
CONFERENCE PROGRAMME

FRIDAY – 2 OCTOBER 2015	
0820	Arrival and Registration <i>Registration Counter, Foyer Andaman Grand Ballroom</i>
0900	THE 11th AAM INTERNATIONAL CONFERENCE OPENING CEREMONY <i>Andaman Grand Ballroom</i>
	Welcoming Address Associate Professor Dr. Noor Hazlina Ahmad President, Asian Academy of Management
	Opening Address Y. Bhg. Professor Dato’ Dr. Omar Osman Vice-Chancellor, Universiti Sains Malaysia
	Keynote Address Y. Bhg. Tan Sri Dato’ Sri Zamzamzairani Mohd Isa Group Chief Executive Officer, Telekom Malaysia Berhad
	Presentation of “Business Person of the Year” Award Presentation of “Corporate Social Responsibility” Award Presentation of “Asian Academy of Management Life Membership” Award
1030	Refreshments <i>Foyer Andaman Grand Ballroom</i>
	Press Conference <i>Glass Area, Andaman Grand Ballroom</i>
1100	ECONOMIC FORUM WITH MAJLIS PROFESOR NEGARA Achieving High Income Economy in 2020: Assessment of Strategic Initiatives Panelists: <ol style="list-style-type: none"> 1. The Role of NCIA in Achieving A High Income Economy Mr. Hasri A Hassan Head of Corporate & Technical Advisory, Northern Corridor Implementation Authority (NCIA) 2. 11th Malaysia Plan as a Catalyst in Achieving High Income Economy Y. Bhg. Prof. Datuk Dr. Noor Azlan Ghazali Vice-Chancellor, Universiti Kebangsaan Malaysia 3. Role of the Private Sector in Achieving a High Income Economy Mr. Ooi Kok Seng Senior Partner of KPMG Moderator: Associate Professor Dr. Zamri Ahmad Universiti Sains Malaysia <i>Andaman Grand Ballroom</i>

1230	Lunch <i>Tamarind Brasserie</i>					
1445	CONCURRENT SESSION 1					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 5 <i>Pandan</i>	
1630	Refreshments <i>Foyer Level 1</i>					
1645	CONCURRENT SESSION 2					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 5 <i>Pandan</i>	
2000	CONFERENCE DINNER & BEST PAPER AWARD <i>Andaman Ballroom</i>					
SATURDAY – 3 OCTOBER 2015						
0830	CONCURRENT SESSION 3					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 5 <i>Pandan</i>	Room 6 <i>Serai</i>
1030	Refreshments <i>Foyer Level 1</i>					
1100	CONCURRENT SESSION 4					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 5 <i>Pandan</i>	Room 6 <i>Serai</i>
1300	Lunch <i>Tamarind Brasserie</i>					
1400	SCOPUS EDITOR ROUNDTABLE <ol style="list-style-type: none"> 1. Asian Academy of Management Journal (AAMJ) 2. Asian Academy of Management Journal of Accounting and Finance (AAMJAF) 3. Asian Journal of Business and Accounting (AJBA) 4. International Journal of Business and Society (IJBS) 5. International Journal of Economics and Management (IJEM) 6. Jurnal Ekonomi Malaysia (JEM) 7. Jurnal Pengurusan (JP) 8. Malaysia Journal of Economics Studies (MJES) <p>Moderator: Associate Professor Dr. Hooy Chee Wooi Universiti Sains Malaysia <i>Andaman Grand Ballroom</i></p>					
1545	Refreshments <i>Foyer Level 1</i>					

1600	CONCURRENT SESSION 5					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 5 <i>Pandan</i>	Room 6 <i>Serai</i>
SUNDAY – 4 OCTOBER 2015						
0830	CONCURRENT SESSION 6					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 6 <i>Serai</i>	
0945	Refreshments <i>Foyer Level 1</i>					
1000	CONCURRENT SESSION 7					
	Room 1 <i>Jintan</i>	Room 2 <i>Lawang</i>	Room 3 <i>Pala</i>	Room 4 <i>Halia</i>	Room 6 <i>Serai</i>	
1200	Lunch & End of Conference <i>Tamarind Brasserie</i>					

CONCURRENT SESSION SUMMARY (Coding: Room/Session)

Day	Time	Session	Theme	Session Chair	Papers
Room 2 – Jintan			Organization and Human Resources		25
Day 1	1445-1630	1.1	Human Resource Management	Aizzat Mohd Nasurdin	3
	1645-1800	1.2	Issues in Employee Turnover	Siti Rohaida Mohamed Zainal	3
Day 2	0830-1030	1.3	Issues in Employees Performance	Rasidah Arshad	5
	1100-1300	1.4	Organization and Employees	Hasliza Abdul Halim	5
	1600-1800	1.5	Issues in Organization	Khairul Anuar Mohammad	3
Day 3	0830-0945	1.6	Issues in Leadership	Mohd Anuar bin Arshad	3
	1000-1130	1.7	Tourism Planning and Management	Abdul Rahim Abdul Samad	3
Room 2 – Lawang			Marketing and Management		27
Day 1	1445-1630	2.1	Customer Service	Nabsiah Abdul Wahid	3
	1645-1800	2.2	Advertising and Branding	Malliga Marimuthu	3
Day 2	0830-1030	2.3	Social Responsibility	Mohd Mansor Ismail	4
	1100-1300	2.4	Islamic Business, Banking, and Finance	Tajul Ariffin Masron	6
	1600-1800	2.5	Consumer Behaviour I	Dato' Ishak Ismail	5
Day 3	0830-0945	2.6	SME performances	Fathyah Hashim	4
	1000-1130	2.7	Consumer Behaviour II	Salmi Mohd Isa	2
Room 3 - Pala			Technology, Knowledge and Green Management		27
Day 1	1445-1630	3.1	Technology Management I	T. Ramayah	3
	1645-1800	3.2	Issues in Higher Education Institutions I	Dato' Hasnah Haron	3
Day 2	0830-1030	3.3	Issues in Higher Education Institutions II	Dayana Jalaludin	6
	1100-1300	3.4	Knowledge Management	Nor Liza Abdullah	6
	1600-1800	3.5	Green Management	Halim Mad Lazim	5
Day 3	0830-0945	3.6	Technology Management II	Faizal Yahya	2
	1000-1130	3.7	Technology Management III	Marini Nurbanum Mohamad	2
Room 4 – Halia			Finance		27
Day 1	1445-1630	4.1	Corporate Finance I	Datin Ruhani Ali	4
	1645-1800	4.2	Bank and Financial Institutions	Nur Adriana Hiau Abdullah	3
Day 2	0830-1030	4.3	Ownership Issues	Abdul Hadi Zulkafli	5
	1100-1300	4.4	Corporate Governance	Zamri Ahmad	5
	1600-1800	4.5	Stock Returns	Noor Azlinna Azizan	4
Day 3	0830-0945	4.6	Market Efficiency	Lim Kian Ping	3
	1000-1130	4.7	Corporate Finance II	Chan Tze Haw	3
Room 5 - Pandan			Accounting and Economics		26
Day 1	1445-1630	5.1	Macroeconomics I	Puah Chin Hong	3
	1645-1800	5.2	Accounting I	Md Harashid Bin Haron	3
Day 2	0830-1030	5.3	Accounting II	Azlan Amran	5
	1100-1300	5.4	BEFFore Session	Evan Lau	5
	1600-1800	5.5	Macroeconomics II	Goh Kim Leng	4
Room 6 - Serai					
Day 3	0830-0945	5.6	Macroeconomics III	Abu Hassan Shaari Md Nor	3
	1000-1130	5.7	Macroeconomics IV	Hooy Chee Wooi	3
Room 6 - Serai			Entrepreneurship		15
Day 2	0830-1030	6.3	Entrepreneurship I	Arif Hassan	5
	1100-1300	6.4	JGM Session	Eng Teck Yong	5
	1600-1800	6.5	Entrepreneurship II	Noor Hazlina Ahmad	5

Concurrent Session Schedule (*presenter)

Room 1 (Jintan): Organization and Human Resources

1.1 Room 1 (Jintan): Human Resource Management

Session Chair: Aizzat Mohd Nasurdin (Universiti Sains Malaysia)

1. Modeling the Impact of Resistance to Change within the Context of Human Resources Information System Adoption

Abdulrahman Alshikhy (University Kebangsaan Malaysia)*

Zafir Mohd Makhbul (University Kebangsaan Malaysia)

Khairul Anuar Mohd Ali (University Kebangsaan Malaysia)

Ali Al Mazari (AL-Faisal University)

2. The Inclusion of Spiritual Quotient (SQ) in the Holistic Human Resource Development Model (HHRDM) and its Impact on Organizations

Mohd Anuar Bin Arshad (Universiti Sains Malaysia)

Arshad Mahmood (Universiti Sains Malaysia)*

Adheel Ahmad (Universiti Sains Malaysia)

Sohail Akhtar (Universiti Sains Malaysia)

3. Capturing the 'Pioneering Minds' via Human Capital: The Impact on Innovative Performance

Hasliza Abdul Halim (Universiti Sains Malaysia)

Noor Hazlina Ahmad (Universiti Sains Malaysia)

T. Ramayah (Universiti Sains Malaysia)

Seyedeh Khadijeh Taghizadeh (Universiti Sains Malaysia)*

1.2 Room 1 (Jintan): Issues in Employee Turnover

Session Chair: Siti Rohaida Mohamed Zainal (Universiti Sains Malaysia)

1. Linking Pay Satisfaction to Actual Voluntary Turnover: The Mediating Role of Perceived Alternative Job Opportunities

Talatu Raiya Umar (Universiti Utara Malaysia)*

Faridahwati Mohd. Shamsudin (Universiti Utara Malaysia, Sultan Qaboos University)

Chandrakantan a/l Subramaniam (Universiti Utara Malaysia)

Johanim Binti Johari (Universiti Utara Malaysia)

2. The Mediating Role of Work Family Conflict on Role Stressors and Turnover Intention Relationship: A Study on the Ready-Made Garment (RMG) Industry in Bangladesh

Mohammad Rabiul Basher Rubel (Universiti Sains Malaysia)*

Daisy Mui Hung Kee (Universiti Sains Malaysia)

3. Association of Managers' Political Motives towards Employees' Perceptions of Distributive Justice and Turnover Intention in Performance Appraisal System

Ahmad Azan Ridzuan (Universiti Pertahanan Nasional Malaysia)*

Noor Azmi Mohd Zainol (Universiti Pertahanan Nasional Malaysia)

Azman Ismail (Universiti Kebangsaan Malaysia)

Nur Safina Mohd Raduan (Universiti Kebangsaan Malaysia)

Nur Asilah Kithuru Mohamed (Universiti Kebangsaan Malaysia)

1.3 Room 1 (Jintan): Issues in Employees Performance

Session Chair: Rasidah Arshad (Universiti Kebangsaan Malaysia)

- 1. Training, Compensation and Employee Relation as Predictors to Employees' Retention: Testing the Moderating Effect of Employee Social Networking**
Junaidah Hashim (International Islamic University Malaysia)*
Saodah Wok (International Islamic University Malaysia)
- 2. Can Employee Trust and Voice Leverage The Relationship Between Budgetary Participation and Self-Efficacy?**
Yuliansyah (University of Lampung)
- 3. Salesperson Performance in the Pharmaceutical Industry : Examining the Effects of Control and Empowerment**
Kok-Leong Wong (Universiti Sains Malaysia)*
Cheng-Ling Tan (Universiti Sains Malaysia)
Yusliza Mohd-Yusoff (Universiti Sains Malaysia)
- 4. A Study on Factors and Outcomes of Occupational Stress among Salespeople in Sale Service Career: A Review of the Literature**
Shi Min, Chia (Universiti Sains Malaysia)*
Daisy Mui Hung, Kee (Universiti Sains Malaysia)
- 5. Understanding the Impact of Voices towards Individual Wellbeing among Technical Knowledge Workers**
Yean Shing, Ong (Universiti Sains Malaysia)
Siti Rohaida M. Z.(Universiti Sains Malaysia)*

1.4 Room 1 (Jintan): Organization and Employees

Session Chair: Hasliza Abdul Halim (Universiti Sains Malaysia)

- 1. The Effects of Personal and Organizational Resources on Proactive Work Behaviour of Medical Officers in Malaysian Government Hospitals: A Review and Research Proposition**
MohdAkbalGhazali (Universiti Sains Malaysia)*
AizzatMohd. Nasurdin (Universiti Sains Malaysia)
- 2. The Factors and Effects of Workplace Spirituality**
Chin Yee, Gan (Multimedia University)*
Chew Sze, Cheah (Multimedia University)
PohChoo, Audrey Cheak (Multimedia University)
Kwee Siang, Audrey Seet (Multimedia University)
- 3. What Affects Intention to Stay: A Proposed Model for R&D Engineers in Life Sciences Industry**
Winnie Woon (Universiti Sains Malaysia)*
Cheng-Ling Tan (Universiti Sains Malaysia)
Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)
- 4. Regulation, Incentives and Government Policy: How Does It Stimulates Engineers' Innovative Behaviour in Malaysia Biotechnology SMEs?**
Nurul Shamisza Binti Sahrom (Universiti Sains Malaysia)*
Cheng Ling Tan (Universiti Sains Malaysia)
Sofri BinYahya (Universiti Sains Malaysia)
- 5. The Moderating Role of Perceived Organizational Justice on the Relations between Psychological Contract Breach and Workplace Deviance**
Rasidah Arshad (UniversitiKebangsaan Malaysia)*
Ema Nurmaya (Indonesian Islamic University)

1.5 Room 1 (Jintan): Issues in Organization

Session Chair: Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)

- 1. Linking Strategy Engagement to Strategy Execution: A Partial Least Square (PLS) Approach**
Francis Chuah (Universiti Utara Malaysia)*
Kenny Teoh (Universiti Putra Malaysia)
- 2. Cultivating Organizational Citizenship Behavior among MNC Employees: The Roles of Trustworthiness and Transformational Leadership**
Karen, L. (Universiti Sains Malaysia)
Siti Rohaida M. Z. (Universiti Sains Malaysia)*
- 3. Role Stressors, Burnout, and Organizational Citizenship Behavior in Nursing: Development of a Model**
Aizzat Mohd. Nasurdin(Universiti Sains Malaysia)

1.6 Room 1 (Jintan): Issues in Leadership

Session Chair: Mohd Anuar bin Arshad (Universiti Sains Malaysia)

1. Ethical Leadership: Its Issues and Impacts in Organization

Md Golam Mohiuddin (Islamic University Kushtia)

Mobarak Hossain (JIT University)*

2. Organizational Climate, Coaching Skill and Team Performance: A Case Study in Taiwan Hospitals

Chen, I-Chi (Universiti Tunku Abdul Rahman)*

Yip Yen San (Universiti Tunku Abdul Rahman)

Chong Tun Pin (Universiti Tunku Abdul Rahman)

Lim Yong Hooi (Universiti Tunku Abdul Rahman)

Ng Shwu Shing (Universiti Tunku Abdul Rahman)

Julian Teh Hong Leong (Universiti Tunku Abdul Rahman)

3. Leadership Styles and Organisational Citizenship Behaviour: The Intervening Effects Of Role Ambiguity

Lee Kim Lian (Taylor's University)*

Low Guan Tui (Vesseltech Engineering Sdn Bhd)

1.7 Room 1(Jintan): Tourism Planning and Management

Session Chair: Abdul Rahim Abdul Samad (Universiti Putra Malaysia)

1. Rural Tourism Destination Competitiveness of Kubah National Park in Sarawak: Tourists' Perspective

Fung-Yee Law (Universiti Malaysia Sarawak)*

May-Chiun Lo (Universiti Malaysia Sarawak)

2. Understanding Malaysian Strategic Tourism Planning: Continuity and Change from First Plan to Ninth Plan

Noor ZatulIffahBtHussin (Universiti Malaysia Terengganu)*

3. Rural Tourism Destination Competitiveness: The Moderating Impact of Community Support

Chee-Hua, Chin (Universiti Malaysia Sarawak)*

May-Chiun, Lo (Universiti Malaysia Sarawak)

Vikneswaran Nair (Taylor's University, Malaysia)

Peter Songan (Universiti Malaysia Sarawak)

Room 2 (Lawang): Marketing and Management

2.1 Room 2 (Lawang): Customer Service

Session Chair: Nabsiah Abdul Wahid (Universiti Sains Malaysia)

- 1. Identifying the Antecedent for Relationship Quality Model and Its Outcomes for Priority Banking Customers in Indonesia**
Syafrizal (Andalas University)*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)
Ishak Ismail (Universiti Sains Malaysia)
- 2. Contact Centers: Drivers of Excellent Customer Service**
Surya Dharamdass (Universiti Sains Malaysia)*
Yudi Fernando (Universiti Sains Malaysia)
- 3. Content Analysis on Complaint Handling Investigation Trend in Services Literature**
Mohd Saiful Rizal Yusoff (Universiti Sains Malaysia)*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

2.2 Room 2 (Lawang): Advertising and Branding

Session Chair: Malliga Marimuthu (Universiti Sains Malaysia)

