



**Asian Academy of Management**

# **THE 10<sup>TH</sup> AAM INTERNATIONAL CONFERENCE**

(TENTATIVE PROGRAMME)

23<sup>rd</sup> August – 25<sup>th</sup> August 2013

Fostering an Innovative Ecosphere for Business Sustainability

Bayview Hotel and Resort, Feringhi, Pulau Pinang

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CONFERENCE PROGRAMME

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**Friday – 23<sup>rd</sup> August 2013**

0820	Arrival of participants & guests
0830	Arrival of VIPs**
0850	Doa' Recitation Dr Mohd Anuar Arshad
0900	Welcoming Address: Associate Professor Zamri Ahmad President, AAM
0910	Opening Note: Yang Berbahagia Tan Sri Dato' Sri Sabbaruddin Chik, Chairman of Bank Rakyat
0920	Opening Address: Professor Dato' Dr Omar Osman, Vice Chancellor, Universiti Sains Malaysia
0930	Keynote Address: Yang Berbahagia Datuk Wira (Dr.) Haji Ameer Mydin, Managing Director, Mydin Mohamed Holdings Bhd.
1015	Presentation of "Business Person of the Year" Award
1020	Presentation of "Asian Academy of Management Life Membership" Award
1030 – 1100	Refreshments & Press Conference
1100 – 1230	Plenary Session 1 Topic: Issues on Innovation and Sustainability Panelists: (i) YM Tengku Tan Sri Dr. Mahaleel Bin Tengku Ariff, Chairman, Board of Directors, Tien Wah Press Holdings Berhad. (ii) Professor Ferdinand Akhtar Khan Gul, Monash University  Moderator: Associate Professor Dr Azlan Amran Graduate School of Business, Universiti Sains Malaysia
<b>1230 – 1445</b>	<b>Lunch &amp; Friday prayer</b>
1445 – 1630	Concurrent sessions 1
<b>1630 – 1645</b>	<b>Refreshment</b>
1645 – 1800	Concurrent sessions 2
<b>1930 – 2200</b>	<b>Conference Dinner</b> Presentation of "BEST PAPER" AWARD

## Saturday – 24<sup>th</sup> August 2013

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' Hafsah Hashim, Ketua Eksekutif SMECorporation Malaysia  Moderator: Associate Professor Dr Noor Hazlina Ahmad School of Management, Universiti Sains Malaysia
<b>1030 – 1100</b>	<b>Refreshment</b>
1100 – 1300	Concurrent sessions 3
<b>1300 – 1400</b>	<b>Lunch</b>
1400 – 1600	Concurrent sessions 4
<b>1600 – 1615</b>	<b>Refreshment</b>
1615 – 1800	Concurrent sessions 5
1800	End of Session

## Sunday – 15<sup>th</sup> August 2013

0830 – 0945	Concurrent sessions 6
<b>0945 – 1000</b>	<b>Refreshment</b>
1000 – 1115	Concurrent sessions 7
<b>1130 – 1300</b>	<b>Closing Ceremony</b> <b>Lunch and End of Conference</b>

