AND LOYALTY ON CUSTOMER INTENTION TO PURCHASE ONLINE.  <b>Azahari Jamaludin</b> - Universiti Kuala Lumpur.</p> <p>(281) ASSESSING E-SERVICE QUALITY AND E-GOVERNMENT ADOPTION AMONG SOCIALLY EXCLUDED CITIZENS.  <b>Sazimah Mohamed Salleh</b>, Sharifah Fazirah Syed Ahmad &amp; Siti Noraini Mohd Tobi - Universiti Teknologi MARA, Malaysia.</p> <p>(282) ISLAMIC MARKETING MIX: THE CRITICAL FACTORS.  <b>Johari Abdullah</b>, Jamil Hj. Hamali &amp; Firdaus Abdullah - Universiti Teknologi MARA.</p>	

**DAY TWO (5 MARCH 2013)**  
**CONCURRENT SESSION VI (10.30AM – 12.00PM)**

DATE : 5 MARCH 2013 (10.30AM – 12.00PM)	SESSION : MANAGEMENT V
ROOM : TULIP 1	SESSION CHAIR : MAI NGOC KHUONG (PHD)
<p>(273) SERVANT LEADERSHIP AND ORGANISATIONAL COMMITMENT: AN EMPIRICAL EVIDENCE FROM BANKING INDUSTRY IN MALAYSIA.  Lim Si Wei &amp; <b>Nasina Mat Desa (PhD)</b> - Universiti Sains Malaysia</p> <p>(274) ASSESSING THE INFLUENCE OF THE DIMENSIONS OF TAQWA ON AFFECTIVE COMMITMENT: THE CASE OF TABUNG HAJI IN MALAYSIA.  <b>Mohamed Sulaiman</b>, Dolhadi Zainudin, Shaffina Bt Shahuddin &amp; Naail Mohammed Kamil - International Islamic University Malaysia.</p> <p>(279) THE ACADEMIC GENDER GAP INTAKE PHENOMENON: THE APPLICATION OF TRA TO THE BEHAVIORAL BELIEFS OF FEMALE STUDENTS TOWARD ACCOUNTING DISCIPLINE IN IIUM AND TARC.  <b>Gholamreza Zandi (PhD)</b>, Mohamed Sulaiman (PhD) &amp; Babak Naysary - International Islamic University Malaysia</p> <p>(284) TRANSPARENCY, TRUST AND CONFIDENCE IN THE PUBLIC SECTOR.  <b>Haslida Abu Hasan (PhD)</b> - University of Malaya.</p> <p>(221) THE IMPACT INFORMATION TECHNOLOGY AND INNOVATION ON ORGANIZATIONAL PERFORMANCE.  <b>Anita Ismail</b> – Universiti Sains Islam Malaysia, Mazlina Mamat, Nor Hanan Syafiah- Universiti Teknologi MARA &amp; Kalsom Abd. Wahab (PhD) - Universiti Sains Malaysia.</p>	

DATE : 5 MARCH 2013 (10.30AM – 12.00PM)	SESSION : HUMAN RESOURCES II
ROOM : TULIP 2	SESSION CHAIR : DR. HASLINDAR IBRAHIM
<p>(164) MEASURING THE RELATIONSHIP BETWEEN JOB SATISFACTION AND EMPLOYEE ENGAGEMENT IN THE INDUSTRIAL PARKS AND EXPORT PROCESSING ZONES, HO CHI MINH CITY-VIETNAM.  <b>Mai Ngoc Khuong (PhD)</b> &amp; Thai Cong Tien - Vietnam National University –HCMC</p> <p>(165) THE DIRECT AND INDIRECT EFFECTS OF ADVERTISING AND PUBLIC RELATION ON REPURCHASE INTENTION THROUGH BRAND AWARENESS AND CONSUMERS' PERCEPTION – A CASE STUDY OF VINAMILK, VIETNAM.  <b>Mai Ngoc Khuong (PhD)</b> &amp; Bui Thi Ngoc Giau - Vietnam National University –HCMC</p> <p>(253) QUALITY OF WORK LIFE IN INSURANCE INDUSTRY: ROLES OF ORGANIZATIONAL SUPPORT IN ENSURING JOB SATISFACTION.  Norailis Ab. Wahab (PhD), <b>Rozaini Rosli</b> &amp; Aida Bakar - Universiti Sains Islam Malaysia</p> <p>(266) LEVEL OF ORGANIZATION AWARENESS ON THE IMPORTANCE OF ERGONOMICS TO HEALTH AND SAFETY AT THE WORKPLACE.  <b>Zafirah Ab Muin</b> &amp; Maimunah Sapri - Universiti Teknologi Malaysia</p> <p>(276) LINKING INTERNATIONAL BUSINESS STRATEGY WITH STAFFING APPROACHES.  <b>Sangeetha Lakshman</b> - Bordeaux School of Management, France.</p> <p>(251) IMPACT OF EMPLOYEE EMPOWERMENT AND EMPLOYEE BRANDING ON EMPLOYEE TURNOVER BEHAVIORS.  <b>Affan Aijaz</b> - .Centre for Advanced Studies in Engineering, Islamabad &amp; Syed Zulfiqar Ali Shah - International Islamic University, Islamabad, Pakistan.</p>	