- 1. The Relevance of Brand Experience Dimensions on Smartphone Features among the Millennials in Malaysia**
Iman Khalid A. Qader (Universiti Sains Malaysia)*
Azizah Binti Omar (Universiti Sains Malaysia)
- 2. The Contribution of Perceived Firm Marketing Innovation Initiatives to Customer Perceived Value and Loyalty: Does Switching Experience Really Matter?**
Hui Wen (Stephanie) Chuah (Universiti Sains Malaysia)
Malliga Marimuthu (Universiti Sains Malaysia)*
T. Ramayah (Universiti Sains Malaysia)
- 3. Brand Switching through Marketing Mix: The Role of Brand Affect on Smartphone**
Mohd Isa, Salmi (Universiti Sains Malaysia)*
Lai, Kelly (Universiti Sains Malaysia)

2.3 Room 2 (Lawang): Social Responsibility

Session Chair: Mohd Mansor Ismail (Universiti Putra Malaysia)

- 1. A Conceptual Framework for Aging in Place in Malaysia: A Human Development Perspective**
Cheng Jo Hau (Multimedia University)*
Lai Ming Ming (Multimedia University)
Chew Kok Wai (Multimedia University)
- 2. Understanding the Challenges of Bottom of Pyramid Community towards Venture Creation: A Preliminary Study from Northern Malaysia**
Hasliza Abdul Halim (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Haniruzila Hanifah (Universiti Sains Malaysia)*
T.Ramayah (Universiti Sains Malaysia)
- 3. Investigating Relationship between Tap Water Quality Attributes Importance and Socio-economic Background of the Malaysian Public**
Nabsiah Abdul Wahid (Universiti Sains Malaysia)
Nadzirah Arifan (Universiti Sains Malaysia)*
Ismail Abustan (Universiti Sains Malaysia)
Zakaria Abbas (Universiti Utara Malaysia)
- 4. The Formalisation of Social Engagement in the Medical Relief NGO: The Evidence of Mercy Malaysia**
Norazita Marina Abdul Aziz (Universiti Utara Malaysia)*

2.4 Room 2 (Lawang): Islamic Business, Banking, and Finance

Session Chair: Tajul Ariffin Masron (Universiti Sains Malaysia)

- 1. Is Islamic Banking Customer Innovativeness an Important Determinant of Customers' Intention to Adopt Islamic Banking?**
Ahmad Muhammad Gumel (Universiti Utara Malaysia)*
Mohammad Azmi Othman (Universiti Utara Malaysia)
Rosylin Mohd Yusof (Universiti Utara Malaysia)
- 2. Factors Influencing the Intention to Use Islamic Banking Services: The Case of Non-muslims in Malaysia**
Chua Pei Khim (Public Bank Berhad)
Sofri Yahya (Universiti Sains Malaysia)*
- 3. Testing Mediating Effect of Customer Gratitude on Islamic Relationship Marketing Practice in Malaysian Takaful Industry**
Marhanum Che Mohd Salleh (International Islamic University Malaysia)*
- 4. Malaysian Halal Certification and Malaysia as Global Halal Hub: The Awareness and Acceptance by the OIC Members Food Manufacturers**
Rozailin binti Hj Abdul Rahman (International Islamic University Malaysia)*
Zainalabidin Mohamed (International Islamic University Malaysia)
Golnaz Rezai (International Islamic University Malaysia)

5. Comparative Analysis of Takaful Business Model and Efficiency across the Gulf Cooperative Countries (GCC)

Asafa Adeyinka Dauda (International Islamic University Malaysia)*

Zarinah Hamid (International Islamic University Malaysia)

Abideen Adewale Adeyemi (International Islamic University Malaysia)

6. Islamic Trade Finance Facilities: Operation and Advantages

Sharifah Faigah Syed Alwi (Universiti Teknologi MARA)

Ismah Osman (Universiti Teknologi MARA)

Mazlina Suhaimi (Universiti Teknologi MARA)*

Uzaimah Ibrahim (International Islamic University Malaysia)

Mohd Fuad Sawari (International Islamic University Malaysia)

2.5 Room 2 (Lawang): Consumer Behaviour I

Session Chair: Ishak Ismail (Universiti Malaysia Pahang)

1. Segmenting Consumer Subgroups and the Influences of Time on Ethnocentric Tendencies

Siti Zaleha Sahak (Universiti Teknologi MARA)*

Andrew J. Newman (Sheffield Hallam University)

2. Foreign Product Purchase: Attitude of Malaysian Consumers

KhairulAnuar Mohammad Shah (Universiti Sains Malaysia)*

HazrilIzwar Ibrahim (Universiti Sains Malaysia)

NurliyanaMaludin (Universiti Sains Malaysia)

3. A Study of Consumers' Adoption towards Islamic Banking Products and Services in the State of Kedah Darul Aman

Ravindran Raman (Wawasan Open University)

4. Ethnic Food Consumption Intention: A Groundwork Study on Dayak Food Using Theory of Planned Behaviour

Hiram Ting (Universiti Malaysia Sarawak)*

Francis Chuah (Universiti Utara Malaysia)

Ernest Cyril de Run (Universiti Malaysia Sarawak)

Melissa Phung (SEGi College Sarawak)

Jacky Cheah (Universiti Putra Malaysia)

5. Investigating Factors Influencing Malaysian Consumers' Drinking Water Consumption Behavior

Patrick Tan Foon Cheng (Universiti Sains Malaysia)*

Nabsiah Abdul Wahid (Universiti Sains Malaysia)

2.6 Room 2 (Lawang): SME Performances

Session Chair: Fathyah Hashim (Universiti Sains Malaysia)

1. Toward an Integrative Model of SME Performance in Nigeria

Mohammed Ibrahim Aminu (Universiti Utara Malaysia)*

Rosli Mahmood (Universiti Utara Malaysia)

2. A Review on UTAUT: Is it Useful for MSMEs?

Andreas Chang (Binus University)*

Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Ishak Ismail (Universiti Malaysia Pahang)

3. The Influence of Social Capital towards SMEs Performance

Hazirah Akmal Hasan (Universiti Teknologi MARA)*

Amrizah binti Hj Kamaluddin (Universiti Teknologi MARA)

4. Strategic Business Solutions for an Ageing SME

Ng Teik Hiang (Universiti Sains Malaysia)

Fathyah Hashim (Universiti Sains Malaysia)*

2.7 Room 2 (Lawang): Consumer Behaviour II

Session Chair: Salmi Mohd Isa (Universiti Sains Malaysia)

1. Environmentally Friendly Consumer Behavior: Comparison between Urban and Rural Consumers

Wan Kalthom Yahya (Universiti Teknologi MARA)*

Nor Hashima Hashim (Universiti Teknologi MARA)

Noor Dalila Musa (Universiti Teknologi MARA)

2. Factors That Influence Online Purchase Intention of Online Brand

Haslinda Hasan (Universiti Malaysia Sabah)*

Amran Haji Harun (Universiti Malaysia Sabah)

Mohd Shaffran Zainal Rashid (Universiti Malaysia Sabah)

Room 3 (Pala): Technology, Knowledge and Green Management

3.1 Room 3 (Pala): Technology Management I

Session Chair: T. Ramayah (Universiti Sains Malaysia)

- 1. The Integration of Unified Theory Acceptance Use Technology (UTAUT) and End User Computing Satisfaction (EUCS) to Evaluate Information System (IS)**
Nur Fathiah Binti Mohd-Bashri (Universiti Utara Malaysia)*
Fadhilah Binti Mat-Yamin (Universiti Utara Malaysia)
- 2. A Technology Acceptance Model through the Lens of Additive Manufacturing in Small and Medium Enterprises (SMEs) in Malaysia: Advancing a Conceptual Model**
Sharon Tan @ Rebecca (Tunku Abdul Rahman University College)*
Theresa C.F Ho (Tunku Abdul Rahman University College)
James K.P. Teo (Tunku Abdul Rahman University College)
T. Ramayah (Universiti Sains Malaysia)
- 3. Information System Quality an Important Contrivance for Work Life Balance among Malaysian ICT Employees**
Sharmini Gopinathan (Multimedia Universiti Cyberjaya)*
Murali Raman (Multimedia Universiti Cyberjaya)

3.2 Room 2 (Pala): Issues in Higher Education Institutions I

Session Chair: Datin Hasnah Haron (Universiti Sains Malaysia)

- 1. Ethical Climate and Intention to Quit in Private Educational Institutions in Malaysia**
Sock-Lee, Ching (Universiti Sains Malaysia)*
Daisy Mui Hung, Kee (Universiti Sains Malaysia)
Cheng Ling, Tan (Universiti Sains Malaysia)
- 2. Workplace Spirituality and Knowledge Sharing Behaviour: An Empirical Study among Non-Academic Staff of Higher Learning Institutions**
Muhammad Sabbir Rahman (International Islamic University Malaysia)*
Nuraihan Mat Daud (International Islamic University Malaysia)
Aahad M. Osmangani (International Islamic University Malaysia)
Hasan Moudud (International Islamic University Malaysia)
- 3. The Relationship of Value Proposition, Attitude towards Advertising and Purchase Intention amongst Muslim Postgraduates In Malaysia**
Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)*
Ishak Ismail (Universiti Sains Malaysia)
Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)

3.3 Room 2 (Pala): Issues in Higher Education Institutions II

Session Chair: Dayana Jalaludin(Universiti Sains Malaysia)

1. Intellectual Capital and Performance of Malaysian Research Universities

Aniza@Marzita Bt Ishak (Universiti Teknologi MARA)*

Amrizah Hj Kamaluddin (Universiti Teknologi MARA)

Roshima Hj Said (Universiti Teknologi MARA)

2. Innovation Capital and University Performance in Malaysia

Amrizah Kamaluddin (Universiti Teknologi MARA)

Asni Saad (Universiti Teknologi MARA)*

3. Organizational Pride and Employee Engagement: The Moderator Effect of Generational Differences

Chew Sze, Cheah (Multimedia University)*

Cheng Ling, Tan (University Sains Malaysia)

4. The Influence of Formal Education Role and Self Concept on Entrepreneurial Potential among Undergraduate Students of Bogor Agricultural University, Indonesia

Megawati Simanjuntak (Bogor Agricultural University)*

Hayati (Mataram University)

Irma Awwaliyah (Bogor Agricultural University)

Rico Juni Artanto (Bogor Agricultural University)

5. The Development of a University in a Rural Area – Its Impact towards Property Development

Azlina Md. Yassin (University Tun Hussein Onn Malaysia)

Haidaliza Masram (University Tun Hussein Onn Malaysia)

Foong Mei Ling (University Tun Hussein Onn Malaysia)

6. Factors Contributing to Emotional Brand Attachment: The Case of Malaysia Public Higher Educational Institutions

Mona Fairuz Ramli (Universiti Utara Malaysia)

Rahim Othman (Universiti Utara Malaysia)

Salniza Md.Salleh (Universiti Utara Malaysia)

3.4 Room 3 (Pala): Knowledge Management

Session Chair: Faizal Yahya (National University of Singapore)

1. Career-Related Practices and Knowledge Sharing Behavior: A Preliminary Study in Oman

Said Hamdan Al-Badi (Sultan Qaboos University)*
Faridahwati Mohd. Shamsudin (Sultan Qaboos University)
Othman Yeop Abdullah (Universiti Utara Malaysia)
Alexandre Bachkirov (Sultan Qaboos University)
Ahmad Said Alshuaibi (Universiti Utara Malaysia)

2. Improving Research Productivity through Knowledge Sharing: The Perspective of the Malaysia

Muhammad Ashraf Fauri (Multimedia University)*
Christine Nya-Ling (Multimedia University)
Ramayah Thurasamy (Universiti Sains Malaysia)

3. Examining the Relationship Between Knowledge Management Process Capabilities and Organizational Performance: The Case of Malaysia

Shiaw-Tong Ha (Universiti Malaysia Sarawak)*
May-Chiun Lo (Universiti Malaysia Sarawak)
T. Ramayah (Universiti Sains Malaysia)

4. Knowledge Sharing Practices in Small and Medium Family Enterprises in Malaysia

Kong Lai Kuan (Universiti Teknologi MARA)*
Noor Hazlina Ahmad (Universiti Sains Malaysia)
T. Ramayah (Universiti Sains Malaysia)

5. Affect TPB: A Model to Predict Knowledge Sharing Behavior by considering Affect, Social Communication Behavior, and Social Collaboration Behavior

Ng Chuee Leng (Sunway University)*
Siew Hoong Angela Lee (Sunway University)
Tong-Ming Lim (Sunway University)

6. A Review of the Relationship between Training and Turnover Intention: Organizational Citizenship Behaviour as the Missing Link

Mumtaz Ali Memon (Universiti Teknologi PETRONAS)
Rohani Salleh (Universiti Teknologi PETRONAS)
Mohamed Noor Rosli Baharom (Universiti Teknologi PETRONAS)

3.5 Room 3 (Pala): GreenManagement

Session Chair: Halim Bin Mad Lazim (Universiti Utara Malaysia)

1. An Environmental Management System (EMS) Adoption Framework of Restaurants in Malaysia

Booi-Chen Tan (Multimedia University)*
Gun-Fie Yong (Multimedia University)
Woon-Har Lam (Multimedia University)
Nasreen-Khan (Multimedia University)
Yong-Hoe Hong (Multimedia University)
Lan-TP Nguyen (Multimedia University)

2. Influential Factors in Adoption of Green Practices by Airline Passengers in Malaysia: A Proposed Framework

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1.1 Room 1 (Jintan): Human Resource Management

Session Chair: Aizzat Mohd Nasurdin (Universiti Sains Malaysia)

Modeling the Impact of Resistance to Change within the Context of Human Resources Information System Adoption

Abdulrahman Alshikhy (University Kebangsaan Malaysia)*

Zafir Mohd Makhbul (University Kebangsaan Malaysia)

Khairul Anuar Mohd Ali (University Kebangsaan Malaysia)

Ali Al Mazari (AL-Faisal University)

Abstract

Resistance to change is widely known as a significant factor of failing to adopt new technologies. Despite several studies that have considered the implementation and deployment of critical success factors of Management Information Systems (MIS) in business domains, a knowledge gap regarding resistance to change and adoption remains the hot topic of interest, mainly in the area of human resources information systems (HRIS). This work presented a thorough review and suggested a direction for future development of HRIS adoption model. The work proposed a model to investigate the extent of the relationship between resistance to change (RTC) and technology acceptance model (TAM) model variables toward the actual use of HRIS. In terms of academic contributions, the proposed model is expected to give theoretical evidence and contribute to the literature of knowledge about HRIS adoption. The finding will give valuable insights of a complete model about the resistance to use HRIS.

The Inclusion of Spiritual Quotient (SQ) in the Holistic Human Resource Development Model (HHRDM) and its Impact on Organizations

Mohd Anuar Bin Arshad (Universiti Sains Malaysia)

Arshad Mahmood (Universiti Sains Malaysia)*

Adheel Ahmad (Universiti Sains Malaysia)

Sohail Akhtar (Universiti Sains Malaysia)

Abstract

This paper discussed the inclusion of Spiritual Quotient (SQ) in the Human Resource Development (HRD) model and its impact on organizations. Many organizations' executives focus on employees training and development (Ford, 2014) which is specifically related to Intelligence Quotient (IQ) and Emotional Quotient (EQ) practices (Aydin, 2005). In addition, Brooks, (2006) explained that present HRD models discussed the aspect of skills, knowledge, ability, emotions, fallings and conflict management that insufficiently meeting the requirement of holistic personality of the employees (Zohar & Marshal, 2004; King 2008). Therefore, in order to enhance the effectiveness of HRD programs, the inclusion of SQ in HRD models in the organization highly recommended and required (Kumar, 2011). It is because, SQ will help the employees not only to get in touch with the depths of their own self but also with the deep wells of their potentiality in work (Zohar & Marshal 2000). Significantly, the inclusion of SQ elements in the HRD model will compliment the un-touch aspect of IQ and EQ such as rational, emotional and spiritual perspectives.

Capturing the ‘Pioneering Minds’ via Human Capital: The Impact on Innovative Performance

Hasliza Abdul Halim (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
T. Ramayah (Universiti Sains Malaysia)
Seyedeh Khadijeh Taghizadeh (Universiti Sains Malaysia)*

Abstract

To cultivate “pioneering minds” is extremely important especially in the effort to shift Malaysia towards innovation-centered economy. The Malaysian government is confident of achieving the target provided that the human capital is leveraged in ensuring innovation at the highest level particularly among SMEs. Nevertheless, only few studies have considered human capital as a factor that mediates the effects of other variables on innovation. Therefore, this paper aims at investigating on how human capital i.e. uniqueness, value and proactiveness will be leveraged by pro-innovativeness organizational architecture in order to achieve innovative performance. A total of 262 SMEs in Malaysia participated in this research. The analysis was then conducted via Partial Least Squares. The results showed several interesting findings: (a) rewards and tolerance for risk taking influenced the uniqueness, value and proactiveness of human capital; (b) tolerance towards risk taking has an influence on human capital (uniqueness, value and proactiveness); (c) only uniqueness of human capital has an influence on innovative performance and (d) only uniqueness of human capital mediated the relationship between tolerance for risk taking and innovative performance. Rational explanations of the findings were then discussed in this study.

