THE 10TH AAM INTERNATIONAL CONFERENCE

(TENTATIVE PROGRAMME)

23rd August – 25th August 2013

Fostering an Innovative Ecosphere for Business Sustainability

Bayview Hotel and Resort, Feringhi, Pulau Pinang
## CONFERENCE PROGRAMME

### Friday – 23rd August 2013

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<tr>
<td>0820</td>
<td>Arrival of participants &amp; guests</td>
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<td>0830</td>
<td>Arrival of VIPs**</td>
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<tr>
<td>0850</td>
<td>Doa’ Recitation&lt;br&gt;Dr Mohd Anuar Arshad</td>
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<tr>
<td>0900</td>
<td>Welcoming Address: Associate Professor Zamri Ahmad&lt;br&gt;President, AAM</td>
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<tr>
<td>0910</td>
<td>Opening Note:&lt;br&gt;Yang Berbahagia Tan Sri Dato’ Sri Sabbaruddin Chik, Chair of Bank Rakyat</td>
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<td>0920</td>
<td>Opening Address:&lt;br&gt;Professor Dato’ Dr Omar Osman,&lt;br&gt;Vice Chancellor, Universiti Sains Malaysia</td>
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<tr>
<td>0930</td>
<td>Keynote Address: Yang Berbahagia Datuk Wira (Dr.) Haji Ameer Mydin,&lt;br&gt;Managing Director, Mydin Mohamed Holdings Bhd.</td>
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<tr>
<td>1015</td>
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<td>1020</td>
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<td>1100 – 1230</td>
<td>Plenary Session 1&lt;br&gt;Topic: Issues on Innovation and Sustainability</td>
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<tr>
<td></td>
<td>Panelists:&lt;br&gt;(i) YM Tengku Tan Sri Dr. Mahaleel Bin Tengku Ariff,&lt;br&gt;Chairman, Board of Directors, Tien Wah Press Holdings Berhad.&lt;br&gt;(ii) Professor Ferdinand Akhtar Khan Gul,&lt;br&gt;Monash University</td>
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<td></td>
<td>Moderator: Associate Professor Dr Azlan Amran&lt;br&gt;Graduate School of Business, Universiti Sains Malaysia</td>
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<tr>
<td>1230 – 1445</td>
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### Saturday – 24th August 2013

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| 0830 – 1030 | Plenary Session 2:  
Topic: - Transforming local SMEs into Global Players  
Panelists:  
(i) Yang Berbahagia Datuk Wira (Dr. ) Haji Ameer Mydin,  
Managing Director, Mydin Mohamed Holdings Bhd.  
(ii) Yang Berbahagia Dato’ Hafsa Hashim,  
Ketua Eksekutif SME Corporation Malaysia  
Moderator:  
Associate Professor Dr Noor Hazlina Ahmad  
School of Management, Universiti Sains Malaysia |
| 1030 – 1100 | Refreshment |
| 1100 – 1300 | Concurrent sessions 3 |
| 1300 – 1400 | Lunch |
| 1400 – 1600 | Concurrent sessions 4 |
| 1600 – 1615 | Refreshment |
| 1615 – 1800 | Concurrent sessions 5 |
| 1800      | End of Session |

### Sunday – 15th August 2013

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| **1130 – 1300** | Closing Ceremony  
Lunch and End of Conference |
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<tr>
<td>1.1</td>
<td>Day 1</td>
<td>1445-1630</td>
<td>Small and Medium Enterprises</td>
<td>Dato Ishak Ismail</td>
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<tr>
<td>1.2</td>
<td></td>
<td>1645-1800</td>
<td>Organizational Behaviour I</td>
<td>Quah Chun Hoo</td>
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<td>1.5</td>
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<td>Technology Management, Green Business and Sustainability Issues</td>
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Concurrent Session

1.1 Room 1 - Session 1: Small and Medium Enterprises
Session Chair: Dato Ishak Ismail (Universiti Sains Malaysia)

1. **Trust and Commitment in SMEs Exporters: How Much Do We Know?**
   Md Daud Ismail (Universiti Kebangsaan Malaysia)
   Ahmad Khairy Ahmad Domil (Universiti Kebangsaan Malaysia)
   Azwardi Md Isa (Universiti Utara Malaysia)

2. **Impact of Traditional Cultural Values on the Internationalization of a Small Medium Enterprise: A Malaysian Perspective**
   Raagavendra Rao Apparo (Universiti Sains Malaysia)
   Shankar Chelliah (Universiti Sains Malaysia)

3. **SME Innovation: Issues and Effect on Firm Performance: A Literature Review**
   Hee Song Ng (Universiti Sains Malaysia)
   Daisy Mui Hung Kee (Universiti Sains Malaysia)

4. **Performance Measurement Systems from Organizational Life Cycle Perspective: A Study of Malaysian SMEs**
   Sofiah Md Auzair (Universiti Kebangsaan Malaysia)
   Amizawati Mohd Amir (Universiti Kebangsaan Malaysia)
   Zulaihan Ismail (Kolej Darul Hikmah)

1.2 Room 1 - Session 2: Organizational Behaviour I
Session Chair: Quah Chun Hoo (Universiti Sains Malaysia)

1. **Actual Turnover and its Relationship to Organisational and External Factors: A Proposed Research Framework**
   Talatu Raiya Umar (Universiti Utara Malaysia)
   Faridahwati Mohd. Shamsudin (Universiti Utara Malaysia)
   Chandrakantan a/Subramaniam (Universiti Utara Malaysia)
   Johanim Johari (Universiti Utara Malaysia)

2. **Organizational Crises Preparedness of Malaysian Manufacturing Firms**
   Mohamed Sulaiman (International Islamic University Malaysia)
   Hayati Mohd Dahan (Universiti Teknologi MARA)
   Ismila Che Ishak (Universiti Kuala Lumpur)