**Session Tabulation (Coding: Room/Session)**

Session	Day	Time	Theme	Chairperson	Papers
<b>Room 1</b>			<b>Organization Related Management Issues</b>		
1.1	Day 1	1445-1630	Small and Medium Enterprises	Dato Ishak Ismail	4
1.2		1645-1800	Organizational Behaviour I	Quah Chun Hoo	3
1.3	Day 2	1100-1300	Organizational Behaviour II	Nur Anisah Abdullah	5
1.4		1400-1600	Organizational Performance	Sofiah Md Auzair	5
1.5		1615-1800	Entrepreneurship	Noor Hazlina Ahmad	4
<b>Room 2</b>			<b>Individual/Group Related Management Issues</b>		
2.1	Day 1	1445-1630	Management Issues in Education Industry	Aizzat Mohd Nasurdin	4
2.2		1645-1800	Human Resource Management I	Faizuniah Binti Pangil	3
2.3	Day 2	1100-1300	Leadership	Siti Rohaida Mohamed Zainal	4
2.4		1400-1600	Human Resource Management II	Hasliza Abdul Halim	5
2.5		1615-1800	Emotional Management	Azlina Binti Md. Yassin	4
2.6	Day 3	0830-0945	Human Resource Management III	Xiaozheng Zhang	3
<b>Room 3</b>			<b>Marketing</b>		
3.1	Day 1	1445-1630	Consumer Behavior	Mohamed Sulaiman	4
3.2		1645-1800	Online Business and Internet Banking	Siti Hasnah Hassan	3
3.3	Day 2	1100-1300	Advertising	Pravin Balaraman	5
3.4		1400-1600	Customer Satisfaction	Dzuljastri bin Abdul Razak	5
3.5		1615-1800	Branding & Customer Loyalty	Malliga Marimuthu	4
3.6	Day 3	0830-0945	Tourism I	Einar Marnburg	3
3.7		1000-1115	Tourism II	Svein Larsen	2
<b>Room 4</b>			<b>Technology Management, Green Business and Sustainability Issues</b>		
4.1	Day 1	1445-1630	Supply Chain Management I	Yuen Sheung Man	4
4.2		1645-1800	Technology Management	T. Ramayah	3
4.3	Day 2	1100-1300	Green Business	Norazah Mohd Suki	4
4.4		1400-1600	Sustainability Issues I	Gamini Herath	4
4.5		1615-1800	Sustainability Issues II	Shankar Chelliah	4
4.6	Day 3	0830-0945	Supply Chain Management II	Wong Wai Peng	2
4.7		1000-1115	Quality Management	Hazril Izwar Ibrahim	3
<b>Room 5</b>			<b>Finance</b>		
5.1	Day 1	1445-1630	International Finance	Muzafar Shah Habibullah	4
5.2		1645-1800	Corporate Finance I	Datin Jorah Muhammad	3
5.3	Day 2	1100-1300	Corporate Finance II	Fauzias Mat Noor	3
5.4		1400-1600	Stock Market Efficiency	Zamri Ahmad	5
5.5		1615-1800	Corporate Social Responsibility	Lim Kian Ping	3
5.6	Day 3	0830-0945	Islamic Finance	Sofri Yahya	3
5.7		1000-1115	Investment	Chan Tze Haw	3
<b>Room 6</b>			<b>Accounting and Economics</b>		
6.1	Day 1	1445-1630	Corporate Governance I	Datin Ruhani Ali	3
6.2		1645-1800	Malaysia Economy I	Hooy Chee Wooi	3
6.3	Day 2	1100-1300	Accounting I	Datin Hasnah Haron	5
6.4		1400-1600	Accounting II	Puah Lian Kee	5
6.5		1615-1800	Regional Economy	Puah Chin Hong	3
6.6	Day 3	0830-0945	Malaysia Economy II	Wong Hock Tsen	2
6.7		1000-1115	Corporate Governance II	Abdul Hadi Zulkafli	3

## **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 Kamalulzaman (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)
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### **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)
- 4. The Mediating Role of Job Embeddedness on the Effect of Work Values and Quitting Intention: A Conceptual Paper**  
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)
- 2. An Empirical Analysis of the Antecedents of Career Satisfaction among Malaysian Insurance Agents**  
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)  
Azzat 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)

### **2. The Effects of Individual Characteristics and Work Characteristics on Proactive Behaviour of Owners of Private Medical Clinics in Malaysia: A Review and Proposed Research Agenda**

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

### **3. The Effectiveness of Strategic Human Resource Management Practices on Firm Performance in the Malaysian Insurance Industry**

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)  
Azzat 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)  
Azzat 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)

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## **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 (Auckland 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***  
Dzuljastri Abdul Razak (International Islamic University Malaysia)  
Siti Ngayesah Ab. Hamid (Universiti Kebangsaan Malaysia)  
Siti Aisyah Ya'kob (Universiti Malaysia Sarawak)
- 2. Impact of Customer Experience Design Clues on Customer Satisfaction: Empirical Evidence from Sri Lanka**  
Gunawardana, H. M. R. S. 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 Coffe 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)

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### **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)

- 1. Structural Relationships of Green Product Quality, Green Corporate Image, Green Store Image, and Green Product Price on Green Customer Satisfaction and Green Customer Loyalty**  
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)
- 4. Small Retailers' Sustainability: A Conceptual Model of Business to Business, Business to Consumer and Overall Business Strategy**  
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 Afifah 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 Jorlah 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 Jorah 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)

**4. Return Autocorrelations and Salient News Events: A Study of the Malaysian Stock Market during the Asian Crisis**

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)

**3. “Can Cheap Be Good?” A Commitment to Corporate Social Responsibility: The Malaysian KR1M**

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 – Session6: 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?**

Ginanjari 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)

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### **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)

Lincoln 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)

### **2. Measuring Perceptions of Independence in Fact among Nigerian Auditors: A Proposed Framework**

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)

**1. The Extent of Intellectual Capital Voluntary Disclosure by High Intellectual Capital Industry Sectors in London Stock Exchange: Content Analysis Approach**

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. CO<sub>2</sub> 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**

Noorzalya 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)