1.2 Room 1 (Jintan): Issues in Employee Turnover

Session Chair: Siti Rohaida Mohamed Zainal (Universiti Sains Malaysia)

Linking Pay Satisfaction to Actual Voluntary Turnover: The Mediating Role of Perceived Alternative Job Opportunities

Talatu Raiya Umar (Universiti Utara Malaysia)*
Faridahwati Mohd. Shamsudin (Universiti Utara Malaysia, Sultan Qaboos University)
Chandrakantan a/l Subramaniam (Universiti Utara Malaysia)
Johanim Binti Johari (Universiti Utara Malaysia)

Abstract

While prior research has established a significant and negative relationship between pay satisfactions to actual voluntary turnover, however, the fundamental reason behind this relationship is less clear. Drawing upon social exchange theory and social interdependence theory, this study proposed perceived alternative job opportunities as a fundamental reason or mechanism in the relationship between pay satisfactions to actual voluntary turnover. Using a sample of 216 former academic staff from public universities in Nigeria, results from partial least square path modeling showed that that pay satisfaction was negatively related to actual voluntary turnover. Additionally, results demonstrated that perceived alternative job opportunities mediated the relationship between pay satisfactions to actual voluntary turnover.

The Mediating Role of Work Family Conflict on Role Stressors and Turnover Intention Relationship: A Study on the Ready-Made Garment (RMG) Industry in Bangladesh

Mohammad Rabiul Basher Rubel (Universiti Sains Malaysia)*
Daisy Mui Hung Kee (Universiti Sains Malaysia)

Abstract

We have examined the mediating effect of work family conflict (WFC) on role stressors and turnover intention relationship and have found that WFC mediates the three dimensions of role stressors (role ambiguity, role conflict and role overload) and turnover intention. We have argued in this paper that an employee's experience of more stress at work produces WFC and consequently increases his or her intention to quit the organization. Data were collected in a sample of 365 supervisors working in Bangladesh's Ready-made Garment (RMG) industry. The results have supported our proposed model. WFC was found to be a significant mediator in the relationship between role stressors and turnover intention. The implications for practice and recommendations for future research are discussed as well.

Association of Managers' Political Motives towards Employees' Perceptions of Distributive Justice and Turnover Intention in Performance Appraisal System

Ahmad Azan Ridzuan (Universiti Pertahanan Nasional Malaysia)*
Noor Azmi Mohd Zainol (Universiti Pertahanan Nasional Malaysia)
Azman Ismail (Universiti Kebangsaan Malaysia)
Nur Safina Mohd Raduan (Universiti Kebangsaan Malaysia)
Nur Asilah Kithuru Mohamed (Universiti Kebangsaan Malaysia)

Abstract

The study was conducted to examine the effect of managers' political motives towards employees' perceptions of distributive justice and turnover intention using 78 usable questionnaires collected from employees who work at a defense based higher institution in Malaysia. The outcomes of SmartPLS path analysis model shows four important findings: first, motivational motive significantly correlates with perceptions of distributive justice. Second, punishment motive significantly correlates with perceptions of distributive justice. Third, motivational motive insignificantly correlates with turnover intention. Fourth, punishment motive insignificantly correlates with turnover intention. The result confirms that manager's political motives act as important determinants of employees' perception of distributive justice but manager's political motives did not act as important determinants of employees' turnover intention in the studied organization. The findings of this study may be used as guidelines by management to improve the use of political motives in increasing the effectiveness of the performance appraisal process and outcomes in organizations.

1.3 Room 1 (Jintan): Issues in Employees Performance

Session Chair: Rasidah Arshad (Universiti Kebangsaan Malaysia)

Training, Compensation and Employee Relation as Predictors to Employees' Retention: Testing the Moderating Effect of Employee Social Networking

Junaidah Hashim (International Islamic University Malaysia)*
Saodah Wok (International Islamic University Malaysia)

Abstract

This research aims to find out how training, compensation, and employee relation are able to predict employee retention. It further tests the moderating effect of employee social networking on this prediction. This study employed quantitative research design using survey method. The sample was confined to married working women in Kuala Lumpur, Malaysia. Stratified random sampling was employed. The questions regarding perceived training and development, compensation, and employee relation practices were adapted from Huselid (1995), and employee retention from Masemola (2011). Those for external contact for social network were adopted from Wok and Hashim (2014). All these measures were reliable with Cronbach's alpha values greater than 0.70. All three independent variables have significant relationship with employee retention. Compensation was found to be the best predictor of all the variables. Social networking, both internal and external, moderates the relationship of the studied variables. The implication of the study is discussed.

Can Employee Trust and Voice Leverage The Relationship Between Budgetary Participation and Self-Efficacy?

Yuliansyah (University of Lampung)

Abstract

The purpose of the study is to investigate the extent to which budgetary participation can enhance self-efficacy through individual trust and voice. We study public organizations in the Province of Lampung in Indonesia. We analyse 114 usable data sets with SmartPLS, with results that indicate that interpersonal trust and individual voice facilitate the relationship between budgetary participation and self-efficacy. This relationship implies that individuals who are trusted and appreciated during the process of making a budget can increase their cognition (self-efficacy). Our study contributes to the academic literature of management accounting in developing countries and in the public sector.

Salesperson Performance in the Pharmaceutical Industry: Examining the Effects of Control and Empowerment

Kok-Leong Wong (Universiti Sains Malaysia)*
Cheng-Ling Tan (Universiti Sains Malaysia)
Yusliza Mohd-Yusoff (Universiti Sains Malaysia)

Abstract

Achieving excellent salesperson performance remains one of the most challenging issues of sales management today. This study aims to examine the effects of both the managerial practices of control and empowerment on salesperson performance in the pharmaceutical industry. Past studies of control and empowerment on salesperson performance were primarily conducted as two separate research streams as they were often perceived as conflicting or contradictory. More recent studies revealed that in modern management, control and empowerment need to co-exist to drive optimum firm and employee performance. Results revealed that control practice of activity control and empowerment practices of promoting participation, expressing confidence and providing autonomy had significant relationships with salesperson performance. Implications, limitations of the research and improvements for future studies were discussed.

A Study on Factors and Outcomes of Occupational Stress among Salespeople in Sale Service Career: A Review of the Literature

Shi Min, Chia (Universiti Sains Malaysia)*
Daisy Mui Hung, Kee (Universiti Sains Malaysia)

Abstract

Occupational stress has been known as a major cause to safety and health issues among salespeople in retail organizations. Despite several studies have indicated the essential of factors and outcomes of occupational stress in several occupations, a knowledge gap on occupational stress still remains a hot topic of interest for academics and practitioners. This study proposed a framework for an investigation the relationship between factors and outcome by mediating with occupational stress among salespeople in retail organizations. The proposed framework is expected to give a concept and contribute to the literature of knowledge about occupational stress toward safety and health issues. This paper will give a valuable insight about factors that affect occupational stress among salespeople in future.

Understanding the Impact of Voices towards Individual Wellbeing among Technical Knowledge Workers

Yean Shing, Ong (Universiti Sains Malaysia)
Siti Rohaida M. Z. (Universiti Sains Malaysia)*

Abstract

Despite the burgeoning literature on voices, there is still a dearth of empirical evidence to support the roles of voices among knowledge workers. Thus, this study intends to investigate the roles of voices both promotive and prohibitive voices towards the wellbeing of technical knowledge workers. It is also the objective to investigate the relationship between supervisor's trustworthiness and psychological safety towards different types of voices. Embarked to quantitative research design, data were collected from the technical knowledge workers at the manufacturing firms in northern state of Malaysia. Data gathered were then analyzed through SPSS. Finding shows that technical knowledge workers favor to apply both types of voices when the work environment are suitable. Study also found that different types of voices actually bring different work outcomes. As for the conclusion, this paper also discusses the limitation and suggestions for future studies.

1.4 Room 1 (Jintan): Organization and Employees

Session Chair: Hasliza Abdul Halim (Universiti Sains Malaysia)

The Effects of Personal and Organizational Resources on Proactive Work Behaviour of Medical Officers in Malaysian Government Hospitals: A Review and Research Proposition

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

Abstract

The increasing demands for healthcare services have fueled the growth of the healthcare industry. The survival and success of healthcare organizations in a complex, technology-driven, and turbulent economic environment requires employees who are willing to take charge, make changes, be innovative, and persist in the face of obstacles. These behaviors are termed as proactive behaviors. Despite rising interest among researchers about this behavior in the workplace, studies on its predictors particularly within the healthcare sector are rare. Therefore, this paper seeks to review the extant literature and eventually propose a model on the effects of personal resources (proactive personality and self-efficacy) and organizational resources (perceived organizational support and perceived supervisor support) on proactive work behavior of medical officers in Malaysian government hospitals.

The Factors and Effects of Workplace Spirituality

Chin Yee, Gan (Multimedia University)*
Chew Sze, Cheah (Multimedia University)
PohChoo, Audrey Cheak (Multimedia University)
Kwee Siang, Audrey Seet (Multimedia University)

Abstract

Spirituality at work is concerned on people that experience a sense of belonging, integrated to one another and their workplace community that provides meaning and purpose for their lives (Mitroff & Denton, 1999). This area has become a prominent research area as it has strong potential to the well-being of individuals, organizations and community. Hence, this study examines two factors (i.e. organizational culture and leadership) that affect workplace spirituality. It also investigates the effects of workplace spirituality, including sense of community, employee well-being and job involvement, in private organizations in Malaysia. Data was collected from 200 respondents which were randomly selected from the workforce of several private organizations in Peninsular Malaysia. The results indicate that there are significant relationships between organizational culture, leadership, sense of community, employee well-being, job involvement and workplace spirituality in Malaysia.

What Affects Intention to Stay: A Proposed Model for R&D Engineers in Life Sciences Industry

Winnie Woon (Universiti Sains Malaysia)*
Cheng-Ling Tan (Universiti Sains Malaysia)
Aizzat Mohd. Nasuridin (Universiti Sains Malaysia)

Abstract

In view of the increasing importance of the life science industry in Malaysia and since organizational performance is heavily dependent upon the Research and Development (R&D) engineers who have to innovate and develop new products, organizations need to retain these employees and increase their intention to stay. Despite the beneficial consequences of retaining key employees to ensure the smooth running of an organization's production and operations, empirical work on this issue is still negligible. Therefore, the main purpose of this study is to propose a model whereby contextual factors (employee participation in decision-making and perceived top management support) and job factors (job autonomy and job feedback) are posited as determinants of intention to stay. A review of the literature to support the model among R&D engineers attached to the Malaysian life science industry is provided.

Regulation, Incentives and Government Policy: How Does It Stimulates Engineers

Nurul Shamsiza Binti Sahrom (Universiti Sains Malaysia)*
Cheng Ling Tan (Universiti Sains Malaysia)
Sofri BinYahya (Universiti Sains Malaysia)

Abstract

This study seeks to examine the relationship between regulation, incentives and government policy to engineers' innovative behaviour in Malaysia biotechnology SMEs. This research is empirical study where survey data was drawn from 218 engineers in biotechnology SMEs in Malaysia. The data were analyzed using SmartPLS which is Structural Equation Modelling (SEM) tool. The result unfolds that government policy is positively and significantly associated with innovative behaviour. Nevertheless, regulation was found significant to innovative behaviour but demonstrates negative magnitude. On the other hand, incentives was insignificant to innovative behaviour. This in turn suggests that government policy is critical to foster innovative behaviour whereby the regulation enforcement that indicates disequilibrium possess by higher compliance cost be a disincentive for the engineers to act innovatively. Contradict to previous studies, lack of coordination, monitoring and vetting system with regards to the incentives distribution possibly influence the insignificant relationship between incentives and individual innovative behaviour.

The Moderating Role of Perceived Organizational Justice on the Relations between Psychological Contract Breach and Workplace Deviance

Rasidah Arshad (Universiti Kebangsaan Malaysia)*
Ema Nurmaya (Indonesian Islamic University)

Abstract

The purpose of this paper is to examine the moderating role of perceived organizational justice on the relationship between psychological contract breach and organizational deviance. Specifically, this study hypothesized psychological contract breach is positively related to organizational deviance, and the relationship is moderated by organizational justice. Data were collected from four hundred seventy seven (477) nurses via survey. Confirmatory factor analysis were used to test the validity of the measurement model. To test the hypotheses, moderated regression analysis was employed. The findings show a positive relationship between psychological contract breach and organizational deviance, and the relationship is moderated by perceived organizational justice. However, contrary to the prediction, the results show that the relationship between psychological contract breach and organizational deviance is stronger for employees perceiving a high level of justice than for employees perceiving a low level of justice.

1.5 Room 1 (Jintan): Issues in Organization

Session Chair: Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)

Linking Strategy Engagement to Strategy Execution: A Partial Least Square (PLS) Approach

Francis Chuah (Universiti Utara Malaysia)*

Kenny Teoh (Universiti Putra Malaysia)

Abstract

Given that the strategy execution success rate is relatively low and that prior knowledge about what constitute a successful strategy execution is deem insufficient to explain the real world scenario, this study introduces a new concept “strategy engagement” as one of the facet for successful strategy execution. Using field data collected from 224 middle managers in the service industry in Malaysia, this study examine the effect of strategy engagement on strategy execution by means of PLS-SEM approach. This study also examines the moderating effect of strategy commitment on the relationship between strategy engagement and strategy execution. Outcome of the analysis suggest that strategy engagement is found to have positive significant relationship with strategy execution. The moderating effect, however, is statistically not significant. This study highlights the importance of engagement in strategy execution process and deliberately calls for extensive studies to enhance the knowledge in strategy execution related literature.

Cultivating Organizational Citizenship Behavior among MNC Employees: The Roles of Trustworthiness and Transformational Leadership

Karen, L.(Universiti Sains Malaysia)

Siti Rohaida M. Z.(Universiti Sains Malaysia)*

Abstract

This study investigates the antecedent and outcome of trustworthiness among employees at multinational companies. Despite the attention received among the researchers to investigate the importance of organizational citizenship behaviour among the employees, little attentions have paid to understand the implications of trustworthiness towards OCB. In addition to trustworthiness, this study also intend to see the effect of transformational leadership towards building trustworthiness among the employees. Glued by using the social exchange theory, this research framework is tested towards the employees at MNC in Penang. Embarked to quantitative research method, data were collected from 112 employees. Data were then analyse by using AMOS in order to test the hypotheses models. Research found that four of transformational leadership behaviors including providing an appropriate model, high performance expectation, provide individualized support and intellectual stimulation are the predictors to subordinate perception of leader’s trustworthiness. Other findings are also discussed in detail along with the implication, and the limitations of this paper.

Role Stressors, Burnout, and Organizational Citizenship Behavior in Nursing: Development of a Model

Aizzat Mohd. Nasurdin (Universiti Sains Malaysia)

Abstract

Organizational citizenship behaviors among nurses are greatly prized due to its beneficial impact on healthcare service delivery. In light of the fact that nurses work in a highly stressful work environment and burnout is a pervasive outcome, understanding what encourages nurses to perform citizenship behaviors is an issue of great importance. Although a substantial body of research has advocated that role stressors lead to burnout and burnout has deleterious effect on behavioral outcomes, limited work has been done to test this assertion within the nursing context. Therefore, the objective of this paper is to present a proposed model linking role stressors (role conflict, role ambiguity, and role overload) and organizational citizenship behavior. In addition, burnout has been proposed as a mediator in the above-mentioned relationship. A review of the literature to support the proposed linkage for nurses in Malaysia particularly those attached to private hospitals is provided.

1.6 Room 1(Jintan): Issues in Leadership

Session Chair: Mohd Anuar bin Arshad (Universiti Sains Malaysia)

Ethical Leadership: Its Issues and Impacts in Organization

Md Golam Mohiuddin (Islamic University Kushtia)
Mobarak Hossain (JJT University)*

Abstract

Due to its roles in organization, Ethics has received extensive attention in numerous past researches. However, there is a limited study in examining Ethics and how it influences work behavior in organization. This paper tries to examine the concept of ethical leadership, the characteristics of an ethical leader, ethical leadership and its impact on organization, Model of Ethical Leadership, why and how to practice and how organizations can develop leaders that are not only sound in character but sound in action. These findings are discussed in terms of their theoretical contributions, practical implications and future research recommendations. The present study is conducted based on secondary methods. In general, ethics are common moral standards that set the right and wrong for individual behavior in a certain situation. Therefore, ethics should guide people on how to act honorably and morally. The study concludes with some suggestions from the literature.

Organizational Climate, Coaching Skill and Team Performance: A Case Study in Taiwan Hospitals

Chen, I-Chi (Universiti Tunku Abdul Rahman)*
Yip Yen San (Universiti Tunku Abdul Rahman)
Chong Tun Pin (Universiti Tunku Abdul Rahman)
Lim Yong Hooi (Universiti Tunku Abdul Rahman)
Ng Shwu Shing (Universiti Tunku Abdul Rahman)
Julian Teh Hong Leong (Universiti Tunku Abdul Rahman)

Abstract

As healthcare organizations endeavor to improve their quality of care, there is a growing recognition of the importance of establishing a climate of teamwork. In this research, the authors discussed the relationship between coaching skill, organizational climate and team performance in healthcare industries. This study used structural survey to measure the relationship between organizational climate, coaching skill and team performance. The participants in this study were 422 hospital administration workers from 8 hospitals in central of Taiwan. The authors used SPSS 18.0 for Windows and AMOS to perform the statistical analysis. Several findings can be drawn from the results. First, the result shown that the organization climate has significantly influenced on coaching skills and team performance. Second, team members who have a positive recognition of coaching skill can help shaping team perception during teamwork activities implementation. Third, the results given that coaching skills partially mediate the positive relationship between organizational climate and team performance. Through a systematic perspective of teamwork and how coaching skill and organizational climate affect the team performance in healthcare organizations, we hope to provide hospitals valuable suggestions and future directions for creating effective training and developing of human resource.