3. **Measuring Innovation using Innovation Index**
   Nurul Izni Binti Kamalrulzaman (Universiti Malaysia Terengganu)
   Akmalia Binti Mohamad Ariff (Universiti Malaysia Terengganu)
1.3 Room 1 - Session 3: Organizational Behaviour II
Session Chair: Nur Anisah Abdullah (International Islamic University Malaysia)

1. Exploring Enterprise Risk Management (ERM) Practices of Housing Developer in Malaysia
   Siti Haliza Asat (Universiti Teknologi MARA)
   Hasnah Haron (Universiti Sains Malaysia)
   Mastura Jaafar (Universiti Sains Malaysia)

2. The Relationship between Psychological Contract Fulfilment, Commitment and Turnover Intention: The Mediating Roles of Perceived Organizational Support and Trust
   Rasidah Arshad (Universiti Kebangsaan Malaysia)

3. Evaluating the Association between Financial Stakeholder Pressure and Stakeholder Integration: A Study on Palm Oil Companies
   Waled Najib Moqbel Alhajj (Universiti Sains Malaysia)
   Azlan Amran (Universiti Sains Malaysia)

4. How to Overcome Organizational Identity Conflicts?
   Shao-Tzu Wu (Wenzao Ursuline University of International Studies)

5. Critical Success Factors of TQM in Pakistan healthcare Services: A Literature Review
   S.M. Irfan (Universiti Sains Malaysia)
   Daisy Mui Hung Kee (Universiti Sains Malaysia)

1.4 Room 1 - Session 4: Organizational Performance
Session Chair: Sofiah Md Auzair (Universiti Kebangsaan Malaysia)

1. Strategic Decision Making Processes in High Velocity Environments: Effects from Perception of Threat and Opportunity
   Ahmad Bashah Rubia (Multimedia University)
   Kok-Wai Chew (Multimedia University)

2. A Brief Discussion on Performance Measurement and its Significant Contribution towards Organizational Enhancement
   Khatijah Othman (Universiti Sains Malaysia)

3. Public Sector Performance Measurement Practice in Malaysia
   Nur Anisah Abdullah (International Islamic University Malaysia)

4. Examining Governance for Waterfront Development in Malaysia
   Azlina Md. Yassin (University Tun Hussein Onn Malaysia)
   Mohd Najib Razali (Universiti Teknologi Malaysia)
   Yasmin Mohd Adnan (University of Malaya)

5. Critical Failure Factors of ERP System: An Exploratory Case Study of an Electric Supply Company in Pakistan
   Aamir Ijaz (University of the Punjab)
   Rab Nawaz Lodhi (COMSATS Institute of Information Technology)
   S. M. Irfan (Universiti Sains Mala)
1.5 Room 1 - Session 5: Entrepreneurship
Session Chair: Noor Hazlina Ahmad (Universiti Sains Malaysia)

1. Evaluation of Entrepreneurial Skills Development of Business Educations Programme in Ahmadu Bello University, Zaria, Nigeria
   Umar, Rahmat Talatu (Ahmadu Bello University)

2. Value Priorities and Intentions for New Venture Creation among Undergraduates
   Kim Hoe Looi (Taylor’s University)

3. Influence of Cultural Dimensions on Entrepreneurial Inclination
   Wei-Loon Koe (Universiti Teknologi MARA)
   Nur Farah ‘Ain Zaher (Universiti Teknologi MARA)

4. The Role of Entrepreneurial Competencies on Firm Performance: The Moderating Effect of Organisational Culture
   Hee Song Ng (Universiti Sains Malaysia)
   Daisy Mui Hung Kee (Universiti Sains Malaysia)

2.1 Room 2 - Session 1: Management Issues in Education Industry
Session Chair: Aizzat Mohd Nasurdin (Universiti Sains Malaysia)

1. Effectiveness of Industrial Training in Improving Students’ Generic Skills: An Exploratory Study
   Hock-Eam Lim (Universiti Utara Malaysia),
   Muszafarshah Mohd Mustafa (Universiti Utara Malaysia)

2. Emotional Intelligence of Malaysian School Teachers
   Lee Bee Yoke (Universiti Teknologi Malaysia)
   Saif ur Rehman Khan (Universiti Teknologi Malaysia)
   Tahira Asif (Universiti Teknologi Malaysia)

3. The Concepts of Mianzi and Harmony in Internationalised Academic Working Environment
   Xiaozheng Zhang (Nottingham Trent University)
   Alistair Cheyne (Loughborough University)
   John Loan-Clarke (Loughborough University)

   Sock Lee, Ching (Universiti Sains Malaysia)
   Daisy Mui Hung, Kee (Universiti Sains Malaysia)
   Cheng Ling, Tan (Universiti Sains Malaysia)
2.2 Room 2 - Session 2: Human Resource Management I
Session Chair: Faizuniah Binti Pangil (Universiti Utara Malaysia)

1. A Qualitative Study on the Meaning of Work to NGO Professionals in Songkhla Province of Thailand
   Phathara-on Wesarat (Prince of Songkla University)
   Mohmad Yazam Sharif (Universiti Utara Malaysia)
   Abdul Halim Abdul Majid (Universiti Utara Malaysia)

   Tan Fee Yean (Universiti Utara Malaysia)
   Khulida Kirana Yahya (Universiti Utara Malaysia)

3. Mediating Role of Psychological Contract Fulfilment between HR Practices and Attitudinal Outcomes:
   A Conceptual Model
   ABM Abdullah (University of South Australia)
   Stephen Boyle (University of South Australia)
   Carmen Joham (University of South Australia)