DATE : 5 MARCH 2013 (10.30AM – 12.00PM)	SESSION : ENTREPRENEURSHIP
ROOM : TULIP 3	SESSION CHAIR : GHOLAMREZA ZANDI (PHD)
<p>(070) CORPORATE ENTREPRENEURSHIP AS A DETERMINANT OF LARGE FIRM PERFORMANCE.  <b>Sylvia @ Nabila Azwa Ambad</b> - Universiti Teknologi MARA &amp; Kalsom Abdul Wahab (PhD) - Universiti Sains Islam Malaysia.</p> <p>(079) HOW ORGANIZATIONAL LEARNING AFFECTS INNOVATION IN SMES: THE CASE OF INFORMATION AND COMMUNICATION TECHNOLOGY COMPANIES IN MALAYSIA.  <b>Gholamreza Zandi (PhD)</b>, Mohamed Sulaiman (PhD), Islam Mohamed Salim &amp; Babak Naysary - International Islamic University Malaysia.</p> <p>(130) ENTREPRENEURIAL SUCCESS FROM POSITIVE PSYCHOLOGY VIEW.  <b>Noor Hasni Juhdi</b> - Universiti Kebangsaan Malaysia &amp; Nurita Juhdi - International Islamic University Malaysia</p> <p>(192) OBSTACLES IN BENCHMARKING ADOPTION AMONG SMEs.  <b>Norailis Ab. Wahab</b> (PhD) - Universiti Sains Islam Malaysia</p> <p>(198) MEASURING ENTREPRENEURS' SATISFACTION FROM ISLAMIC PERSPECTIVE: A STUDY ON SMALL FIRMS IN NORTH SUMATERA, INDONESIA.  <b>Ahmad Rafiki</b> &amp; Kalsom Abdul Wahab - Universiti Sains Islam Malaysia.</p>	

**DAY TWO (5 MARCH 2013)**  
**CONCURRENT SESSION VII (1.30PM – 3.00PM)**

DATE : 5 MARCH 2013 (1.30PM – 3.00PM)	SESSION : ETHICS & LAW II / ACCOUNTING & AUDITING
ROOM : TULIP 1	SESSION CHAIR : SANGEETHA LAKSHMAN
<p>(096) AN ANALYSIS OF INSIDER TRADING LAW AND CASES IN THE MALAYSIAN SECURITIES MARKETS.  <b>Asmah Laili Yeon (PhD)</b> - Universiti Utara Malaysia.</p> <p>(269) A PROPOSAL TOWARDS A SINGLE TITLE: AN OVERVIEW ON MALAYSIAN NATIONAL LAND CODE 1965.  <b>Azlinor Sufian (PhD)</b> &amp; Nor Asiah Mohamad (PhD) - International Islamic University Malaysia.</p> <p>(076) OVERSIGHT PROCESS OF AUDIT QUALITY: AN ASSESSMENT OF GOVERNANCE CONTRIBUTION OF AUDIT COMMITTEE.  <b>Noor Adwa Sulaiman</b> - University of Malaya, Malaysia</p> <p>(077) QUALITY OF CORPORATE MANDATORY DISCLOSURE IN MALAYSIA: EVIDENCE FROM TWO METHODS.  <b>Mazni Abdullah (PhD)</b> - University of Malaya, Malaysia.</p> <p>(150) PRINCIPLE OF AUTONOMY IN LETTER OF CREDIT (LC) – AN OVERVIEW FROM LEGAL AND SHARIAH PERSPECTIVE.  <b>Rosmawani Che Hashim (PhD)</b> - University of Malaya, Ahmad Azam Othman (Phd) &amp; Akhtarzaite Abdul Aziz (Phd) - International Islamic University Malaysia.</p> <p>(117) IMPACT OF AUDIT QUALITY ON ACCOUNTING CONSERVATISM IN FINANCIAL REPORTING OF MALAYSIAN LISTED COMPANIES.  <b>Masdiah Abdul Hamid</b> - Universiti Tenaga Nasional &amp; Suzana San - Universiti Teknologi MARA,</p>	

DATE : 5 MARCH 2013 (1.30PM – 3.00PM)	SESSION : BANKING & FINANCE IV
ROOM : TULIP 2	SESSION CHAIR : DIANA SARI (PHD)
<p>(239) MEASURING MARKET PERFORMANCE OF SHARIAH-COMPLIANT COMPANIES: THE RELEVANCE OF EARNINGS MANAGEMENT AND LEVERAGE.  Yusarina Mat Isa, Zuraidah Mohd Sanusi (PhD), <b>Mohd Taufik Mohd Suffian</b> &amp; Nor Bahiyah Omar – Universiti Teknologi MARA, Malaysia.</p> <p>(244) ISLAMIC COST OF CAPITAL: PROFIT MEASUREMENTS AND INVESTMENT DECISIONS FROM AUTHENTIC SOURCES.  <b>Ismail Abd Rahman</b> &amp; Salleh Rosman - University of Technology Malaysia.</p> <p>(270) The Value of Different Dividend Timing and Family Ownership in Dividend Announcements of the Emerging Indonesian Market.  <b>Evy Mulyani</b>, Harminder Singh (PhD) &amp; Gerard Gannon (PhD) - Deakin University, Melbourne, Victoria, Australia</p> <p>(271) EFFECT OF BANK RISK, BOARD SIZE AND GROWTH RATE BANK ON GENDER DIVERSITY IN BANKING THAT LISTING IN INDONESIA STOCK EXCHANGE LISTING 2008-2010.  Tubagus Aria Dwitama, <b>Wulan Retnowati</b> &amp; Rita Rosiana - University Sultan Ageng Tirtayasa, Indonesia.</p> <p>(280) ACCOUNTABILITY AND STAKEHOLDER ENGAGEMENT PRACTICES: HOW ARE THEY INTERTWINED?  <b>Zarina Zakaria</b> (Ph.D.) - University of Malaya, Malaysia.</p>	