Leadership Styles and Organisational Citizenship Behaviour: The Intervening Effects of Role Ambiguity

Lee Kim Lian (Taylor's University)*
Low Guan Tui (Vesseltech Engineering Sdn Bhd)

Abstract

This paper seeks to examine the mediating effects of role ambiguity on the relationship between leadership styles and organisational citizenship behaviour (OCB) within Malaysian companies. Data was collected from 280 respondents that represent major industries such as services, manufacturing, mining and construction. The results show that the transformational leadership style has significant positive relationship with subordinates' organisational citizenship behaviour, whereas the transactional leader style is negatively related to organisational citizenship behaviour. This result confirms the direct effects of leadership styles on the subordinates' outcome. Role ambiguity was found to mediate the relationship between transformational leadership and organisational citizenship behaviour. Role ambiguity by itself is not directly related to the organisational citizenship behaviour but it serves to mediate the relationship between transformational leadership style and the organisational citizenship behaviour. The paper concludes by highlighting the implications of the study for future research and practice.

1.7 Room 1(Jintan): Tourism Planning and Management

Session Chair: Abdul Rahim Abdul Samad (Universiti Putra Malaysia)

Rural Tourism Destination Competitiveness of Kubah National Park in Sarawak: Tourists' Perspective

Fung-Yee Law (Universiti Malaysia Sarawak)*

May-Chiun Lo (Universiti Malaysia Sarawak)

Abstract

This paper argues that tourism initiatives introduced in Malaysia's rural setting lack of adequate attentions on tourists' perceptions when designing a competitive paradigm for their development and management. This paper proposes a competitive model to evaluate important factors that link to destination competitiveness. The elements of destination competitiveness investigated in this study include natural resources, range of activities, accessibility of destination and local communities. SmartPLS 2.0 (M3) is applied in this study to analyze the data collected based on pathmodelling and then bootstrapping. A total of 103 questionnaires collected back by using convenience sampling technique. Based on the result, natural resources, range of activities and accessibility have a significant influence on destination competitiveness. However, local communities were found not significantly influence on destination competitiveness. The results of this study are believed to contribute can help tourism authorities in choosing the right tourism development paradigms in specific rural areas.

Understanding Malaysian Strategic Tourism Planning: Continuity and Change from First Plan to Ninth Plan

Noor Zatul Iffah Bt Hussin (Universiti Malaysia Terengganu)*

Abstract

Planning has been recognise as a purpose process of formulating action to achieve future goals. Planning can be short-term, mid-term and long-term; and the latter is often strategic in nature where environmental conditions are uncertain in comparison to the former. The case in Malaysia, tourism industry has been given top priority due to its high contribution on GDP. The aim of this study is to analyse the short-term and long -term objectives adopted by Malaysia as expressed in the First Malaysia Plan (1965) to the Ninth Malaysia Plan (2000).

Rural Tourism Destination Competitiveness: The Moderating Impact of Community Support

Chee-Hua, Chin (Universiti Malaysia Sarawak)*
May-Chiun, Lo (Universiti Malaysia Sarawak)
Vikneswaran Nair (Taylor's University, Malaysia)
Peter Songan (Universiti Malaysia Sarawak)

Abstract

Contemporary, tourism sector is a highly competitive environment, which forces tourism players to provide better visitor services in order to stay competitive. In rural tourism, a growing niche in the tourism market, multiple components of environmental constructs, play a crucial role in contributing to the sustainability and competitiveness of rural tourism destinations. Hence, this study examines the impact of environment components on development of rural tourism destination competitiveness from a local community perspective. In addition, community support was adopted as moderator variable to examine the relationship among the constructs. 299 respondents comprising of residents of rural tourism in Sarawak, Malaysia took part voluntarily in this study. Data analysis was performed using SPSS Version 21.0 and SmartPLS 2.0 (M3) to assess the developed model, based on path modelling and then bootstrapping. Interestingly, the findings revealed that four of the environmental constructs significantly positive related to destination competitiveness from local communities' perspective.

Room 2 (Lawang): Marketing and Management

2.1 Room 2 (Lawang): Customer Service

Session Chair: Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Identifying the Antecedent for Relationship Quality Model and Its Outcomes for Priority Banking Customers in Indonesia

Syafrizal (Andalas University)*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)
Ishak Ismail (Universiti Sains Malaysia)

Abstract

Indonesian banks have started to emphasize on finding the right relationship quality model to apply in their day-to-day operation, particularly for their priority banking customers (PBC) who contribute the most to their profitable growth. This study investigates firstly on whether positive emotional display (PED) acts as the antecedent to relationship quality (satisfaction and trust); and secondly, on whether relationship quality (RQ) leads to word-of-mouth (WOM) and share of purchase (SOP) as its positive outcomes. Results from a survey carried out on 338 priority banking customers in Jakarta, Indonesia found that PED is indeed acted as the antecedent to RQ while relationship quality is positively linked to the WOM and SOP outcomes. These findings suggest that PED, WOM and SOP are variables that must to be considered by Indonesian banks when they strategize for enhancing relationship quality with their priority banking customers.

Contact Centers: Drivers of Excellent Customer Service

Surya Dharamdass (Universiti Sains Malaysia)*
Yudi Fernando (Universiti Sains Malaysia)

Abstract

This paper aims to focus on an under-researched aspect of the contact centre industry which is excellent customer service. Several models were reviewed in relation to excellent customer service and finally the Johnston model was adopted as the underlying concept for the proposed theoretical framework as it was deemed suitable for the service industry. The theoretical framework and the survey instrument developed were reviewed through a pre-test and pilot test with industry experts for reliability as well as accuracy before broader distribution to the contact centre population in Malaysia. The findings and discussions are aimed to fill the gap in the contact centre literature on excellent customer service. For practitioners, the implication is to consider reviewing the current service delivery enablers used in the contact centre industry and consider adopting the proposed drivers based on the findings to secure competitive position and establish customer loyalty of their products and services.

Content Analysis on Complaint Handling Investigation Trend in Services Literature

Mohd Saiful Rizal Yusoff (Universiti Sains Malaysia)*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Abstract

The telecommunication industry in Malaysia provides the best example of credence services that makes them vulnerable to complaints handling issue. With many service providers to choose from, customers, particularly those with issues can choose on whether they want to dis/continue subscribing with their current mobile communications providers. Noting the crucial importance of complaint handling issue, this study attempts to identify the trend displayed by researchers in their investigation of complaint handling from a review of articles found within the services literature captured from the existing online database articles ranges from year 1991 to year 2015. Content analysis on 60 articles identifies customer(s), satisfaction, quality, value and loyalty as the five most repeated words although only customer(s) and satisfaction show upward popularity trends. The most researched industry is telecommunications; and that researchers' focus of investigation are mainly on customer satisfaction, customer complaint, service quality, perceived value and customer loyalty issues. The trend identification is hoped to provide insights for researchers and practitioners on future direction of complaint handling research and strategies.

2.2 Room 2 (Lawang): Advertising and Branding

Session Chair: Malliga Marimuthu (Universiti Sains Malaysia)

The Relevance of Brand Experience Dimensions on Smartphone Features among the Millennials in Malaysia

Iman Khalid A. Qader (Universiti Sains Malaysia)*
Azizah Binti Omar (Universiti Sains Malaysia)

Abstract

This study intends to conceptualize the dimensions of brand experience and link the relationship between brand experience dimensions and Smartphone features among the Millennial Smartphone users in Malaysia. The millennial generation consists of 2 billion new customers worldwide, and make up over 40 per cent of the population in Malaysia, which makes them potential leaders, consumers, and users with great purchasing power that shape the country's social, economic and political landscape in the future. Hence the theoretical contribution of this study comes into view through, understanding the pivotal role of brand experience dimensions on the features of Smartphone among the millennial generation users. The practical importance of this study comes into view through identifying how dimensions of brand experience can impact consumer's experience with a certain brand, marketers can gain competitive advantage through identifying what specific feature can appeal to consumers of a particular brand. Hence, this study will provide suggestions for future research to empirically measure the impact of the dimensions of brand experience on Smartphone features among users in Malaysia.

The Contribution of Perceived Firm Marketing Innovation Initiatives to Customer Perceived Value and Loyalty: Does Switching Experience Really Matter?

Hui Wen (Stephanie) Chuah (Universiti Sains Malaysia)
Malliga Marimuthu (Universiti Sains Malaysia)*
T. Ramayah (Universiti Sains Malaysia)

Abstract

In recent years, perceived firm marketing innovation initiatives (PFMII) are increasingly considered as an important means to ensure customers' continued loyalty. Although customer perceived value is believed to be a potential mediator between PFMII and customer loyalty, much of the evidence to date remains anecdotal or speculative. Furthermore, there is a dearth of knowledge about how the effect of PFMII on customer value differs between switchers and non-switchers. To bridge this knowledge gap, we propose a conceptual framework linking PFMII to customer perceived value and loyalty, and develop hypotheses about the moderating role of switching experience in some of these linkages. Data were collected from Generation Y (18-34 years old) who subscribed to post-paid mobile internet plans. The results showed that both functional and monetary values mediated the relationship between PFMII and customer loyalty. However, there was no significant difference in the effect of PFMII on functional and monetary values between switchers and non-switchers. This research contributes to theory and practice by clarifying linkages between PFMII and customer loyalty by investigating the often widely neglected role of customer perceived value. In addition, this study successfully extended Sweeney and Soutar's (2001) PERVAL model by incorporating PFMII as the key driver of customer perceived value.

Brand Switching through Marketing Mix: The Role of Brand Affect on Smartphone

Mohd Isa, Salmi (Universiti Sains Malaysia)*
Lai, Kelly (Universiti Sains Malaysia)

Abstract

This study was designed to examine the impact of the marketing mix toward brand switching with respect to smartphone user. Recent trends there are too many smartphone brands in the market, make it imperative to study factors affecting brand switching. Accordingly, this study builds an insight role of brand affect on smartphone. This study examined five marketing mix: product, price, place, promotion and service. This study found that promotion and price affect the brand switching on smartphone. Brand affect is found to be partially mediates explaining brand switching through marketing mix.

2.3 Room 2 (Lawang): Social Responsibility

Session Chair: Mohd Mansor Ismail (Universiti Putra Malaysia)

A Conceptual Framework for Aging in Place in Malaysia: A Human Development Perspective

Cheng Jo Hau (Multimedia University)*
Lai Ming Ming (Multimedia University)
Chew Kok Wai (Multimedia University)

Abstract

In the near future, developing countries are going to deal with the challenges of aging population. Malaysia as a developing country, should start preparing an age-friendly environment for elderly to age in place. This study had systematic reviewed age-friendly and aging in place literature in key international databases. Key elements that link with aging in place framework are proposed. The proposed conceptual framework indicates that not only WHO (2007) age-friendly features important, but also financial support, collaboration of multisectoral, policy as well as physical and psychological safety are important in creating an age-friendly environment. Age-friendly environment further promote elderly to have social connectedness, quality of life, and physical health for them to age in place. If all the elements have been met, Malaysia has great potential to be one of the best age-friendly nations, eventually a truly retirement haven.

Understanding the Challenges of Bottom of Pyramid Community towards Venture Creation: A Preliminary Study from Northern Malaysia

Hasliza Abdul Halim (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Haniruzila Hanifah (Universiti Sains Malaysia)*
T.Ramayah (Universiti Sains Malaysia)

Abstract

The purpose of this paper is to provide insights into the under-researched area of understanding the factors that triggered the Bottom of Pyramid (BOP) community readiness to venture into business development. Converting the BOP into active entrepreneurs has become the agenda of the Malaysian government to eradicate the poverty by the year 2020. Therefore, this study is hoped to provide preliminary findings of elements that inspire them to become entrepreneurs. A series of interview study was conducted with a sample of ten BOP communities from Northern Region in Malaysia. In-depth, one-to-one interviews were conducted among them to probe into their outlook on this matter. The findings highlighted on the key factors that hamper the BOP community to create new ventures, new insights and experiences towards entrepreneurship. In sum, this study generates agenda for researchers to reach more conclusive evidence about the concept of entrepreneurship among the BOP community in Malaysia.

Investigating Relationship between Tap Water Quality Attributes Importance and Socio-economic Background of the Malaysian Public

Nabsiah Abdul Wahid (Universiti Sains Malaysia)
Nadzirah Arifan (Universiti Sains Malaysia)*
Ismail Abustan (Universiti Sains Malaysia)
Zakaria Abbas (Universiti Utara Malaysia)

Abstract

Although Malaysia has its water services sector reformed, the public still complains on many aspects of water services they receive that includes tap water quality. The objective of this study is to identify the relationship between tap water quality attributes importance provided to the Malaysian public's homes and their socio-economic backgrounds. Results of Chi-Square tests on the cross-tabulated data vary. Odour, colour, turbidity, chlorine-like taste, water borne bacteria (E-Coli), chemical pollutants and dangerous contamination show significant relations with the public's education background; only odour is found related to income; only turbidity to household size; and that odour and colour are to working household size. The findings are hoped to provide water services providers in Malaysia with insights on attributes of water quality that consumers believe are important to tap water supplied to households to help them to creatively improve on their services in the future.

The Formalisation of Social Engagement in the Medical Relief NGO: The Evidence of Mercy Malaysia

Norazita Marina Abdul Aziz (Universiti Utara Malaysia)*

Abstract

Social engagement involves the participation of a group people in undertaking collective activities in social community. The paper aims to examine the formalisation of NGO social engagement to their stakeholders. The MERCY's social engagement is not only focusing on the traditional forms of reports i.e. social reports to the stakeholders but includes the forms of actions including conversation, behavioural explanations and reasonable conduct through negotiation of performance and impact among stakeholders. The social engagement paradigm emphasises on the rights and contracts between two parties (i.e. accountor and accountee). The empirical contribution focuses on case study for MERCY, an international disaster relief NGO that highlightan understanding of social engagement through the power of negotiation. Besides, the social "closeness" within the community can be seen from the moral values imperatives that had driven by the trustworthiness and willingness of the people in the community to engage in the volunteering work.

2.4 Room 2 (Lawang): Islamic Business, Banking, and Finance

Session Chair: Tajul Ariffin Masron (Universiti Sains Malaysia)

Is Islamic Banking Customer Innovativeness an Important Determinant of Customers' Intention to Adopt Islamic Banking?

Ahmad Muhammad Gumel (Universiti Utara Malaysia)*

Mohammad Azmi Othman (Universiti Utara Malaysia)

Rosylin Mohd Yusof (Universiti Utara Malaysia)

Abstract

The purpose of this study is to examine the influence Islamic banking customer innovativeness, attitude, social norm and intention to adopt Islamic banking. To achieve these objectives, 229 survey questionnaires from a full-fledge Islamic banking in Northern Nigeria were analyzed using structural equation modeling. Findings indicate that Islamic banking customer innovativeness, attitude and social norm positively predicted customers' intention to adopt Islamic banking. Implications for Islamic marketing managers planning to introduce new products into a competitive world where market segmentation becomes indispensable are discussed.

**Factors Influencing the Intention to Use Islamic Banking Services:
The Case of Non-muslims in Malaysia**

Chua Pei Khim (Public Bank Berhad)
Sofri Yahya (Universiti Sains Malaysia)*

Abstract

We endeavor to investigate the factors influencing the intention of Malaysian Non-Muslims' to use in Islamic banking products and services specifically from the Generation Y's perspective. There are six independent variables has been identified in this study namely perception, knowledge, attitude, social influence, pricing of Islamic products and services and government support. This study found that perception, attitude and social influence were important factors affecting their intention to use of Islamic banking products and services. However, knowledge, pricing of Islamic products and services and government support were found to be insignificant to the Islamic banking products and services.

**Testing Mediating Effect of Customer Gratitude on Islamic Relationship Marketing Practice in
Malaysian Takaful Industry**

Marhanum Che Mohd Salleh (International Islamic University Malaysia)*

Abstract

Parallel to the achievement of the Takaful industry, agency system becomes the main medium utilised by the industry to educate the public and assist them about future financial preparation. As a mirror to an Islamic type of insurance, Takaful agents play significant role not limited to sell the Takaful products, but to behave base on the Islamic norms in front of their customers. Thus, this research introduces the features of Islamic relationship marketing and investigates its significance towards customer gratitude, trust, and commitment in the industry. A total of 741 of Family Takaful customers located in Klang Valley participated in this study. Based on analysis, Islamic relationship marketing (IRM) have significantly affected customer gratitude, trust, and commitment. Customer gratitude is found to partially mediate the relationship of IRM-customer trust and IRM-customer commitment via PLS analysis. These results are important to the industry to enhance its marketing approach for future customer retention.