2.3 Room 2 - Session 3: Leadership
Session Chair: Siti Rohaida Mohamed Zainal (Universiti Sains Malaysia)

1. The Effect of Task and Relationship Conflict on Abusive Supervision: Supervisor’s Political Skill as A
   Moderator
   Zhehua, Hu (University International United College)
   Chenyuan, Dang (University International United College)
   Yunjin, Han (University International United College)

2. Quality of Islamic Leadership, Trust, and Organizational Performance within the Takaful Industry in
   Malaysia: A Conceptual Framework
   Marlisa Abdul Rahim (Universiti Sultan Zainal Abidin)
   Wan Norhayate Wan Daud (Universiti Sultan Zainal Abidin)
   Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)

3. An Islamic Approach to the Theory of the Firm: The Views of Malaysian Managers
   Suhaimi Mhd Sarif (International Islamic University Malaysia)
   Yusof Ismail (International Islamic University Malaysia)

4. Factors Influencing Leadership Effectiveness and Intention to Stay Among Generation Y Employees in
   Malaysian ICT Sector: A Conceptual Framework
   Diana Awing Adil (Multimedia University)
   Kok-Wai Chew (Multimedia University)
   Peik-Foong Yeap (Multimedia University)
2.4 Room 2 - Session 4: Human Resource Management II
Session Chair: Hasliza Abdul Halim (Universiti Sains Malaysia)

1. The Framework for Employee Performance Management System
   Faizuniah Pangil (Universiti Utara Malaysia)
   Daratul Ambia Che Mit (Universiti Utara Malaysia)
   Aini Hayati Mohamed (Universiti Utara Malaysia)

   Mohd Akbal Ghazali (Universiti Sains Malaysia)
   Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)

   Leap Han, Loo (University of Malaya)
   Loo See, Beh (University of Malaya)

4. Towards A New Model of Human Resource Solutions: Preliminary Evaluation on Generational Labelling Applications in Malaysia
   Tung Lai Cheng (Wawasan Open University)

5. The Effects of Team Context and Team Size on Team Performance: An Initial Review and Framework Development
   Azlyn Ahmad Zawawi (Universiti Sains Malaysia)
   Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)

2.5 Room 2 - Session 5: Emotional Management
Session Chair: Azlina Binti Md. Yassin (Universiti Tun Hussein Onn Malaysia)

1. An Empirical Analysis of The Level of Emotional Intelligence and Organisational Citizenship Behaviour of Executives in the Malaysian Manufacturing Sector
   Tee Suan Chin (Multimedia University)
   R.N. Anantharaman (Multimedia University)
   David Yoon Kin Tong (Multimedia University)

2. Emotional-Environmental Intelligence and Organisational Performance: A Conceptual Framework
   Susan Tee Suan Chin (Multimedia University)
   R.N. Anantharaman (Multimedia University)
   David Yoon Kin Tong (Multimedia University)

3. The Impact of Emotional Intelligence and Perceived Organizational Support on Entrepreneurial Behavior: A Suggested Framework for Managerial Employees in Malaysian Hotels
   Nurul Liyana Mohd Kamil (Universiti Sains Malaysia)
   Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)

4. The Moderating Effects of Coping Styles on the Link between Stress and Work-Related Musculoskeletal Disorders (WRMDs) among Administrative Workers
   Abdul Kadir Othman (Universiti Teknologi MARA)
   Maria Justine@Stephany (Universiti Teknologi MARA)
   Mohd Zulkifli bin Abdullah (Universiti Teknologi MARA)
2.6 Room 2 - Session 6: Human Resource Management III
Session Chair: Xiaozheng Zhang (Nottingham Trent University)

1. Winning Market Competition through Employee Performance: A Study on Big Five Personality and Working Environment
   Adella Khairunnisa (Binus University)
   Idris Gautama So (Binus University)

2. Middle-Management Support and Safety Training Program towards Employees’ Safety Behavior in the Manufacturing Environment: A Case Study of One Multinational Company
   Zuraida Bt. Hassan (Universiti Utara Malaysia)
   Marzlan B. Othman (Universiti Utara Malaysia)

3. Effects of Organizational Formal Control and Self-Regulatory Efficacy on Deviant Behaviour at Work
   Kabiru Maitama Kura (Universiti Utara Malaysia)
   Faridahwati Mohd. Shamsudin (Universiti Utara Malaysia)
   Ajay Chauhan (Universiti Utara Malaysia)

3.1 Room 3 - Session 1: Consumer Behavior
Session Chair: Mohamed Sulaiman (International Islamic University Malaysia)

1. Malaysian Case Study of the Impact of Event Quality on Game Attendance from Fans’ Point of View
   Behzad Foroughi (Universiti Sains Malaysia)
   Khairul Anuar B. Mohammad Shah (Universiti Sains Malaysia)

2. Unrealistic Optimism in Thailand: Implications for Marketers
   Chanthika Pornpitakpan (University of Macau)
   Yizhou Yuan (University of Macau)
   Robert T. Green (Thammasat University)
   Saran Ratanasithi Suan (Dusit Rajabhat University)

3. Consumption of Dietary Supplement Products: Does Attitude Play A Significant Role?
   Nor Azila Mohd Noor (Universiti Utara Malaysia)
   Othman Yeop Abdullah (Universiti Utara Malaysia)
   Liew Kok Hong (National Technology Institute)
   Yap Sheau Fen (Aukland University of Technology)
   Azli Muhammad (Politeknik Tuanku Syed Sirajuddin)

4. Impact of Country of Origin Image on Consumer Intention to use Complementary Alternative Medicine
   Ummi Hana Omar (Universiti Teknologi MARA)
   Lennora Putit (Universiti Teknologi MARA)
3.2 Room 3 - Session 2: Online Business and Internet Banking  
Session Chair: Siti Hasnah Hassan (Universiti Sains Malaysia)

