

# *Third Asia-Pacific Business Research Conference*

**25 – 26 February, 2013**

**Venue: Hotel Istana, Kuala Lumpur, Malaysia**

## *Certificate of Attendance*

**Certified that Dr. Sheila Htay from International Islamic  
University, Malaysia**

*has*

- ✓ *Presented research paper*
- ✓ *Participated as discussant and/or provided comments*
- *Chaired a session*

*at the above international conference.*



**Professor Dr. Zia Haqq  
Conference Coordinator**



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*Third Asia-Pacific Business Research  
Conference*

**PROGRAM**

25 – 26 February 2013

Venue: Hotel Istana

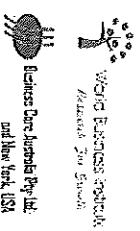
73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

Main Theme: “Research for Change”

Professor Dr. Stuart Orr  
Deakin University  
Conference Chair

Prof. Dr. Zia Haq  
World Business Institute  
Conference Coordinator

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Global Economy and Finance Journal | World Review of Business Research  
Global Review of Accounting and Finance | Journal of Accounting Finance and Econ  
Journal of Islamic Finance and Business Research

490: Chinese Tourists in Taiwan: Tourism Motivation and Satisfaction: Chuu-Ju Lin, National Taipei College of Business, Taiwan.

482: The Effects of Message Framing, Scarcity Information and Individual Differences on Electricity Saving Attitude, Intention and Behavior: Indah Fatmawati, Universitas Muhammadiyah Yogyakarta, Indonesia.

440: Do Malaysian Managers Value MBAs?: Michael Segon and Chris Booth, RMIT University, Australia

**Monday 25 February 2013 8.30 AM – 10.30 AM Room: KRISTAL**

**Session: Economics**

**Session Chair: Prof. Maria Bruna Zolfin, Ca'Foscari University of Venice, Italy**

222: Technical Efficiency and Eco-Efficiency in Manufacturing Industry: A Non-Parametric Frontier Approach: Noor Asiah Ramli and Susila Murnisamy, University of Malaya, Malaysia.

228: Comparing Productivity in Foreign-Invested and Local Plants in Thai Manufacturing: Chayanon Phucharoen, Chulalongkorn University, Thailand.

218: Export Performance of Malaysian Telecommunication Products: Market Prospects and Challenges: Ahasanul Haque, Seyama Sulfana and Abul Momen, International Islamic University Malaysia, Malaysia.

235: Synergy Model of Local Development Planning in Regency and City with the Development of Java Economic Corridor for Supporting Master Plan for the Acceleration and Expansion of Indonesia's Economic Development (MP3EI): Oman Rusmana, Eko Suyono, Warsidi and Abdul Aziz Akhmad, Jenderal Sudirman University, Indonesia.

217: Examining India, Brazil and South Africa (IBSA) trade: trade intensity, comparative advantages and intra-industry trade opportunities: Tsitsi Effie Mutambara, Rhodes University, South Africa.

229: The Influence of Kiss and Ride and Park and Ride in Decreasing Private Transportation by Using Public Transportation "Transjakarta": Dewi Nusraningrum and Fardian Isibhi, Transportation Management College Trisakti, Indonesia.

**Monday 25 February 2013 10.30 AM – 11.00 AM Main Reg Rm**

**"Morning Tea Break"**

**Monday 25 February 2013 11.00 AM – 1.00 PM Room: JED**

**Session: Finance**

**Session Chair: Dr. Tsitsi Effie Mutambara, Rhodes University, South Africa**

345: The Effect of Asset Impairment Recognition on Corporate Bond Credit Rating: Sung Il Jeon, Jeong Eun Kim and Panpan Feng, Chonnam National University, Korea.

319: Theoretical Investigation on Determinants of Government-Linked Companies Capital Structure: Norwati Ahmad and Fahmi Abdul Rahim, Universiti Teknologi MARA, Malaysia.

362: Corporate Governance Theories From Unconventional Perspective: Sheila Nu Nu Htay, Syed Ahmed Salman and Ahamed Kameel Mydin Meera, IUM Institute of Islamic Banking and Finance, Malaysia.

351: A Research on Size and Book-to-Market Ratio Effects based on Good Deal Bound in Korea Equity Market (KOSPI): Hankyung Lee, Sehyeon Park and Bong Joon Kim, Gyeongsang National University, Korea.

324: The Effectiveness of Ownership Concentration, Debt and Firm Value as Corporate Mechanisms: Hamizah Hassan, Universiti Teknologi MARA, Malaysia, Tony Naughton and Alberto Posso, RMIT University, Australia.

334: Access to Microfinance and Small Enterprise Growth in Sokoto State, Nigeria: Dauda Ormoyi Abdussalam and Mustapha Namakka Tukur, Usmanu Danfodiyo University, Nigeria.