**Malaysian Halal Certification and Malaysia as Global Halal Hub:
The Awareness and Acceptance by the OIC Members Food Manufacturers**

Rozailin binti Hj Abdul Rahman (International Islamic University Malaysia)*
Zainalabidin Mohamed (International Islamic University Malaysia)
Golnaz Rezai (International Islamic University Malaysia)

Abstract

Malaysia as a member of the Organization of Islamic Conference (OIC) is pushing its Halal certification as an international standardized logo to be used by all Muslim nations. This move is supported by the OIC members, but other countries such as Turkey, Pakistan, and Abu Dhabi are also starting to show interest in promoting their own Halal logo. Questionnaires were distributed to 100 OIC's Halal food manufacturers during the 9th International Halal Showcase 2012, while 200 respondents were contacted through online survey. The results suggested that Malaysia in terms of strategic location, expertise in Halal research, and its background in Halal are the direct measures of the food manufacturers' attitudes to accept Malaysian Halal Certification and Malaysia as the Halal Hub among themselves. Furthermore, the influence of perceived behavioral control including the processing fees, information exposure, and government incentives make them more aware about trusted Halal certification.

**Comparative Analysis of Takaful Business Model and Efficiency across the Gulf Cooperative
Countries (GCC)**

Asafa Adeyinka Dauda (International Islamic University Malaysia)*
Zarinah Hamid (International Islamic University Malaysia)
Abideen Adewale Adeyemi (International Islamic University Malaysia)

Abstract

This paper examines the impact of variation in the Takaful business model on the efficiency of Takaful companies across the countries in the GCC region. A new frontier technique data envelopment analysis (range adjustment measure) is used for the analysis that produced the efficiency scores which is subsequently subjected to further diagnostic test using Kruskal Wallis rank order statistical test (non-parametric statistical measure) and latent growth curve modeling. The result indicates that there is no significant difference in the efficiency of Takaful companies across the countries in the region. The longitudinal measure also reveals the average growth trajectory of efficiency scores over the year under consideration.

Islamic Trade Finance Facilities: Operation and Advantages

Sharifah Faigah Syed Alwi (Universiti Teknologi MARA)
Ismah Osman (Universiti Teknologi MARA)
Mazlina Suhaimi (Universiti Teknologi MARA)*
Uzaimah Ibrahim (International Islamic University Malaysia)
Mohd Fuad Sawari (International Islamic University Malaysia)

Abstract

One of the major facilities offered in Islamic banks is the trade finance facilities. The trade finance facilities play a vital role in domestic and international trade in Malaysia. The discussion in this paper will focus on the four important trade finance facilities offered by the Islamic banks in Malaysia which operate side by side with the conventional banks. The paper will observe the operation of the four Islamic trade finance facilities namely Letter of Credit-i, Trust Receipt-i, Accepted Bills-i and Bank Guarantee-i. The paper will also highlight the advantages of using the Islamic trade finance facilities as compared to the conventional trade finance facilities in Malaysia. It is believed that this paper will expose the public to the operation of Islamic trade finance facilities and the benefits that can be derived by using such facilities.

2.5 Room 2 (Lawang): Consumer Behaviour I

Session Chair: Ishak Ismail (Universiti Malaysia Pahang)

Segmenting Consumer Subgroups and the Influences of Time on Ethnocentric Tendencies

Siti Zaleha Sahak (Universiti Teknologi MARA)*
Andrew J. Newman (Sheffield Hallam University)

Abstract

Refining customer groups into precise and carefully differentiated cultural and demographic categories is of major importance and produces insight into social cultural practices. However, investigations involving temporal factors like period of residence have been less prevalent in the literature. The aim of this research is to look into the buying preferences of the Malaysian consumer as a subgroup of temporary residents in the UK by embracing two theories namely, consumer ethnocentrism and acculturation. The research involved 330 respondents. Cramer's V metric and Kendall's Tau rank order correlation were used to analyse the association between the variables. The results of the analysis show there is a tendency for respondents who stay longer to be less ethnocentric, however, on only a few variables this relationship proves to be strong. The respondents' willingness to pay a slightly higher price for Malaysian goods also varies. The implications of the research findings are addressed.

Foreign Product Purchase: Attitude of Malaysian Consumers

KhairulAnuar Mohammad Shah (Universiti Sains Malaysia)*
HazrilIzwar Ibrahim (Universiti Sains Malaysia)
NurliyanaMaludin (Universiti Sains Malaysia)

Abstract

The current research aims to present a conceptual model for a consumer animosity, consumer ethnocentrism, and consumer boycott on purchase willingness of foreign made product. The authors develop a conceptual model and propositions, grounded in previous study on international marketing, consumer behaviour, and international business. In examining the literature on consumer attitudes towards foreign products, a principal stream of research can be identified first. The influence of consumer attitudes such as consumer animosity, consumer ethnocentrism and consumer boycott will be effected on purchase willingness towards foreign made products. In addition to introduction, four allied concepts of concern, consumer animosity, consumer ethnocentrism, consumer boycott and purchase willingness, are discussed critically and embrace their relationship respectively. A non-probability sampling technique using a quota sampling method will be used for this study. In the current study, four criteria will be selected as the basis of quota, i.e., gender, income, region, and ethnic group.

A Study of Consumers' Adoption towards Islamic Banking Products and Services in the State of Kedah Darul Aman

Ravindran Raman (Wawasan Open University)

Abstract

The current research aims to present a conceptual model for a consumer animosity, consumer ethnocentrism, and consumer boycott on purchase willingness of foreign made product. The authors develop a conceptual model and propositions, grounded in previous study on international marketing, consumer behaviour, and international business. In examining the literature on consumer attitudes towards foreign products, a principal stream of research can be identified first. The influence of consumer attitudes such as consumer animosity, consumer ethnocentrism and consumer boycott will be effected on purchase willingness towards foreign made products. In addition to introduction, four allied concepts of concern, consumer animosity, consumer ethnocentrism, consumer boycott and purchase willingness, are discussed critically and embrace their relationship respectively. A non-probability sampling technique using a quota sampling method will be used for this study. In the current study, four criteria will be selected as the basis of quota, i.e., gender, income, region, and ethnic group.

Ethnic Food Consumption Intention: A Groundwork Study on Dayak Food Using Theory of Planned Behaviour

Hiram Ting (Universiti Malaysia Sarawak)*
Francis Chuah (Universiti Utara Malaysia)
Ernest Cyril de Run (Universiti Malaysia Sarawak)
Melissa Phung (SEGi College Sarawak)
Jacky Cheah (Universiti Putra Malaysia)

Abstract

Despite being comfortable with customary food, consumers are willing to explore varieties of food from diverse cultures. While there is abundance of literature on food consumption, little is known about ethnic food consumption intention in Malaysia with theoretical explanation. The present study serves as groundwork to investigate the intention to consume Dayak food and the moderating effect of food neophobia with theory of planned behaviour as the underpinning basis. Quantitative questionnaire is adopted and 161 respondents are sampled. Structural equation modeling using partial least squares approach is utilized to assess relationships between variables and moderation effect. Subsequently, attitude, subjective norm and perceived behavioural control are found to have significant relationships with ethnic food consumption intention. However, food neophobia does not moderate any relationship. The study highlights the importance of understanding ethnic food consumption intention and calls for further investigation to extend the knowledge on the subject matter.

Investigating Factors Influencing Malaysian Consumers' Drinking Water Consumption Behavior

Patrick Tan Foon Cheng (Universiti Sains Malaysia)*
Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Abstract

Drinking water includes all types of water (e.g. tap, bottled water) that human use for their drinking consumption. Malaysians share different perceptions on whether tap water is safe to drink and on whether they should consume bottled water. Using Attribution Theory as underlying model, this study investigates whether perceived quality, convenience, price and environmental attitude show any attributable influence on Malaysian consumers' drinking water consumption behavior. The study applies a survey (self-administered, structured questionnaire) for data collection and analyses them with Partial Least Square (PLS) and Statistical Package for Social Sciences (SPSS). Results analyzed from the 301 participating respondents show that perceived quality, convenience and price attribute towards consumers' consumption behavior while environmental attitude does not. These findings are beneficial for drinking water providers, namely, the state governments, water supply and bottled water companies to build a better understanding on their consumer behavior where drinking water is concerned.

2.6 Room 2 (Lawang): SME Performances

Session Chair: Fathyah Hashim (Universiti Sains Malaysia)

Toward an Integrative Model of SME Performance in Nigeria

Mohammed Ibrahim Aminu (Universiti Utara Malaysia)*

Rosli Mahmood (Universiti Utara Malaysia)

Abstract

Nigerian government had been spending an enormous amount of money for the entrepreneurial and small business development programs in order to develop a vibrant SME sector. Nevertheless, most of these programs lasted with poor results generally. This led to the implementation of national policy on micro, small and medium enterprises, which identifies lack of application of knowledge and entrepreneurial attitude by SMEs as the principal reasons for their non-performance tradition. Although, this policy brings about unprecedented improvements in the sector, still it is contributing less compared to other developing countries. This is because, in the present rapid changing environment, the strategy of accumulating such intangible resources is not enough to determine significant performance. Consequently, this paper draws upon the resource-based, knowledge-based, and dynamic capabilities perspectives to initiate a move toward the development of an integrative model of SME performance in the Nigerian turbulent environment.

A Review on UTAUT: Is it Useful for MSMEs?

Andreas Chang (Binus University)*

Nabsiah Abdul Wahid (Universiti Sains Malaysia)

Ishak Ismail (Universiti Malaysia Pahang)

Abstract

The Unified Theory of Acceptance and Use of Technology's (UTAUT) has been popularly used by many researchers in many areas since its introduction. This study reviews 113 related literatures (2003-2015) retrieved from host scientific journals on UTAUT, focusing on its key constructs as adopted/adapted in other studies and critiques. From qualitative analysis using MaxQDA software, the study found that all four UTAUT constructs (performance expectancy (PE), effort expectancy (EE), social influence (SI), and facilitating condition (FC)) influence Behavioral Intention (BI) in many studies and that PE is the most significant contributor. One of UTAUT's main critique is that as it is originally tested in an organizational setting, it lacks generalizability to be extended to include consumer's context. This review concludes on UTAUT's usefulness for adoption by businesses particularly the MSMEs as means to ensure and sustain their growth in the marketplace.

The Influence of Social Capital towards SMEs Performance

Hazirah Akmal Hasan (Universiti Teknologi MARA)*
Amrizah binti Hj Kamaluddin (Universiti Teknologi MARA)

Abstract

In today's complex business environment, SMEs are facing various challenges in surviving and sustaining their operations. The sudden economic changes and globalisation has seen many small enterprises failed in managing their business. The main aim of this study is to investigate the relationship between social capital with SMEs performance. The result of the study provides evidence that social capital influenced the performance of SMEs organization. All the dimensions under social capital which are structural and relational post a significant positive relationship with SMEs performance in Malaysia. This reflects that, social capital is crucial to influence the efficiency of SMEs organization. Thus, the findings of this study will provide an input to the SMEs organization to manage their intangible resources like social capital in order to become competitiveness and enhance their performance. Furthermore, this study also would give the opportunity to the SMEs organization in order to comprehend the relationship towards improving SMEs performance.

Strategic Business Solutions for an Ageing SME

Ng Teik Hiang (Universiti Sains Malaysia)
Fathyah Hashim (Universiti Sains Malaysia)*

Abstract

This is a case of how strategic management techniques can be used to help resolving problems faced by an ageing Small and Medium Enterprise (SME). Strategic way of resolving problems had been proven to be possible in this case despite general thought that strategic management is useful mostly for large corporations. Small and Medium Enterprises (SMEs) can also use strategic management in managing their business and determining their future cause of action and strategies in order to survive in this ever competent world. Strategic orientation is the key to survival and development of small and medium enterprises. In order to adapt to the fierce market competition, ageing SMEs should improve competitiveness and operational efficiency. They must therefore establish a sense of strategic management to improve the strategic management skills, combined with its own unique characteristics, and work out practical strategies to develop core competitiveness of enterprises in the fierce market competition in order to be sustainable. In this case, internal strengths and weaknesses of an SME had been identified. Strategic internal factors and external factors had been classified and further utilized to formulate potential strategies to encounter various problems faced by the SME. Those strategies had been further match to take advantages of the opportunities and to overcome the weaknesses and minimize the threats it is facing. Tan, a consultant who was given the opportunity to formulate a plan for the business started with the environmental scanning (internal and external environmental analysis), assessing strengths and weaknesses for the company, strategies generation, analysis and evaluation. He had numerous discussions with the owner of the business and the senior management in order to match the key internal and external factors to formulate alternative strategies for solving the problems that the company facing. Some of the recommendations or solutions are generated from the inspiration of the owner of the business who is a very enterprising and experience businessman.

2.7 Room 2 (Lawang): Consumer Behaviour II

Session Chair: Salmi Mohd Isa (Universiti Sains Malaysia)

Environmentally Friendly Consumer Behavior: Comparison between Urban and Rural Consumers

Wan Kalthom Yahya (Universiti Teknologi MARA)*

Nor Hashima Hashim (Universiti Teknologi MARA)

Noor Dalila Musa (Universiti Teknologi MARA)

Abstract

This paper aims to investigate geographical differences in sustainable consumption among Malaysians by adopting the ecologically conscious consumer behavior (ECCB) model. A survey has been developed and administered with a total sample of 502 responses achieved across the country. Statistical analysis using SPSS was employed to examine the comparison between the urban and rural groups. Public awareness (PA) and government regulations (GR) are the two independent variables used in this study and results from independent t-test show only government regulations variable has a significant difference between the respondents. Nevertheless, the findings reveal that both the urban and rural respondents demonstrate no significant difference in their PA, GR and ECCB. Likewise, results from multiple linear regression analysis indicate both PA and GR are significant predictors of ECCB among both urban and rural consumers. These findings may assist Malaysian policy makers in making decisions related to environmental education, protection and regulations.

Factors That Influence Online Purchase Intention of Online Brand

Haslinda Hasan (Universiti Malaysia Sabah)*

Amran Haji Harun (Universiti Malaysia Sabah)

Mohd Shaffran Zainal Rashid (Universiti Malaysia Sabah)

Abstract

This study investigated the factors that influence online brand purchase intention. The aim of the study is to test the relationships between brand name, perceived ease of use and perceived usefulness (IV) and online purchase intention (DV). Consumers who have experience in purchasing products or services via online and age 21 years old and above were selected as the sample of the study. A total of 175 sets of valid and usable questionnaires were collected for further data analysis. The findings revealed that the perceived ease of use makes the largest contribution in influencing consumers' online purchase intention in online brand. The website brand name was also found to be the essential factor when it comes to consumers' intention to purchase online.

Room 3 (Pala): Technology, Knowledge and Green Management

3.1 Room 3 (Pala): Technology Management I

Session Chair: T. Ramayah (Universiti Sains Malaysia)

The Integration of Unified Theory Acceptance Use Technology (UTAUT) and End User Computing Satisfaction (EUCS) to Evaluate Information System (IS)

Nur Fathiah Binti Mohd-Bashri (Universiti Utara Malaysia)*
Fadhilah Binti Mat-Yamin (Universiti Utara Malaysia)

Abstract

Many studies in the field of Information System (IS) evaluate the acceptance and satisfaction of using IS among the end user separately. Although the acceptance and satisfaction are different streams, the integration of acceptance and satisfaction theories is still limited. Because of that, this paper attempts to propose a research framework by consolidating the acceptance theory (Unified Theory Acceptance Use Technology; UTAUT) with the satisfaction theory (End User Computing Satisfaction). The method of this paper is based on literature review in order to develop the model for evaluating the acceptance and satisfaction of end user in using IS. Thus, the proposed research framework is set forward as the basis to future empirical study for evaluating the integration of acceptance and satisfaction of IS among the end user in many scopes and types of IS.

A Technology Acceptance Model through the Lens of Additive Manufacturing in Small and Medium Enterprises (SMEs) in Malaysia: Advancing a Conceptual Model

Sharon Tan @ Rebecca (Tunku Abdul Rahman University College)*
Theresa C.F Ho (Tunku Abdul Rahman University College)
James K.P. Teo (Tunku Abdul Rahman University College)
T. Ramayah (Universiti Sains Malaysia)

Abstract

The manufacturing industries in Malaysia must understand the urgency to innovate in order to achieve sustainability and growth in business. Due to rapid changes in the consumer environment, it is crucial for management to consider looking at the use of Additive Manufacturing, in this case, 3D Printer, as a solution for implementing the new product development process to meet the needs of a changing world. Hence, the objective of this paper is to investigate the adoption of Additive Manufacturing using three dimensional (3D) printer among manufacturing SMEs in enhancing their innovation and customisation competitive capabilities. Drawing upon the Technological Acceptance Model (TAM) as its basis, this study proposes a conceptual model that looks at how entrepreneur culture and knowledge sharing pose an impact on the intention to adopt Additive Manufacturing to facilitate product innovation in optimising time efficiency and flexibility in designing products.

Information System Quality an Important Contrivance for Work Life Balance among Malaysian ICT Employees

Sharmini Gopinathan (Multimedia Universiti Cyberjaya)*
Murali Raman (Multimedia Universiti Cyberjaya)

Abstract

This paper examines the impact of information quality on employee work family commitments, a balanced lifestyle and healthy employee wellbeing amongst information communication technology (ICT) sector employees in the Malaysian perspective. The study aims to uncover the possible relations and impact of information systems in ensuring a better employee work life balance and ability to juggle both work and family commitments effectively.