1. The Effect of Product, Price and Website on Impulse Buying at Non Store Retail Business in Bengkulu Indonesia  
   Seprianti Eka Putri (University of Bengkulu Indonesia)

2. Personal Factors as the Predictor of Self Service Banking Technology (SSBTS) Adoption: A Conceptual Framework  
   Parichard Benrit (Prince of Songkla University)
   Malliga Marimuthu (Universiti Sains Malaysia)

3. Factors Affecting the Adoption of Internet Banking Amongst University’s students (International Islamic University Malaysia)  
   Nabil Hussien Alfahim (International Islamic University Malaysia)

3.3 Room 3 - Session 3: Advertising  
Session Chair: Pravin Balaraman (University of the West of Scotland)

1. Profit and Advertising Expenditure Relationship of Some Selected Banks in Nigeria  
   Mohammed Habibu Sabari (Ahmadu Bello University)

2. The Effects of Religiosity and Spirituality on Advertising Evaluation: The Views of Malaysian Muslim Executives  
   Mohsein b Abdul Hamid Ariff (International Islamic University Malaysia)
   Suhaimi Mhd Sarif (International Islamic University Malaysia)

3. Interpretive Marketing: A Malaysian Dimension Philosophy, Theory, Practice  
   Tony Wilson (Sunway University)

4. Entry Strategy of a Taiwanese Company into the Chinese Food Market: Master Kong’s Case  
   Masataka Ota (Waseda University)
   Jusuke Ikegami (Waseda University)
   Yoko Inoue (Nihon University)

5. The Relationship Quality in Franchise Networks: Is It Important to Performance?  
   Khairol Anuar Ishak (Universiti Utara Malaysia)
   Muhamad Jantan (Universiti Sains Malaysia)
3.4 Room 3 - Session 4: Customer Satisfaction
Session Chair: Dzuljastri bin Abdul Razak (International Islamic University Malaysia)

1. Needs and Wants Theory: A Comparison between Maslow’s Hierarchy of Needs and Maqasid Al Shariah
Dzuljasti Abdul Razak (International Islamic University Malaysia)
Siti Ngayesah Ab. Hamid (Universiti Kebangsaan Malaysia)
Siti Aisyah Ya'kob (Universiti Malaysia Sarawak)

Gunawardana, H. M. R. S. (University of Kelaniya)
Shamil, M. M. M. (University of Kelaniya)
Wanninayake, W. M. C. B. (University of Kelaniya)

3. Qualitative Analysis of Internal CRM Process within a Multinational Corporation
Pravin Balaraman (University of the West of Scotland)

4. Assessment of Some of the Antecedents and Consequences of Customer Satisfaction towards Ar-Rahnu
Syadiyah Abdul Shukor (Universiti Sains Islam Malaysia)
Hisham Sabri (Universiti Sains Islam Malaysia)

5. Customer Relationship Management (CRM)
Haroon Saleem (Texas A&M University)

3.5 Room 3 - Session 5: Branding & Customer Loyalty
Session Chair: Malliga Marimuthu (Universiti Sains Malaysia)

1. Re-Branding Malaysia Malay Popular Music through Fashion
Pang Chin Huey (Universiti Teknologi MARA)
Farah Suhana Binti Muhammad Roslan (Universiti Teknologi MARA)

2. Patriotism, Family, Government Support and Intention Impact to Actual Purchase of Local Products Brand: Evidence from Yemen
Jamal Mohammed Esmail Al-Ekam (Universiti Utara Malaysia)
Nik Kamariah Nik Mat (Universiti Utara Malaysia)
Salniza Md. Salleh (Universiti Utara Malaysia)

3. An Examination of Customer Loyalty in Indonesian Banking Industry: Application of the Investment Model
Keni (Tarumanagara University)
Hasnah Haron (Universiti Sains Malaysia)
Ishak Ismail (Universiti Sains Malaysia)

4. The Level of Students’ Satisfaction towards the Quality of Service Provided by Academic Affairs Division at UiTM Melaka City Campus
Syahrizan Bin Zainan (Universiti Teknologi MARA)
Nor Suhaiza Md Khalid (Universiti Teknologi MARA)
Zarina Mohd Zain (Universiti Teknologi MARA)
Suzei Mat Nurudin (Universiti Teknologi MARA)
3.6 Room 3 - Session 6: Tourism I
Session Chair: Einar Marnburg (University of Stavanger)

1. “A Cup of Coffee Maybe?” – Backpackers’ and Cruise Tourists’ Expenditures
   Svein Larsen (University of Bergen & University of Stavanger)
   Einar Marnburg (University of Stavanger)
   Katharina Wolff (University of Bergen)

2. Achieving Competitive Advantage in Medical Tourism: The Approach in Emerging Economy
   Shankar Chelliah (Universiti Sains Malaysia)
   Thilagavathi Krishnan (Universiti Sains Malaysia)

3. Adoption of Tourist Destination Behaviour in Halal Medical Tourism: A Conceptual Perspective
   Amirah Ahmad Suki (Universiti Teknologi MARA)
   Lennora Putit (Universiti Teknologi MARA)
   Faizah Abdul Rahim (Universiti Teknologi MARA)

3.7 Room 3 - Session 7: Tourism II
Session Chair: Svein Larsen (University of Bergen)

1. How Are Tourists? - Exploring Service Providers’ Perception of Penang Tourists
   Einar Marnburg (University of Stavanger)
   Torvald Øgaard (University of Stavanger)
   Svein Larsen (University of Bergen)