**Monday 25 February 2013 11.00 AM – 1.00 PM Room: FIRUZ**

**Session: Management**

**Session Chair: Mr. Victor Ong Ching Poh, Sunway University, Malaysia**

480: Shakespeare on Leadership, Communication and Management: Implications for Cross-Cultural Business Contexts: Apoorva Bharadwaj, IIM Calcutta, India.

474: Lesson from Authentic Leader: Konosuke Matsushita Founder of Panasonic: Palin Phoocharoen, National Institute of Development Administration, Thailand.

475: The Role of Ethics Officers Who Respond to Ethical Issues: Akira Yoshinari, Aichi Institute of Technology, Japan.

446: **Dynamic Supply Chain Management in Oil and Gas Industry:** Shatina Saad, University Technology MARA, Malaysia, Zulkifli Mohamed Uth and Norlena Hasran, Universiti Utara Malaysia, Malaysia.

446: **Impact of Organization Climate, Organization Justice, and Organization Learning on Organization Citizenship Behavior:** Rizwan Qaiser Danish, Arina Ashad, University of the Punjab, Pakistan and Yasin Munir, UTM, Malaysia.

444: **Is CSR important to Malaysian managers?:** Michael Segon and Chris Booth, RMIT University, Australia

**Monday 25 February 2013 11.00 AM – 1.00 PM Room: KRISTAL**

**Session: Banking**

**Session Chair: Miss. Monika Egly Putri, President University, Indonesia**

607: **Investigation of the Basel Framework in the Banking Sector of Mauritius:** Deerajen Ramasawmy, Priscilla Felix, Mootooganagen Ramen, University of Mauritius, Mauritius and Savila Thapemall, Mauritius Institute of Education, Mauritius.

604: **CSR Reporting in Mauritian banks:** Dinesh Ramdhony & Henna Sookun, University of Mauritius, Mauritius.

606: **The Impact of Inflation to Mudharabah Time Deposit in Indonesia Sharia Banks:** Ferry Hadhyanto, Padjadjaran University, Indonesia and Agung Haryanto, Trisakti University, Indonesia.

613: **Ultimate Ownership Structure and Bank Regulatory Capital Adjustment: Evidence from European Commercial Banks:** Laetitia Lepetit, Amine Tarazi and Nadia Zedek, Université de Limoges, France.

617: **Critical Analysis of Shariah Screening Norms and Practices:** Sheila Nu Nu Htay, Zafar Abedeen and Syed Ahmed Salman, IUM Institute of Islamic Banking and Finance, Malaysia.

614: **Non-Performing Financing and Bank Efficiency of Islamic Banks in Indonesia Periods January 2007 – September 2012:** Chandra Setiawan and Monika Egly Putri, President University, Indonesia.

**Monday 25 February 2013 1.00 PM – 2.00 PM Taman Sari Restaurant**

**“Buffet Lunch”**

**Monday 25 February 2013 2.00 PM – 4.00 PM Room: JED**

**Session: Accounting**

**Session Chair: Dr. Eko Suyono, Jenderal Soedirman University, Indonesia**

109: **Determinant Factors Affecting The Auditor Switching: An Indonesian Case:** Eko Suyono, Feng Yi and Riswan, University of Jenderal Soedirman, Indonesia.

113: **Fair Value Accounting: Adoptability in Indian Corporate Financial Reporting Scenario:** Pawan Jain, Institute of Management Technology, India.

101: **The Level of Adoption of Some Recent Cost Management Accounting Tools and the Perceived Effect on the Performance of Jordanian Manufacturing Companies:** Mansour Ibrahim Saaydah, World Islamic Sciences and Education University, Jordan and Wahneed Rathan Khatatneh, Tabuk University, KSA.

115: **The Influences of Internal Auditors Competency and Objectivity on Internal Audit Function Effectivity and Their Implication on Fraudulent Financial Reporting Detection:** Rozmita Dewi Yuniarti, Indonesia Education University, Indonesia.

117: **Earnings Management Detection Modeling: A Methodological Review:** Apezdan E. Kighir, Universiti Teknologi MARA, Malaysia

110: **Tax Revenue and Economic Growth of China: Test and Correction of the Tax Multiplier Effect:** Feng Yi and Eko Suyono University of Jenderal Soedirman, Indonesia.

**Monday 25 February 2013 2.00 PM – 4.00 PM Room: FIRUZ**

**Session: Management**

**Session Chair: Dr. Michael Segon, RMIT University, Australia**

417: **The impact of Organizational Stress, Knowledge Management, and Organizational Change on Organizational Effectiveness:** Khalid Khan, Rizwan Qaiser Danish, Sadia Hafeez, Nouran Alam and Arooj Fatima, University of the Punjab, Pakistan.

461: **A Study of the Level of Awareness of Financial Literacy among Management Undergraduates:** Deerajen Ramasawmy, S. Anoop Dowlit, Mootooganagen Ramen, University of Mauritius, Mauritius and Savila Thapemall, Mauritius Institute of Education, Mauritius.