3.2 Room 2 (Pala): Issues in Higher Education Institutions I

Session Chair: Datin Hasnah Haron (Universiti Sains Malaysia)

Ethical Climate and Intention to Quit in Private Educational Institutions in Malaysia

Sock-Lee, Ching (Universiti Sains Malaysia)*
Daisy Mui Hung, Kee (Universiti Sains Malaysia)
Cheng Ling, Tan (Universiti Sains Malaysia)

Abstract

Intention to quit among academicians in private educational institutions is high in Malaysia. Private educational institutions play a vital role in Malaysia's economic development as it helps to produce human capital necessary for Malaysia's economic growth. There is a lack of study on the intention to quit situation of academicians in private educational setting. This study utilizes Arnaud's Psychological Process model to test the private educational institutions' organizational ethical climate. The researchers used purposive sampling method to collect data from 370 respondents working in 14 private educational setting all over Malaysia. Data were analyzed using SmartPLS version 2.0. Findings suggested that only the moral motivation aspect of ethical climate impact on intention to quit of academicians. Theoretical and practical implications of the findings were discussed, together with limitations and suggestions for future research.

Workplace Spirituality and Knowledge Sharing Behaviour: An Empirical Study among Non-Academic Staff of Higher Learning Institutions

Muhammad Sabbir Rahman (International Islamic University Malaysia)*
Nuraihan Mat Daud (International Islamic University Malaysia)
Aahad M. Osmangani (International Islamic University Malaysia)
Hasan Moudud (International Islamic University Malaysia)

Abstract

This article aims to determine the relationship between workplace spirituality and knowledge sharing behaviour among non-academic staff of higher learning institutions in Malaysia. Since, there is an easy access to information and knowledgeable personnel at a higher learning institution, it is interesting to see if the non-academic staff seizes this opportunity to seek knowledge and share it with their colleague. Generally the staff are followers of the major religions in the world. In these faiths, the followers are encouraged to seek and share knowledge. In Malaysia, it is assumed that staff working at a university exercise their religious obligations and practices. Survey items were developed to measure their spirituality level and their knowledge sharing behaviour. A total of 200 questionnaires were completed by these non-academic staff. Applied confirmatory factor analysis and structural equation modelling (SEM) were used to assess the measurement model and to test the research hypotheses. The findings indicate that there was a significantly positive relationship between the staff's spirituality in the workplace and their knowledge sharing behaviour. This study offers a fresh frame of reference for interpreting the relationship between workplace spirituality and knowledge sharing behaviour.

The Relationship of Value Proposition, Attitude towards Advertising and Purchase Intention amongst Muslim Postgraduates in Malaysia

Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)*
Ishak Ismail (Universiti Sains Malaysia)
Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)

Abstract

In Malaysia, the Halal logo has a significant religious cue that might peripherally generate a favourable attitude towards advertisement among Muslims, especially advertisements on food and beverages. An advertisement could become controversial just because of the missing Halal logo which thrives under the Syariah law. This study intends to examine the relationship of value proposition (utilitarian, value-expressive, ego-defensive, knowledge), attitude towards advertising and purchase intention toward Old Town White Coffee amongst Muslim Postgraduates students. This study applied the Functional Theory of Attitudes to support this framework. Data were collected through self-administered surveys and a total of 242 usable responses were accepted for the purpose of this study. The results of this study showed that only two functions of value proposition: value expressive and utilitarian significantly influenced consumer attitude towards the advertisement of Old Town White Coffee, whereas attitude towards advertising has a significant impact on purchase intention.

3.3 Room 2 (Pala): Issues in Higher Education Institutions II

Session Chair: Dayana Jalaludin (Universiti Sains Malaysia)

Intellectual Capital and Performance of Malaysian Research Universities

Aniza@Marzita Bt Ishak (Universiti Teknologi MARA)*

Amrizah Hj Kamaluddin (Universiti Teknologi MARA)

Roshima Hj Said (Universiti Teknologi MARA)

Abstract

In this knowledge-based economy, the overall effectiveness of the universities needs to be improved in order to increase the role of Malaysian universities as a hub for higher education excellence. Resource-based theory views organisational resources as the main drive behind competitiveness and organisational performance. Intellectual capital is an organisational resources which is essential to the existence and success of an organisation and if managed properly can be leveraged to create value for the stakeholders. Previous studies showed that there are associations between effective management of intellectual capital and university performance. Literature reviews identified few empirical studies were conducted on intellectual capital in universities especially in Malaysia. This paper examines the association between intellectual capital and performance of Malaysian research universities by investigating the academics' perception on the level of intellectual capital and performance of their university. Questionnaire was developed and adapted from review of literatures. Interviews were conducted with professors from selected universities and top officers from Ministry of Education to gain expert insight on questionnaire variables selected from the reviewing of the previous literatures. This study conceptualises intellectual capital as comprises of human capital, structural capital, innovation capital and relational capital. Meanwhile, university performance is conceptualised as any output of practice that is consistent with the university vision and is measured based on the performance in intellectual property and social, indexed conferences, publication and graduation rate and non-indexed publication. Factor analysis using SPSS version 20 was run on pre-test data to classify and reduce the items to improve the questionnaire. The actual data was analysed using AMOS version 18 to test the hypotheses. The results of the study show that all intellectual capital constructs are positively and significantly related to the performance of Malaysian research universities except for structural capital. It can be concluded that academics of Malaysian research universities perceive that human capital, innovation capital and relational capital are important factors in improving university performance but not the structural capital. This indicates that Malaysian research universities do not utilise their structural capital efficiently. Findings from this study can be used by government and university's authorities to determine possible required changes to present policies related to intellectual capital in order to achieve national and university's vision and enhance understanding on the role of intellectual capital in improving university performance.

Innovation Capital and University Performance in Malaysia

Amrizah Kamaluddin (Universiti Teknologi MARA)
Asni Saad (Universiti Teknologi MARA)*

Abstract

Previous studies have mainly focused on the impact of innovation capital on business organisational performance rather than examining such link using the context of higher education institutions. This study examines the relationship between innovation capital and the performance of universities in Malaysia. The current study also offers dimensions for innovation capital based on universities' perspective. Using questionnaire survey on 135 academics from Malaysian universities, this study found that all innovation capital dimensions being innovation capacities, innovation opportunities, innovation competency, innovation support, and innovation culture and linkages have significant relationship on universities' performance. Overall, the results also evidence that innovation is a crucial determinant of global competitiveness and national progress. The growing awareness among the policymakers about the importance of innovation has resulted to the existence of few policies to inculcate innovative culture among society as a whole.

Organizational Pride and Employee Engagement: The Moderator Effect of Generational Differences

Chew Sze, Cheah (Multimedia University)*
Cheng Ling, Tan (University Sains Malaysia)

Abstract

This paper attempts to conceptualize a model linking organizational pride, employee engagement and generational differences among the academician in Higher Educational Institutions (HEIs). A review of literatures was conducted to find the research evidence to support the proposed framework that indicating the effect of the organizational pride on the employee engagement with the generational differences as a moderator. The paper suggests an integrative framework that proposes new directions for these relationships and offer ideas on how to instil positive emotions namely organizational pride to improve employee engagement.

The Influence of Formal Education Role and Self Concept on Entrepreneurial Potential among Undergraduate Students of Bogor Agricultural University, Indonesia

Megawati Simanjuntak (Bogor Agricultural University)*
Hayati (Mataram University)
Irma Awwaliyah (Bogor Agricultural University)
Rico Juni Artanto (Bogor Agricultural University)

Abstract

Entrepreneurship plays a vital role in the economic development of any country and it can be as well linked to economic growth of any nation. The research aimed to identify formal education role and self concept among undergraduate students and its influence towards their entrepreneurial potential. For the purpose, an online questionnaire was administered to 456 students of Bogor Agricultural University, Indonesia. The collected data was analyzed by multiple regression model. The results revealed that self concept positively influence the entrepreneurial potential. The universities can strengthen student self-concept by instilling the values of entrepreneurship and training to form a good self concept.

The Development of a University in a Rural Area – Its Impact towards Property Development

Azlina Md. Yassin (University Tun Hussein Onn Malaysia)
Haidaliza Masram (University Tun Hussein Onn Malaysia)
Foong Mei Ling (University Tun Hussein Onn Malaysia)

Abstract

Development of a public university in a rural area have resulted to several changes such as population growth, demographic changes as well as an increasing demand for properties. This research aims to review the demand for residential property development in Parit Raja after development of UTHM as well as to analyse the future demand for residential property development in Parit Raja. The research is carried out within the Parit Raja area, for year 2006 to 2018. The research adopted quantitative approach by using observation and document review. A mathematical calculation known as moving average of order 2, MA (2) and order 3, MA (3) were used to forecast future demand. The results show that the demand for residential property development has increased since development of the university. However, the trend does not sustain for a long run. Moreover, the future demand for residential property development is forecasted to fluctuate due to several reasons. Therefore, this result will help an investor to decide whether to participate in the development in Parit Raja or not in future as well as to establish the UTHM brand's as one of the prominent education provider in Malaysia.

Factors Contributing to Emotional Brand Attachment: The Case of Malaysia Public Higher Educational Institutions

Mona Fairuz Ramli (Universiti Utara Malaysia)
Rahim Othman (Universiti Utara Malaysia)
Salniza Md.Salleh (Universiti Utara Malaysia)

Abstract

This exploratory study examined the relationship between university image, acculturation, and emotional brand attachment, particularly in the context of a public higher education (PubHEI) in Malaysia. Data were collected from 101 international students at one of the public universities in Malaysia using a self-administrated questionnaire. Structural equation modeling (i.e SmartPLS) was used to analyze the data. The results show that nevertheless all factors being significant to emotional brand attachment formation, the university image and acculturation are the most important predictors. As a result, this study is important for academicians and practitioners, as it exists a different approach to examine emotional brand attachment formation, it offers a new framework to assess the construct of emotional brand attachment. Besides, helps administrative and policy makers to understand that educational industry is most competitive and required more attention in forming new strategy, especially focus in communication, academic ranking and reputation, as well as cross- culture adaptation.

3.4Room 3 (Pala): Knowledge Management

Session Chair: Faizal Yahya (National University of Singapore)

Career-Related Practices and Knowledge Sharing Behavior: A Preliminary Study in Oman

Said Hamdan Al-Badi (Sultan Qaboos University)*
Faridahwati Mohd. Shamsudin (Sultan Qaboos University)
Othman Yeop Abdullah (Universiti Utara Malaysia)
Alexandre Bachkirov (Sultan Qaboos University)
Ahmad Said Alshuaibi (Universiti Utara Malaysia)

Abstract

This study aims to examine the relationship between career-related practices and knowledge sharing behavior in Oman using the social exchange framework. The practices considered in this study are perceived security, employability, and promotion opportunities. A survey was conducted among 129 employees at both managerial and professional levels across various industries in Muscat, Oman. Using multiple regression analysis, results showed that all practices significantly predicted the dimension of knowledge collecting behavior but not knowledge donating behavior. The implications of the findings to practices are discussed.

Improving Research Productivity through Knowledge Sharing: The Perspective of the Malaysia

Muhammad Ashraf Fauri (Multimedia University)*
Christine Nya-Ling (Multimedia University)
Ramayah Thurasamy (Universiti Sains Malaysia)

Abstract

Research productivity among academics has become a main concern among institutions of higher learning (IHL) in Malaysia. The productivity of an academic is measured by the performance index in the current context not only by the quantity but also the quality of research output in terms of publications, consultation and industry engagement. To increase the research productivity activities in IHL, knowledge sharing (KS) activities is a fundamental essential need. Through well-managed KS, academics are able to perform interdisciplinary research which lead to new findings and enhance opportunities of producing high quality research. Top management of universities should take steps to inculcate research collaboration among academics to ensure that KS is prevalent in universities. This conceptual paper presents a study of adapting the theory of planned behaviours, social capital theory and Triandis model. This study relates to the factors of knowledge sharing behaviour of academics. Social-psychological, organizational and technological factors are integrated into the framework of this study. Partial least square method structural equation modeling (PLS-SEM) is used to analyze the data in this study. This study is expected to enhance KS among academics in Malaysian universities through various initiatives and organized programmes.

Examining the Relationship between Knowledge Management Process Capabilities and Organizational Performance: The Case of Malaysia

Shiaw-Tong Ha (Universiti Malaysia Sarawak)*
May-Chiun Lo (Universiti Malaysia Sarawak)
T. Ramayah (Universiti Sains Malaysia)

Abstract

Knowledge management has gained increased attention recently, as many researchers have revealed its significant roles on enhancing organizational performance. This study aims to examine the relationship between knowledge management process capabilities and organizational performance in the context of Malaysia. Knowledge management process capabilities were conceptualized as four individual constructs: knowledge acquisition, knowledge conversion, knowledge application, and knowledge protection. 103 respondents comprising of managers from manufacturing organizations had participated in this study. Smart PLS 2.0 (M3) was employed to examine the hypothesized relationships between knowledge management process capabilities and organizational performance. The results revealed that most of the knowledge management process had significant positive relationship with organizational performance, for except knowledge conversion. Implications, limitations as well as directions for future research were further discussed.

Knowledge Sharing Practices in Small and Medium Family Enterprises in Malaysia

Kong Lai Kuan (Universiti Teknologi MARA)*
Noor Hazlina Ahmad (Universiti Sains Malaysia)
T. Ramayah (Universiti Sains Malaysia)

Abstract

This study aims to examine the knowledge sharing practices in small and medium family enterprises in Malaysia and its consequences to financial performance. 124 valid and usable responses are gathered through self-administered questionnaires survey in year 2014. Data is analysed using Partial Least Squares (PLS) – Smart PLS M2 Version 2.0 software. Findings shows that knowledge collecting does not influence financial performance, but knowledge donating practices of the family member in managerial level predicted financial performance. From a managerial perspective, the results provide a clue that in order to sustain their financial performance, small and medium family enterprises should develop information system and create trust atmosphere to foster effective knowledge donating among all employees in the family enterprise.

Affect TPB: A Model to Predict Knowledge Sharing Behavior by considering Affect, Social Communication Behavior, and Social Collaboration Behavior

Ng Chuee Leng (Sunway University)*
Siew Hoong Angela Lee (Sunway University)
Tong-Ming Lim (Sunway University)

Abstract

Ever since the usage of alternative media has grown by leaps and bounds, it was observed that the number of interactive online sites that are categorized as Web 2.0 systems has grown alarmingly high and they have changed the communication and collaboration behavior of knowledge workers in knowledge driven organizations. These systems provide greater interactivity and allow higher user-generated content production. Social networking sites are online platforms that allow people to collaborate and communicate through a variety of services (Broughton, Higgins, Hicks & Cox, 2009). These social networking sites drive new forms of social interaction, allowing users to intermingle and cooperate with each other by exchanging ideas by posting updates and comments. It is crucial to comprehend how social relationships affect the content shared among knowledge workers in virtual worlds. Lately many social network features were introduced based on some feedbacks found by researchers in the area of affective computing. Affective computing enlarges the communication between human and computer by incorporating sentimental transmission along with proper resources of managing affective data (Picard, 1997). By combining sentiment and cognition theory, affective computing exhibits the capability to assemble new information that influenced by the sentiment of an individual. Since affect is a thorny and cryptic area of research in psychology field, it is unidentified whether the knowledge sharing activity and the affect are closely related in the Information Systems research (Russell, 2003). Hence this research investigates the relationships of positive and negative affect and knowledge sharing attitude among knowledge workers in organization. Furthermore, the influence of social communication and social collaboration behavior on knowledge sharing behavior will also be analyzed in the proposed Affect TPB Model.

A Review of the Relationship between Training and Turnover Intention: Organizational Citizenship Behaviour as the Missing Link

Mumtaz Ali Memon (Universiti Teknologi PETRONAS)
Rohani Salleh (Universiti Teknologi PETRONAS)
Mohamed Noor Rosli Baharom (Universiti Teknologi PETRONAS)

Abstract

There is a strong belief that training is related to organizational-level outcomes, mainly, as one of the key predictors to lessen voluntary turnover. Despite the empirical evidence and concrete theoretical foundation, several studies have found contradictory results – a positive relationship between training and employee turnover rate. A comprehensive review of the literature on this topic highlights that organizations that provide extensive training opportunities to enhance the skills of their employees experience high voluntary turnover. Scholars suggest that human resource management (HRM) practices, including training, do not and cannot directly influence, but, rather, indirectly influence the quality and behaviour of employees. Therefore, the present study suggests that the impact of training on turnover intention operates via the organizational citizenship behaviour (OCB). Given that the mediating role of OCB between these constructs has rarely been explored, especially between training and turnover intention, the present study addresses this highlighted research gap. Recommendations for future research are proposed.

3.5 Room 3 (Pala): GreenManagement

Session Chair: Halim Bin Mad Lazim (Universiti Utara Malaysia)

An Environmental Management System (EMS) Adoption Framework of Restaurants in Malaysia

Booi-Chen Tan (Multimedia University)*
Gun-Fie Yong (Multimedia University)
Woon-Har Lam (Multimedia University)
Nasreen-Khan (Multimedia University)
Yong-Hoe Hong (Multimedia University)
Lan-TP Nguyen (Multimedia University)

Abstract

Due to the increasing pressure of environmental deterioration, restaurants are faced with various challenging environmental issues on their operations via direct, upstream, and downstream environmental impacts. However, very little attention has been directed towards the environmental initiative from the perspectives of restaurateurs, despite the fast growing number of restaurants and the widespread habit of eating out in Malaysia. Recently, a debate has already started about the responsibilities of the restaurants with reference to the reduction of environmental deterioration. The key challenge lies in getting the restaurateurs to incorporate green practices as it requires understanding of the difficulties and motivations for such participation. This study aims to investigate how the Environmental Management System (EMS) should be designed in the areas of green practices from the perspective of restaurateurs and further investigate how the innovation, organizational, external, and individual environmental characteristics affect restaurateurs' intention to adopt such a system. This is an important environmental domain which has not been fully explored in Malaysia. The outcome of this study is expected to provide new ideas and knowledge of the areas of green practices to be adopted as the environmental guidelines in EMS towards the operation of restaurants. This study is related to the National Key Economic Areas (NKEA) under the category of business services. It is intended to develop the environmental guidelines and to create the demands for green products and services so as to spur business opportunities for professional and service providers, in the context of the restaurant sector.