2. Tourism Crises and State Level Tourism Demand in Malaysia
   Ooi Chai Aun (Universiti Sains Malaysia)
   Hooy Chee Wooi (Universiti Sains Malaysia)
   Ahmad Puad Mat Som (Universiti Sains Malaysia)

4.1 Room 4 - Session 1: Supply Chain Management I
Session Chair: Yuen Sheung Man (Hong Kong Polytechnic University)

1. A Model Linking Service Supply Chain Management Practices, Information Technology Integration, and Organizational Performance in Malaysia Public Hospitals
   Lang Ling Yap (Universiti Sains Malaysia)
   Cheng Ling Tan (Universiti Sains Malaysia)
   Ramayah A/L Thurasamy (Universiti Sains Malaysia)

2. Managing RFID Adoption in Retail Business Supply Chains in Hong Kong: A Practitioner Perspective
   Simon S.M. Yuen (The Hong Kong Polytechnic University)

3. Managing Supply Chains through Collaborative Technology: Institutional and Relational Perspectives
   Suhana Mohezar (University of Malaya)
   Mohd Aidil Riduan Awang Kader (Universiti Teknologi MARA)

4. Supply Chain Integration, Just-In-Time and Logistics Performance: A Suppliers Perspective in Automotive Industry in Malaysia
   Muruga Chinniah (Universiti Teknologi Mara)
   Veera Pandiyan Kaliani Sundram (Universiti Teknologi MARA)
   Muhammad Awais Bhatti (Universiti Utara Malaysia)
4.2 Room 4 - Session 2: Technology Management
Session Chair: T. Ramayah (Universiti Sains Malaysia)

1. Understanding the Relationship between Task Technology Fit and Performance Impacts: An Investigation into Different Levels of Mandatory Usage of E-Learning System in a Private Higher Education Institution (PHEI) in Malaysia
   Lee Heng Wei (Disted College)
   Racheal Poh Su Ying (Disted College)

2. Dimensions of Learning and Adaptability of Information Management in the Organizations: Digital and Global Economy Perspective
   Md Khaled Shukran (University of South Australia)
   Mohamed Ali Hamdan Al-Shukaily (University of Malaya)
   Farhana Rahman (University of Malaya)

3. A Conceptual Paper on Improving the Level of Competencies for Small and Medium Enterprises through Enhancing the Effectiveness of E-Training
   Peggy Yee-Wey Loh (Universiti Malaysia Sarawak)
   May-Chiun Lo (Universiti Malaysia Sarawak)
   Yin-Chai Wang (Universiti Malaysia Sarawak)
   Mohd-Nor Rohaya (Universiti Malaysia Sarawak)

4.3 Room 4 - Session 3: Green Business
Session Chair: Norazah Mohd Suki (Universiti Malaysia Sabah)

   Norazah Mohd Suki (Universiti Malaysia Sabah)
   Norbayah Mohd Suki (Universiti Malaysia Sabah)

2. Perception of Organic Product Purchasers: Preliminary Results from Urban Consumers
   Nor Hashima Hashim (Universiti Teknologi MARA)
   Siti Sarah Mohamad (Universiti Teknologi MARA)
   Syezreen Dalina Rusdi (Universiti Teknologi MARA)

3. Eco-Innovation Practices to Sustain in Green Business: A Case from Furniture Company
   Muhammad Shabir Shaharudin (Universiti Sains Malaysia)
   Yudi Fernando (Universiti Sains Malaysia)
   Nabsiah Abdul Wahid (Universiti Sains Malaysia)

4. Consumer Ecological Behaviour: Effects of Environmental Knowledge, Healthy Food, and Healthy Way of Life with Moderation of Gender and Age
   Norazah Mohd Suki (Universiti Malaysia Sabah)
   Norbayah Mohd Suki (Universiti Malaysia Sabah)
4.4 Room 4 - Session 4: Sustainability Issues I
Session Chair: Gamini Herath (Monash University)

1. Antecedents and Outcome of Sustainable Environmental Manufacturing Practices: A Conceptual Discourse
   Hameed Olusegun Adebambo (Universiti Utara Malaysia)
   Hasbullah Ashari (Universiti Utara Malaysia)
   Norani Nordin (Universiti Utara Malaysia)

2. Economic, Social and Environmental Impact of Sustainable Manufacturing: A Conceptual Study
   M. Roni (Universiti Teknikal Malaysia Melaka)
   J. Jabar (Universiti Teknikal Malaysia Melaka)
   M. Yusoff (Universiti Teknikal Malaysia Melaka)
   M.R. Mohamad (Universiti Teknikal Malaysia Melaka)

3. The Roles of Business Firms in the Natural Environment Protection for Business Sustainability: An Islamic Perspective
   Suhaimi Mhd Sarif (International Islamic University Malaysia)

   Yugowati Praharsi (Satya Wacana Christian University)
   Simon Wu (Chung Yuan Christian University)
   Hui-Ming Wee (Chung Yuan Christian University)
   Marivic V. Padilan (Chung Yuan Christian University)

4.5 Room 4 - Session 5: Sustainability Issues II
Session Chair: Shankar Chelliah (Universiti Sains Malaysia)

1. Sustainable Development: Evaluation of the Challenges
   Gamini Herath (Monash University)

2. Towards a Parsimonious Model of Eco-Innovation
   Wah Wen Xin (Universiti Sains Malaysia)
   Yudi Fernando (Universiti Sains Malaysia)

3. Health Awareness Promotion Towards Sustainable Industrial Development
   Au Yong Hui Mee (Universiti Sains Malaysia)

4. Attitude of Communities Toward Rural Tourism Development
   May-Chiun Lo (Universiti Malaysia Sarawak)
   T. Ramayah (Universiti Sains Malaysia)
   Peter Songan (Universiti Malaysia Sarawak)
   Vikneswaran Nair (Tourism & Culinary Arts Taylor’s University)
   Alvin W. Yeo (Universiti Malaysia Sarawak)
   Abang Azlan Mohamad (Universiti Malaysia Sarawak)
4.6 Room 4 - Session 6: Supply Chain Management II  
Session Chair: Wong Wai Peng (Universiti Sains Malaysia)

1. **The Investigation of Knowledge Management Practice on Supply Chain Performance**
   Ali Af. Asgari (Universiti Teknologi Malaysia)  
   Abu Bakar Abdul Hamid (Universiti Teknologi Malaysia)  
   Azadeh Asgari (Universiti Putra Malaysia)

2. **Supply Chain Management (SCM) Prospects in Malaysia Construction Industry**
   Dani Salleh (Universiti Utara Malaysia)  
   Che Sobry Abdullah (Universiti Utara Malaysia)  
   Wan Mohd Nazri Wan Osman (Universiti Utara Malaysia)

4.7 Room 4 - Session 7: Quality Management  
Session Chair: Hazril Izwar Ibrahim (Universiti Sains Malaysia)

1. **Comparing the Median Run Length (MRL) Performances of the Max-EWMA and Max-DEWMA Control Charts**
   Sin Yin Teh (Universiti Sains Malaysia)  
   Michael Boon Chong Khoo (Universiti Sains Malaysia)  
   Ker Hsin Ong (Universiti Sains Malaysia)  
   Keng Lin Soh (Universiti Sains Malaysia)

2. **Exploring the Role of Waiting Time as a Mediator in the Relationship between Service Quality and Customer Satisfaction**
   Alim Impira (Royal Malaysian Customs Department)  
   Faridahwati Mohd Shamsudin (Sultan Qaboos University)  
   Othman Yeop Abdullah (Universiti Utara Malaysia)  
   Khulida Kirana Yahya (Universiti Utara Malaysia)

3. **An Exploratory Study on Business Process Management Adoption in the Malaysian Industries**
   Ali Vafaei Zadeh (Universiti Sains Malaysia)  
   Wong Wai Peng (Universiti Sains Malaysia)  
   Marini Nurbanum Mohamad (Universiti Sains Malaysia)
5.1 Room 5 - Session 1: International Finance
Session Chair: Muzafar Shah Habibullah (Universiti Putra Malaysia)

1. **Modeling Exchange Rate Volatility: Does Monetary Policy and Intervention in FOREX Matter?**
   Noor Afiqah Amani Mohd Asri (Universiti Sains Malaysia)
   Nurfarahin Abd Aziz (Universiti Sains Malaysia)
   Siok Kun Sek (Universiti Sains Malaysia)

2. **The Adverse Effect of Using US Dollar as a Medium of Trade Exchange Between Africa and Asia: The Case of Somalia**
   Mohamed Ibrahim Nor (Universiti Sains Malaysia)
   Tajul Ariffin Masron (Universiti Sains Malaysia)

3. **Artificial Neural Networks and Malaysian Foreign Exchange Predictability**
   Chan Tze-Haw (Universiti Sains Malaysia)
   Lye Chun Teck (Multimedia University)

4. **Exports and Exchange Rate Movements: The Role of Credit Market Imperfections**
   N.A.M. Naseem (Universiti Kebangsaan Malaysia)
   Abu Hasan Shaari Mohd Nor (Universiti Kebangsaan Malaysia)
   Tamat Sarmidi (Universiti Kebangsaan Malaysia)
   Noor Aini Khalifah (Universiti Kebangsaan Malaysia)

5.2 Room 5 - Session 2: Corporate Finance I
Session Chair: Datin Joriah Muhammad (Universiti Sains Malaysia)

1. **Determinants of Cost of Equity of Malaysian Firms**
   Swee-Sim, Foong (Universiti Sains Malaysia)
   Kim-Leng, Goh (University of Malaya)

2. **Macroeconomic Variables and Prediction of Financial Distress Companies in Two Major Sectors in Malaysia**
   Mohd Norfian Alifiah (Universiti Teknologi Malaysia)
   Norhana Salamudin (Universiti Teknologi Malaysia)
   Ismail Ahmad (Universiti Teknologi Malaysia)

3. **Do Debt and Management Ability Affect Shareholders’ Return in Emerging Markets?**
   Matemilola Bolaji Tunde (Universiti Putra Malaysia)
   Bany-Ariffin A.N (Universiti Putra Malaysia)
   Azman-Saini W.N.W (Universiti Putra Malaysia)
   Annuar Md Nassir (Universiti Putra Malaysia)
5.3 Room 5 - Session 3: Corporate Finance II
Session Chair: Fauzias Mat Noor (Universiti Kebangsaan Malaysia)

1. **Determinants of Cash Conversion Cycle: Case of ASEAN Sample Firms**
   Ebrahim Mansoori (Universiti Sains Malaysia)
   Datin Joriah Muhammad (Universiti Sains Malaysia)

2. **Expected Dividend Thresholds: Do Companies Manage Earnings?**
   Norashikin Ismail (Universiti Teknologi MARA)
   Adznida Md Daud (Universiti Teknologi MARA)
   Noor Hasniza Haron (Universiti Teknologi MARA)

3. **Measuring Corporate Tax Avoidance: An Empirical Evidence**
   Ibrahim Aramide Salihu (International Islamic University Malaysia)
   Siti Normala Sheikh Obid (International Islamic University Malaysia)
   Hairul Azlan Annuar (International Islamic University Malaysia)