Influential Factors in Adoption of Green Practices by Airline Passengers in Malaysia: A Proposed Framework

Lim Jin Wong (Kolej Laila Taib)*
Zorah Abu Kassim (Open University Malaysia)
Joseph Kee Ming Sia (Curtin University Sarawak)

Abstract

Green practices cause less damage to the environment. Green practices when adopted successfully can assist to reduce cost and maximize profit. This conceptual paper suggests that airline companies are able to reduce operational costs to remain competitive by adopting green practices. This paper therefore investigates perceived factors that influence adoption of green practices among airline passengers in Malaysia. Subsequently, this paper provides a conceptual framework on the adoption of green practices with Theory of Planned Behaviour (TPB) as the underpinning theory. TPB is extended by three constructs: perceived effectiveness, perceived self-efficacy and perceived sacrifice. Results of the findings are expected to indicate influence of perceived effectiveness and perceived self-efficacy on airline passenger's attitude towards green practices adoption, behavioural intention to adopt green practices and green practices adoption behaviour. It also explains moderating effect of perceived sacrifice between attitude towards green practices adoption and behavioural intention to adopt green practices.

A Proposed Conceptual Model of Green Supply Chain Practise in Malaysia Industrial Sectors

Norhana Binti Muslan (Universiti Teknologi Malaysia)*
Abu Bakar Abdul Hamid (Universiti Teknologi Malaysia)
Inda Sukati (Universiti Teknologi Malaysia)

Abstract

The escalating deterioration of the environment is a major concern for business organisations today. Aligned with the green market demand, it requires firm to 'green' their supply chain management (GSCM) to trade-off the environmental and economic goal. Therefore many manufacturers have started the environment integration towards business sustainability convey environmental stringent regulation simultaneously. In this article, the authors proposed the conceptual model by linking firm orientation, supply chain integration in enhancing the green operation management derived the GSCM performance in a single study. The findings of this article would provide important implications for the manufacturing firm to understanding determinants that contribute to the GSCM practice success. More importantly, based on result obtained, the manufacturing firms' will enhance the GSCM performance by implement current practised nor strategies through focusing on the dominant factors that significantly to the GSCM and firm sustainability instantaneously.

Green Supply Chain Management: The Role of Supply Chain Integration

Rohani Abdullah (Universiti Utara Malaysia)*
Marini Nurbanum Mohamad (Universiti Sains Malaysia)
Ramayah Thurasamy (Universiti Sains Malaysia)

Abstract

Malaysia is committed towards its 'Green Agenda' and the country already has local industries with plenty of eco-businesses potential. Due to the prospect of going green in Malaysia is very much encouraging, research in this area is really recommended. Green supply chain management emerged as a new management tool that extends environmental responsibility of businesses throughout their entire supply chains and is gaining its popularity nowadays. Supply Chain Integration (SCI) is one of the essential means to generate competencies embedded in green supply chain management (GSCM). Despite the importance, modest is known about the potential of SCI in facilitating GSCM and its dynamic linkages to sustainable performance, particularly in the context of manufacturing companies in Malaysia is scarce. Thus, this paper attempts to bridge the gaps by investigating the potential of SCI in generating sustainable performance of green supply chain management by proposing the theoretical framework and hypotheses development for the study.

Green Supply Chain Initiatives and Corporate Sustainability Management: Challenges and Future Research

Charis Samuel Solomon Koilpillai (Universiti Sains Malaysia)*
Marini Nurbanum Binti Mohamad (Universiti Sains Malaysia)

Abstract

As competition among businesses intensifies on a global scale, companies will continuously be looking for ways to reduce waste and its associated costs, maintain a flexible corporate strategy and improve their position in the marketplace. With that in mind, the involvement of all functional units in corporations are considered to be necessary to create comprehensive sustainability solutions and to impede sustainability problems from being partially or superficially solved. In general, corporate sustainability refers to demonstrating the inclusion of social and environmental concerns in business operations and in interactions with stakeholders. Thus, the goal of this paper is to contribute towards the ongoing effort of understanding corporate sustainability through the lenses of green supply chain initiatives and developing clear indicators for firms to use in their sustainability strategy development.

3.6 Room 5(Pala): Technology Management II

Session Chair: Nor Liza Abdullah (Universiti Kebangsaan Malaysia)

Smartphone Usage among Young Adults in Malaysia: Some Findings from a Survey

Halim Bin Mad Lazim (Universiti Utara Malaysia)*

Sasitharan Dayanan (Universiti Utara Malaysia)

Abstract

This study is present the perspective of smartphone user in Malaysian which will help to understand the current dynamic trend of Malaysian smartphone market. The objective of this study to look into the Malaysian consumers' expectation and familiarity in which will help to track the Malaysian smartphone trend in future. This study is used to explore the smartphone usage in which factor was effect on adoption of smartphone among Malaysian young adults this because its innovative design features subsequently influence these particular group to own these device. The smartphone is a multipurpose tool which enables the user to keep up with their routine work. The data were collected from 427 young adult respondents ranging from 18 to 26 years old. The findings of this study had shown that the Malaysians intention to use smartphone is largely influenced by its multifunction features and specifications such as design, computing power and operating platform which make the smartphones users to become enthusiastic towards these devices in future. Moreover Malaysians consumers give importance on durable items, in which the price sensitivity is lower. Therefore this study concluded that Malaysian consumers are willing to pay more in the exchange of quality smartphone with rich features.

High Involvement Work Practice and Technology Adaptation in the Banking Industry

Mohammad Rabiul Basher Rubel (Universiti Sains Malaysia)*

Daisy Mui Hung Kee (Universiti Sains Malaysia)

Abstract

This paper investigates the influence of high involvement work practice on adaptation of Information Technology (IT) in the private banking organizations in Bangladesh. Drawing on social exchange theory, the paper proposes that when senior employees share knowledge, provide management support and adequate training, and give room for junior employees to participate in decision making, it triggers a reciprocal trust loop. Employing Partial Least Square, the findings of the study from a cross-sectional study of 185 employees revealed significant positive relationships between four dimensional high involvement work practice (information sharing, management support, employee participation, and training) and technology adaptation. In the current, study all the four dimensions of HIWP were found as significant determinants of technology adaptation. The results showed information sharing as the most important influential dimension followed by participation, training and management support to pursue employees adapted with technology. The paper suggests that organizations should focus on the proper application of high involvement work practice as it is a fundamental driver that serves as a basis for effective human resource management practices. The paper also recommends high involvement work practice as a crucial way of improving technology adaptation in the organization. Implications and future research are presented.

3.7 Room 5(Pala): Technology Management III

Session Chair: Marini Nurbanum Mohamad (Universiti Sains Malaysia)

Lean Production and Performance in Malaysian Manufacturing Industries

Rosman Bin Iteng (Universiti Utara Malaysia)*

Abstract

The primary purpose of this study is to empirically examine the relationships between lean production and business performance in Malaysian manufacturing industries. Grounded by the Socio-technical System Theory and the Program Theory, this study formulates and examines a conceptual model that links socially-oriented lean production, technically-oriented lean production, operational performance and business performance. This study utilizes two hundred and five manufacturing companies, selected randomly from the Federation of Malaysian Manufacturers Directory. The study measures senior production or lean managers' perception of the lean production and the level of performances in their companies. This study applies structural equation modeling (SEM) method for data analysis using AMOS package. The result indicates that both socially-oriented lean production and technically-oriented lean production significantly contribute to the operational performance of the companies. The finding also suggests that operational performance partially mediates the relationship between lean production (both socially-oriented lean and technically-oriented lean) and business performance. The result also demonstrates a significant relationship between operational performance and business performance. This study presents empirical evidence in the field of management, particularly in the context of operations management. The findings would further enrich the existing knowledge in this field. Finally, this study would provide useful guidance for the managers to plan and maintain lean production in the organization as well as to generate new measures of lean production in order to enhance business performance at the company level.

A Proposed Conceptual Model of Internet Use, Addiction and Job Productivity in Malaysia

Koay Kian Yeik (Multimedia University)*

Chin Hooi Soh (Multimedia University)

Chew Kok Wai (Multimedia University)

Abstract

Cyberloafing is no longer a new concept in the corporate and academia world. It has been associated with many negative consequences such as reduced job productivity, inefficient usage of network resources and increased risks to information security. Studies have been conducted to understand the underlying motivations of employees engaging in cyberloafing. Despite its importance, there is a lack of cyberloafing studies in Malaysia. The paper proposes a modified version of Triandis's theory of interpersonal behaviour, incorporating a new independent variable, internet addiction that directly predicts actual behaviour of cyberloafing. This paper also recommends to examine the relationship between cyberloafing and job productivity. Some studies believe that cyberloafing is beneficial for employees' job productivity but other studies suggest that it is deleterious to employees' work performance. By understanding what causes cyberloafing and its impacts, companies can be more effective in managing the issue.

Room 4 (Halia): Finance

4.1 Room 4(Halia): Corporate Finance I

Session Chair: Datin Ruhani Ali (Universiti Sains Malaysia)

The Value of Governance Variables in Predicting Financial Distress among Small and Medium-Sized Enterprises in Malaysia

NurAdianaHiau Abdullah (Universiti Utara Malaysia)*

Muhammad M. Ma'aji (Universiti Utara Malaysia)

Khaw Lee Hwei (Universiti Utara Malaysia)

Abstract

Predicting financial distress among SMEs can have a significant impact on the economy as it serves as an effective early warning signal. The study develops distress prediction models combining financial, non-financial and governance variables particularly ownership and board structures, on the likelihood of financial distress by using the logit model. The final sample for the estimation model consists of 172 companies with 50 percent non-failed cases and 50 percent failed cases for the period of 2000 to 2012. The prediction models perform relatively well especially model 3 that incorporates governance, financial and non-financial variables, with an overall accuracy rate of 93.6 percent and 91.2 percent in the estimated and holdout samples. This evidence shows that the models serve as effective early warning signals which are beneficial for monitoring and evaluation purposes. Controlling shareholder, number of directors and gender of managing director are found to be significant predictors of financially distressed SMEs.

The Moderating Effects of Corporate Governance on the Relationship between Corporate Diversification and Firm Value of Malaysian Publicly Listed Firms: A Multi-Theoretic Approach

Kian-Teik Lee (Universiti Sains Malaysia)*

Chee-Wooi Hooy (Universiti Sains Malaysia)

Abstract

The aim of this study is to examine the moderating role of corporate governance on the value of diversification among Malaysian publicly listed firms using multi-theoretic approach. Based on the sample of the entire list of firms in Bursa Malaysia over 2001- 2012, our results show that diversification reduces firm value where diversified firms have lower Tobin's q than non-diversified firms. In addition, diversified firms with business group affiliation particularly the larger groups and government's substantial ownership are able to mitigate the discounted value of diversification. On the contrary, diversified firms with high ownership concentration and foreign-controlled ownership, the diversification discount become larger. This paper documents the interplay between the three important theories; agency-based, resource-based, and institutional-based views in analyzing the value of diversification.

The Influence of Information Asymmetry on IPO Lock-Up Provisions: Evidence from Emerging Markets

Rasidah Mohd-Rashid (Universiti Utara Malaysia)*
Ruzita Abdul-Rahim (Universiti Kebangsaan Malaysia)
Norliza Che-Yahya (Universiti Teknologi MARA)

Abstract

Most of the major shareholders, known as promoters of the firms, are subjected to lock-up ratio for a certain period, following an IPO listing. Interestingly the lock-up ratios among firms vary, suggesting that it serves as a signaling tool to minimize potential conflicts between insiders and uninformed investors. This paper investigates the influence of two main factors, that is, underwriter reputation and market capitalization on lock-up ratios. Several interesting results are documented. The regression results show that market capitalization, a proxy for firm size (large firms), tend to have a higher lock-up ratio while the effects of underwriters reputation are weak. The findings, using the interaction of market capitalization and underwriter reputation, indicate that large firms with quality underwriters have lower information asymmetry and risk, and therefore are associated with bigger lock-up ratios.

Does Equity or Bond Offerings in Malaysia Matter to Share Price Performance?

Tern Poh Joo (Universiti Putra Malaysia)
Lee Hui Shan (Universiti Tunku Abdul Rahman, Universiti Putra Malaysia)
Har Wai Mun (Universiti Tunku Abdul Rahman)*
Cheng Fan Fah (Universiti Putra Malaysia)

Abstract

This study examines the stock price reaction to the announcement of equity or bond issuance in Malaysia (2001 to 2011). Results reveal significant effect of equity issuance on the share price but insignificant effect of bond issuance on the share price. It suggests that the announcement of equity issuance conveys positive news to the investors as they perceive that the company requires more capital to finance the new huge project which could result in higher positive net present value. This result proposes to a large extent that equity market in Malaysia is semi-strong form efficient market hypothesis, there should be more prudent policies by the regulator to ensure the transparency in Malaysia's equity market. This research also analyses the relationship between CAR with run up, issue size, leverage and financial slack. However, there is insignificant effect with the model inclusive of run up, issue size, leverage and financial slack towards CAR on equity or bond announcement.

4.2 Room 4(Halia): Bank and Financial Institutions

Session Chair: Nur Adiana Hiau Abdullah (Universiti Utara Malaysia)*

Bank-Specific and Macroeconomic Determinants of Bank Profitability: Malaysian Evidence during the 2007-2009 Global Financial Crisis

Azira Abdul Adzis (Universiti Utara Malaysia)*
Nurul Hazwani Ramli (Universiti Utara Malaysia)

Abstract

This study investigates bank-specific and macroeconomic determinants of bank profitability in Malaysia for the period 2006 to 2012, besides examining whether 2007-2009 global financial crisis affects bank profitability. In addition, this study tests whether there is significant difference between foreign and local banks in the aspect of profitability, as generally, foreign banks have larger capital than that of local banks. The findings show that bank capital, bank size, and credit risk determine bank profitability in Malaysia. For macroeconomic variable, inflation exhibits a positive and significant relationship with return on asset (ROAA), indicating that economic condition play a role in influencing bank profitability in Malaysia. Interestingly, the results suggest that the 2007-2009 global financial crisis does not give an impact on Malaysian bank profitability. The results also do not support that foreign banks are more profitable than that of local banks.

The Relationship between Efficiency and Competition in ASEAN Banking Market

Rossazana Ab-Rahim (Universiti Malaysia Sarawak)*
Dayang-Affizzah Awg-Marikan (Universiti Malaysia Sarawak)

Abstract

The aim of this paper is to investigate efficiency performance of ASEAN banking market using data envelopment analysis approach during the period 2000-2011. Specifically, two measures of efficiency are constructed, cost and profit efficiency. Next, the Lerner index approach is employed to measure banking competition. To assess the relationship between banking competition and measures of efficiency, Granger causality tests are used to achieve the objective. The results obtained show that generally, the most efficient banks are Singaporean banks with respect to cost and profit efficiency scores. The causality tests suggest that there is a negative causality running from cost efficiency to competition in ASEAN banking markets.

The Impacts of Risk Management Structure on Efficiency Performance in Politically Connected Malaysian General Insurance Companies

Qian Long Kweh (Universiti Tenaga Nasional)
Noor Azlinna Azizan (Universiti Malaysia Pahang)*
Irene Wei Kiong Ting (Universiti Tenaga Nasional)
Wen-Min Lu (National Defense University)

Abstract

In today's challenging business world, insurers should focus on improving their competitive advantages to secure increased profits and reduced costs. This study investigates whether political connections affect the relationship between risk management and the operating efficiency of general insurance companies operating in Malaysia for the period 2008-2011. First, this research applies the two-stage data envelopment analysis (DEA) methodology, decomposing the typical two-stage operating process of general insurance companies: marketing efficiency and profitability efficiency of the sample firms. The sample firms have to first improve their marketing efficiency, and then proceed to improve their profitability efficiency. Second, this study applies panel data regression to test the impact of risk management on general insurers' performance. Consistent with prior studies, we rerun our regression analysis using Tobit regression. Consistently, we find that risk management only has a negative impact on the operating efficiency of Malaysian general insurers with political connections.

4.3 Room 4(Halia): Ownership Issues

Session Chair: Abdul Hadi Zulkafli (Universiti Sains Malaysia)

Pension Funds Ownership and Dividend Payout: Evidence from UK Firms

Nor Laili Hassan (Universiti Utara Malaysia)*
Lynn Hodgkinson (Bangor University)

Abstract

This study examines the relationship between dividend and pension funds ownership using a sample of non-financial firms listed on the London Stock Exchange for the period of 1997 to 2008. The study questions whether pension funds are attracted to firms with high dividend. Based on UK evidence, the study finds that whilst higher dividend payout does not appear to influence pension funds investment, a policy of stable increases in dividend for five consecutive years is significantly related to pension fund ownership. The result implies that whilst pension funds may not require dividend payout for their investment purpose, they do expect stable increases in dividend if a firm does pay a dividend and are likely to increase their ownership when firms begin to follow a policy of stable increases in dividend payout. Therefore, the study suggests that pension funds are merely recipients of managerial decision making and react positively to a policy of stable increases in dividend. Overall, the study provides insights into potential explanations for the role of dividend policy in attracting pension fund investors, and for the relationship between pension funds and dividend payouts in UK.