5.4 Room 5 - Session 4: Stock Market Efficiency
Session Chair: Zamri Ahmad (Universiti Sains Malaysia)

1. **The Performance of Government-Owned-Banks in South East Asia around Elections: The Case of Indonesia, Malaysia and Thailand**
   Wong Wai Yan (Universiti Sains Malaysia)
   Hooy Chee Wooi (Universiti Sains Malaysia)

2. **Theoretical Relationship between Risk Factors, Investors’ Sentiment And Share Prices Formation**
   Jasman Tuyon (Universiti Sains Malaysia)
   Zamri Ahmad (Universiti Sains Malaysia)

3. **Islamic Versus Developed Countries: An Analysis of Stock Market Efficiency**
   Syed Aun R. Rizvi (INCEIF)
   Ginanjar Dewandaru (INCEIF)
   Obiyathulla I. Bacha (INCEIF)
   Mansur Masih (INCEIF)

   Kian-Ping Lim (Universiti Malaysia Sabah)
   Jae H. Kim (La Trobe University)

5. **Technical Analysis of FOREX by RSI Indicator**
   Seyed Hadi Mir Yazdi (University of Malaya)
   Ziba Habibi Lashkari (Universiti Teknologi Malaysia)
5.5 Room 5 - Session 5: Corporate Social Responsibility
Session Chair: Lim Kian Ping (Universiti Malaysia Sabah)

1. Corporate Social Responsibility Initiatives and its Impact on Bank Customers: A Comparative Study between Malaysian and Singaporean Banks
   Lee Zhao Han (Maybank Singapore)
   Robert Jeyakumar Nathan (Multimedia University)

2. Does Leader Characteristics Significant in Corporate Social Responsibility (CSR)?
   Subramaniam Sri Ramalu (Universiti Utara Malaysia)
   Dileep Kumar M (Universiti Utara Malaysia)

   Rahayu Tasnim (Universiti Teknikal Malaysia)
   Nurulizwa Rashid (Universiti Teknikal Malaysia)
   Miza Farahana Yop Zain (Universiti Teknikal Malaysia)
   Salleh Yahya (Universiti Teknikal Malaysia)

5.6 Room 5 – Session 6: Islamic Finance
Session Chair: Sofri Yahya (Universiti Sains Malaysia)

1. Investment, Islamic Bank and Financial Design from Malaysian Listed Firms
   Masturah Ma’in (Universiti Teknologi MARA)
   Nor Shahrina Mohd Rafien (Universiti Teknologi MARA)
   Noraziah Che Arshad (Universiti Utara Malaysia)

2. What Factors Explain Stock Market Retardation in Islamic Countries?
   Ginanjar Dewandaru (INCEIF)
   Syed Aun R. Rizvi (INCEIF)
   Obiyathulla I. Bacha (INCEIF)
   Mansur Masih (INCEIF)

3. Investor Sentiment and Stock Price: Composite versus Shari’ah Index
   Fauzias Mat Nor (Universiti Kebangsaan Malaysia)
   Mamunur Rashid (Nottingham University Business School)
   Izani Ibrahim (Universiti Kebangsaan Malaysia)
5.7 Room 5 - Session 7: Investment
Session Chair: Chan Tze Haw (Universiti Sains Malaysia)

1. Examining Relationship between Palestine Stock Exchange and Amman Stock Exchange – Cointegration Approach
   - Abdul Razak Abdul Hadi (Universiti Kuala Lumpur)
   - Shadi Hamad (Universiti Putra Malaysia)
   - Mohamed Hisham Yahya (Universiti Putra Malaysia)
   - Tahir Iqbal (Universiti Kuala Lumpur)

2. Is Gold a Hedge or a Safe Haven? An Empirical Evidence of Gold and Stocks in Malaysia
   - Mohd Fahmi Ghazali (Universiti Sains Malaysia)
   - Hooi Hooi Lean (Universiti Sains Malaysia)
   - Zakaria Bahari (Universiti Sains Malaysia)

3. Examining the Determinants for Asymmetric Industrial Correlation in Bull and Bear Periods in Bursa Malaysia
   - Lim Chin Yee (Universiti Sains Malaysia)
   - Eliza Nor (Universiti Sains Malaysia)
   - Hooy Chee Wooi (Universiti Sains Malaysia)

6.1 Room 6 - Session 1: Corporate Governance I
Session Chair: Datin Ruhani Ali (Universiti Sains Malaysia)

1. An Ethical Governance Model – Guiding Corporations Towards Virtuous Governance Practices
   - Zaleha Othman (Universiti Utara Malaysia)
   - Rashidah Abdul Rahman (Universiti Teknologi MARA)

2. Related Party Transactions and REIT Valuation
   - Joseph T.L. Ooi (National University of Singapore)
   - W.C. Wong (Universiti Utara Malaysia)
   - S.E. Ong (National University of Singapore)
   - D. H. Downs (Virginia Commonwealth University)

3. Do Business Groups in Malaysia Engage in Resource Redistribution?
   - Ng Sin Huei (INTI International University)
   - Philip Shrives (University of Northumbria)
   - Yeoh Ken Kyid (Taylor’s University)
6.2 Room 6 - Session 2: Malaysia Economy I  
Session Chair: Hooy Chee Wooi (Universiti Sains Malaysia)

1. External Balance and Budget in Malaysia  
Wong Hock Tsen (Universiti Malaysia Sabah)

2. Are Business Forecasts of the Construction Sector Rational? Survey-Based Evidence from Malaysia  
Shirly Siew-Ling Wong (Universiti Malaysia Sarawak)  
Chin-Hong Puah (Universiti Malaysia Sarawak)  
Muzafar Shah Habibullah (Universiti Putra Malaysia)

3. Roles and Authorities of Competition Commission: Perception of Academicians in Indonesia and Malaysia  
Nur Nadirah Mohamad Ishak (Universiti Sains Malaysia)  
Hasnah Haron (Universiti Sains Malaysia)  
Lincolin Arsyad (Universitas Gadjah Mada)  
Ishak Ismail (Universiti Sains Malaysia)

6.3 Room 6 - Session 3: Accounting I  
Session Chair: Datin Hasnah Haron (Universiti Sains Malaysia)

1. Moral Reasoning of Auditors  
Hasnah Haron (Universiti Sains Malaysia)  
Ishak Ismail (Universiti Sains Malaysia)  
Yuvaraj Ganesan (Universiti Sains Malaysia)  
Danizah Che (Universiti Sains Malaysia)

Kamil M.D. Idris (Universiti Utara Malaysia)  
Fatima Alfa Tahir (Universiti Utara Malaysia)  
Zaimah Bt Zainol Ariffin (Universiti Utara Malaysia)

3. Audit Report Lag: The Role of Private Auditors and Audit Market Competition  
Fakhroddin Mohammadrezaei (Universiti Kebangsaan Malaysia)  
Norman Mohd-Saleh (Universiti Kebangsaan Malaysia)  
Bahman Banimahd (Azad University)

4. Audit Committee and Earnings Management in Indonesia  
Doddy Setiawan (Universitas Sebelas Maret)  
Phua Lian Kee (Universiti Sains Malaysia)  
Chee Hong Kok (Universiti Sains Malaysia)

5. Non Audit Services and Business Performance of Small and Medium Enterprises  
Yuvaraj Ganesan (Universiti Sains Malaysia)  
Hasnah Haron (Universiti Sains Malaysia)  
Azlan Amran (Universiti Sains Malaysia)  
Nava Subramaniam (Deakin University)  
Arifur Rahman Khan (Deakin University)
6.4 Room 6 - Session 4: Accounting II
Session Chair: Puah Lian Kee (Universiti Sains Malaysia)

   Mustafa Abdulkarim (Qatar University)
   Azlan Amran (Universiti Sains Malaysia)
   Mehran Nejati (Universiti Sains Malaysia)

2. Intellectual Capital Management and Reporting in University
   Aniza@Marzita Ishak (Universiti Teknologi MARA)
   Amrizah Kamaluddin (Universiti Teknologi MARA)
   Roshima Said (Universiti Teknologi MARA)

3. The Impact of Disclosure Regulation on the Accuracy of Management Earnings Forecasts of Malaysian IPOs
   Mohammed Abdullah Ammer (Universiti Utara Malaysia)
   Nurwati A. Ahmad-Zaluki (Universiti Utara Malaysia)

4. The Effect of Entrepreneurial Orientation on Environmental Reporting: A Conceptual Framework
   Abdalla Meftah (Universiti Sains Malaysia)
   Azlan Amran (Universiti Sains Malaysia)
   Noor Hazlina Ahmad (Universiti Sains Malaysia)

5. Investigating Perceived and Motivational Factors Influencing Adoption of Accounting Information System in Small and Medium Enterprises (SMEs) of Libya
   Khalil Mesbah Abduljalil (Universiti Malaysia Pahang)
   Yuserrie Bin Zainuddin (Universiti Malaysia Pahang)

6.5 Room 6 - Session 5: Regional Economy
Session Chair: Puah Chin Hong (Universiti Malaysia Sarawak)

1. Financial Convergence of the Selected Asia and the Pacific Economies
   Juliana Ibrahim (Universiti Putra Malaysia)
   Muzafar Shah Habibullah (Universiti Putra Malaysia)

2. Cointegration and Granger Causality Test of Government Bond Yield and Macroeconomic Variables of United Kingdom
   Soh Wei Chee (Universiti Putra Malaysia)
   Cheng Fan Fah (Universiti Putra Malaysia)
   Annuar Md. Nassir (Universiti Putra Malaysia)

3. Regional Effects of Monetary Policy in China
   Guo Xiaohui (Hebei University)
   Tajul Ariffin Masron (Universiti Sains Malaysia)
6.6 Room 6 - Session 6: Malaysia Economy II
Session Chair: Wong Hock Tsen (Universiti Malaysia Sabah)

1. CO₂ Emissions Induced by Households Lifestyle in Malaysia
   Norlaila Abdullah Chik (Universiti Putra Malaysia)
   Khalid Abdul Rahim (Universiti Putra Malaysia)
   Alias Radam (Universiti Putra Malaysia)

2. Factors Influencing Purchasing Intention towards Real Estate Development in Setia Alam Shah Alam, Malaysia
   Noorzalyla Binti Mokhtar (Universiti Teknologi MARA)
   Mohamad Idham Bin Md Razak (Universiti Teknologi MARA)
   Norfaezah Binti Mohd Shahrin (Universiti Teknologi MARA)
   Afzan Sahilla Binti Mohd Amir Hamzah (Universiti Teknologi MARA)
   Hanani Binti Husain(Universiti Teknologi MARA)

6.7 Room 6 - Session 7: Corporate Governance II
Session Chair: Abdul Hadi Zulkafli (Universiti Sains Malaysia)

1. Corporate Governance and Bank Efficiency in Emerging Market
   Goh Ping In (Universiti Sains Malaysia)
   Wong Wai Peng (Universiti Sains Malaysia)
   Hooy Chee Wooi (Universiti Sains Malaysia)

2. Investigation of Association between Board Independence and Liquidity: Evidence from East Asian Countries
   Ebrahim Bazrafshan (Universiti Sains Malaysia)
   Hooy Chee Wooi (Universiti Sains Malaysia)

3. How Institutional Investors Influence Capital Structure Decisions: A Case of Malaysian Firms
   Majid Ashrafi (Universiti Sains Malaysia)
   Joriah Muhammad (Universiti Sains Malaysia)