Ownership Contestability and Corporate Expropriation

Abdul Hadi Zulkafli (Universiti Sains Malaysia)*
AhmadHusni Hamzah (Universiti Sultan Zainal Abidin)

Abstract

This paper presents evidence on the role of ownership in dealing with corporate expropriation of listed companies in Malaysia. From a perspective of expropriation, a single controlling shareholder is always associated with such possibility due to power and control at the expense of minority shareholder. However, subsequent individual or coalition of large shareholders can be an important corporate governance tool by providing effective monitoring that would lessen the possibility of expropriation by the controlling shareholder. Relating to that, this study evaluates the role of controlling and large shareholders in dealing with corporate expropriation. It is found that there is a negative relationship between single controlling shareholders and dividend payout ratio indicating that firms with only controlling shareholder will pay a lower dividend due to possible expropriation through profit diversion by controlling shareholder. Using Herfindahl Index as a proxy for ownership contestability, the presence of large shareholders along with controlling shareholder has a positive relationship with dividend payout implying that increased contestability helps to curb the power of controlling shareholder to expropriate fund for their own benefit.

Corporate Shareholdings and the Liquidity of Malaysian Stocks: Investor Heterogeneity, Trading Account Types and the Underlying Channels

Kian-Ping Lim (University of Malaya)*
Thain Tze Chung (UniversitiMalaysia Sabah)
Chee-Wooi Hooy (Universiti Sains Malaysia)

Abstract

This paper examines the relationship between various investor groups and stock liquidity for Malaysian public listed firms over the 2002-2009 sample period. Using the Amihud illiquidity ratio, we extend the literature by addressing the issues of investor heterogeneity, trading account types and the interactions of competing liquidity channels. The analysis reveals that only local institutions and local individual investors who trade through direct accounts are significantly associated with the liquidity of domestic firms. In contrast, the significant liquidity effect for foreign investors operates through the nominee accounts. While institutional ownership exhibits a linear negative relationship, our findings on local individuals and foreign nominees differ greatly from previous studies in that their relationship with stock liquidity is non-monotonic. Apart from the widely researched information asymmetry and trading effects, we find that liquidity is also driven by the largely ignored information competition channel. An important insight from our findings is that the large shareholdings by any particular investor group is detrimental to stock liquidity as they exacerbate information asymmetry, reduce the degree of competition and lower the level of trading activity.

Investigating the Relationship between Ultimate Ownership Concentration and Leverage of Malaysian Listed Companies

Hong-Kok Chee (Universiti Sains Malaysia)*
Chee-Wooi Hooy (Universiti Sains Malaysia)
Chai-Aun Ooi (Universiti Sains Malaysia)

Abstract

There is an established literature on the relationship between direct ownership concentration and leverage. In the context of Malaysia of which multiple chain shareholding is popular, the interest on the relationship between ultimate ownership concentration and leverage is highlighted in the present study. The sample of this study has 478 Malaysian public listed firms covering years from 2001 to 2012. The results find that ultimate ownership concentration has nonlinear relationship with leverage. The findings imply that a moderate ultimate ownership concentration plays a significant monitoring role on opportunistic activities in a firms, via signaling of low leverage adoption. However, over-exceeding ultimate ownership concentration has significant positive relationship with leverage, implying the intention to raise debt financing to replenish the loss of firm value from expropriation. By interacting ultimate ownership with institutional ownership concentration, it shows reduction on opportunism through lower leverage adoption even though the control of ultimate owner is high.

The Role of Foreign Ownership on Cost of Equity: The Case of Malaysia

Swee-Sim, Foong (Universiti Sains Malaysia)*
Kian-Ping Lim (University of Malaya)

Abstract

This study examine whether the participation of foreign investors contributes to lower the cost of equity of domestic stocks traded on Bursa Malaysia. We aim to determine the effect of total foreign ownership on the cost of equity of Malaysian stocks. In addition, we also examined whether the types of foreign ownership (foreign individuals versus foreign institutions versus foreign nominees) differ in their effect on the cost of equity of Malaysian stocks. Our results show that foreign institutional investors help firm to achieve lower COE. We further examine the moderation effect of local ownership and company board characteristics have on cost of equity.

4.4 Room 4(Halia): Corporate Governance

Session Chair: Zamri Ahmad (Universiti Sains Malaysia)

Does Corporate Governance Code Revision Enhance Firm Performance via Stakeholder and Environmental Responsibility: International Evidences

Chai-Aun Ooi (Universiti Sains Malaysia)*
Chee-Wooi Hooy (Universiti Sains Malaysia)
Jong-Seo Choi (Pusan National University)

Abstract

This study assesses the effectiveness of corporate governance code revision on firm performance, covering 35 economies from year 2007 to 2013, with total observations of 27923. As there is an increased of market demand on CSR, this study investigates whether code revision moves in parallel with the latest market demand on driving firms towards CSR while bringing positive influence towards firm performance. We find inconsistent results upon the influence of code revision on the relationship between corporate stakeholder/environment score and firm performance using Heckman Selection Model and GMM. However, we find that by improving corporate governance standard following code revision, it is able to reduce agency perspective of corporate environmental responsibility and hence, enhances firm performance. We also find that code revision which has improved corporate governance may less significant to improve the relationship between corporate stakeholder score and firm performance. The overall findings suggest that code revision is still mingling around corporate governance but have less emphasis on stakeholder and environmental responsibilities.

Does the Proportion of Women on the Board Matter?

Nora Osman (Universiti Sains Malaysia)*
Haslindar Ibrahim (Universiti Sains Malaysia)
Abdul Hadi Zulkafli (Universiti Sains Malaysia)

Abstract

This paper discusses the impact of the proportion of women on the board of directors. In order to do so, certain regions – Asia, Europe and the United States – are selected for review. This paper also examines the contribution of women directors in respect of performance. Based on the empirical review of the regions, the proportion of women on the board indicates mixed results. Most of the findings show an insignificant relationship between gender diversity and firm performance. This is because the reform was recently implemented and the proportion of women on the board has still not achieved the percentage target, even though most of the countries around the world took action to implement a quota system. Hence, the results do not seem to support the implementation of a quota system for women on the board. However, scholars who consider other perspectives, such as women's characteristics may encounter significant results.

Does CEO Characteristics Play Important Role on Malaysian Firms' Environmental Disclosure?

Mohd Waliuddin Mohd Razali (Universiti Malaysia Sarawak)*
Fathilla Ashikin Binti Roslanie (Universiti Malaysia Sarawak)
Rayenda Khresna Brahmama (Universiti Malaysia Sarawak)
Sharifah Sabrina Syed Ali (Universiti Malaysia Sarawak)

Abstract

The objective of this study is to examine the relationship between company environmental disclosures and CEO characteristics in term of tenure and education background such as MBA (Master in Business Administration) and legal background. Sample data collected from annual reports of companies listed in Bursa Malaysia in financial year end as 31st December consist 74 companies listed in Malaysia with various sector and in years from 2011 till 2013. The result shows that CEO's tenure and CEO with legal education have negative relationship with the environmental disclosure. Only one of controlling variables which is size has positive relationship with environmental disclosure. The study concludes that CEO who has work long in the company tents and CEO with legal background may have less willingness to take risk to disclosure environmental information.

Board Independence and Liquidity: Evidence from East Asian Countries

Ebrahim Bazrafshan (Universiti Sains Malaysia)*
Chee-Wooi Hooy (Universiti Sains Malaysia)

Abstract

We investigate the link between board composition and liquidity of a firm's shares using a sample of East Asia companies. On average, greater board independence significantly increases liquidity. However, that relation is mediated by several other variables that influence the flow of information from managers to the board and the public. The beneficial impact of board independence on liquidity is reduced when more information-independent brokers make a market in shares, when board-management relations are strained, or when CEOs have greater bargaining power relative to the board. While legal environments that provide greater investor protections tend to increase liquidity, they do not appear to meaningfully affect the impact of board independence.

The Performance of Politically Connected Firms in Malaysia

Wai-Yan Wong (Universiti Sains Malaysia)*
Chee-Wooi Hooy (Universiti Sains Malaysia)

Abstract

This study examines the relationship between political connection and firm's performance of listed firms in Bursa Malaysia from 2002 to 2012. Specifically, we also test whether different types of connection yield different results. Past literatures on political rent-seeking presented mixed evidence that cost of political connection may outweigh the benefits. Overall, our study lends support to existing literatures that politically connected firms enjoys greater firm performance compared to non-connected firms. Besides that, result of this study indicates that government-linked companies have the best accounting performance among politically connected firms. We also found a surprising finding, that firm which is connected through family members of leading politician has the worst performance among connected firms.

4.5 Room 4(Halia): Stock Returns

Session Chair: Noor Azlinna Azizan (Universiti Malaysia Pahang)

The Currency Risk Exposure of Non-Financial Firms in ASEAN-4: An Assessment Using Stock Returns and Cash Flow Methodologies

Hishamuddin Abdul Wahab (Universiti Sains Islam Malaysia)*

Obiyathulla Ismath Bacha (International Centre for Education in Islamic Finance, INCEIF)

Mansor H. Ibrahim (International Centre for Education in Islamic Finance, INCEIF)

Abstract

The study of currency exposure in the context of small open economies such as the ASEAN-4 region is important in view of the higher degree of openness of the economies. This study examined the presence of currency exposure for a sample of 405 listed non-financial corporations from Indonesia, Malaysia, Singapore and Thailand from 1993 to 2010. This study is different from previous studies as it combines two assessment methods, i.e., the cash flow (CF) and stock returns (SR) approaches. Our results found that stock returns approach captured a higher incidence of currency exposure relative to the cash flow approach which is in line with the findings of Martin and Mauer (2005) and Bartram (2007). We found about 48% of total firms had significant exposure to all currencies, which was relatively higher than the developed economies. Specifically, Indonesian firms were strongly affected by currency exposure while Singaporean firms had the least exposure. This higher incidence of exposure in certain countries coincides with hedging intensity that is strongly linked to the growth of derivative instruments in their respective markets.

Impairment Reversals and Stock Market Returns: The Case of Malaysia

Hasnah Shaari (Universiti Utara Malaysia)

Abstract

FRS 136 Impairment of Assets requires companies to reverse impairment loss when their impaired assets are recovered. This study examines the motivation for impairment reversals. A sample of 182 Malaysian firms that report impairment reversals during the period 2006-2009 are matched by industry and size with 182 control firms. This study finds that reversing firms outperform control firms in the year of the reversal suggesting that firms in Malaysia on average reverse impairments to reflect the recovery in the value of assets. In additional analysis, this study finds that reversal reporting by Malaysian firms that are less likely to manage earnings is positively associated with stock market returns. In contrast, reporting of impairment reversal by firms with extremely high abnormal working capital accruals (an indication of earnings management) has no relation with stock valuation.

Theorizing and Modeling Investor Sentiment in Malaysian Stock Market

Jasman Tuyon (Universiti Teknologi MARA)*
Zamri Ahmad (Universiti Sains Malaysia)
Hylmee Matahir (Universiti Teknologi MARA)

Abstract

This paper provides theoretical and empirical discussions on the role of sentiment in Malaysian stock market. The ultimate objectives of this work are to theorize and model local investor sentiment proxies in Malaysian stock market. In theorizing, we provide supplementary theories to complement the existing theoretical drawbacks. In modeling, we provide a new conceptualization of potential sentiment proxies in the context of Malaysian stock market. The validity of the theories and model is then falsified with empirical analysis by examining the long- and short-run as well as stability relationships of the sentiment proxies (i.e. CSI, BCS, and FKLI) on stock market returns using suitable econometric methods. The findings revealed that the proposed sentiment proxies are statistically significant in relations to stock returns in the long- and short-run. However, the relations are not homogeneous across different size, industry groups, and market states which are inline with behavioral finance views. This paper provides a new insights on long- and short-run roles of sentiment that offers valuable practical implications particularly in Malaysian stock market.

The Time-Varying Exchange Risk Exposure of Non-Financial Firms in ASEAN-4

Hishamuddin Abdul Wahab (Universiti Sains Islam Malaysia)*
Obiyathulla Ismath Bacha (International Centre for Education in Islamic Finance, INCEIF)
Mansor H. Ibrahim (International Centre for Education in Islamic Finance, INCEIF)

Abstract

This study examined the presence of currency exposure in a sample of 405 listed non-financial corporations from Indonesia, Malaysia, Singapore and Thailand over a duration of 18 years from 1993 to 2010 covering two major events of the financial crises, which were the Asian Financial Crisis of 1997 (AFC) and the recent Global Financial Crisis of 2008 (GFC). The analysis indicated strong evidence of variation in exposure across different sub-periods. Most firms were highly exposed to all currencies particularly during the midst of the Asian Financial Crisis (AFC) compared to the Global financial crisis (GFC). Despite the hard peg to the USD, Malaysian firms were largely affected by changes in the USD during this period. This finding corroborates the findings of Bacha et al. (2009). This finding calls into question the efficacy of pegged exchange rates in minimizing foreign exchange risk.

4.6 Room 4(Halia): Market Efficiency

Session Chair: Lim Kian Ping (University of Malaya)

The Impacts of Policy Reform on Intra-Industry Information Diffusion in Chinese Real Estate Stocks

Dong Chi (Hebei University)*
Zamri Ahmad (Universiti Sains Malaysia)

Abstract

The study focuses on the process of intra-industry information diffusion in Chinese real estate stocks. Investigating whether the policy reforms that occurred during 2002 to 2013 affected the process of intra-industry information diffusion, this study finds there is a significant intra-industry lead-lag relationship between big and small Chinese real estate stocks, generated by the gradual intra-industry information diffusion. This study argues this intra-industry lead-lag effect has distinctly increased along with policy reforms of Chinese real estate market, which implies more frictions of information dissemination are brought to Chinese real estate market. However, as information continues to flow sluggishly, volatility constantly decreases. The results imply, with policy reforms, although the delay of information diffusion increases, information environment and transparency constantly improve. Therefore, the results support that policy reforms of Chinese real estate market is acceptable to some degree and further effective policy reform is necessary.

Effect of Geographical Diversification on Informational Efficiency

Suan Poh (Universiti Sains Malaysia)*
Chee-Wooi Hooy (Universiti Sains Malaysia)

Abstract

This study first examines the effect of geographic diversification on informational efficiency. Four types of geographical diversification indicators are used to capture different degrees geographical diversification of a firm. By using panel data of more than 250 public listed firms in Malaysia across 11 industries for 8 years, most geographical diversification indicators show significant and positive relationship with local and global delay measures. For robustness test, this study investigates the biased result caused by unobserved time and firm effects by clustering the standard errors by firm, time and both dimensions, respectively. To further manifest the effect of investor recognition hypothesis, dummy of KLCI index is introduced as moderator to geographical diversification indicators and shows negative and significant relationship with global delay measure. In further study, foreign shareholdings present significant results as independent variable for local delay model and significant moderating effect to geographical diversification indicators for global delay model.

Does Retrenchment Strategy Mitigate Earnings Management? Evidence from Public Listed Companies in Malaysia

Lik-Jing Ung (Universiti Malaysia Sarawak)*
Rayenda Brahmata (Universiti Malaysia Sarawak)
Chin-Hong Puah (Universiti Malaysia Sarawak)

Abstract

During the past three decades, many firms in developing market have embarked retrenchment strategy in order to defend firm going concern from economy turbulence. Yet, this strategy is rarely investigated compared to another strategy like diversification. This is not to mention limited research investigating whether companies might manipulate their earnings through the retrenchment costs across ownership expropriation. As Malaysia offers unique background earnings management, corporate strategy and ownership structure, this study aims to answer intriguing yet interesting question: Do Malaysia's listed companies consider retrenchment costs when they manipulate earning across its ownership expropriation? Using 237 Malaysian listed companies over the period 2008-2013, this study found that retrenchment costs are used to manipulate earnings in companies. In addition, we find that ownership concentration do not significantly affects the earnings management of the firms.

4.7 Room 4 (Halia): Corporate Finance II

Session Chair: Chan Tze Haw (Universiti Sains Malaysia)

Debt Maturity, Underinvestment Problem and Corporate Value

Karren Lee-Hwei Khaw (Universiti Utara Malaysia)*
Benjie Chien Jiang Lee (Universiti Utara Malaysia)

Abstract

This study examines how Malaysian public listed firms with low and high corporate value use debt maturity as a tool to mitigate underinvestment problem. This study employs panel data methodology instead of the commonly used pooling regression. Results show that firms with low Tobin's Q ratio, a proxy for corporate value, maintain lower level of long-term debt to mitigate agency costs of debt caused by underinvestment problem, whereas firms with high Tobin's Q ratio are indifferent with the debt maturity decision. This study extends the literature on the determinants of debt maturity structure by highlighting the importance of recognising the firms by the corporate value in relation to the underinvestment problem. The findings also provide additional justification to the literature in explaining the negative relationship between agency costs of debt and debt maturity structure using a sample of firms from a developing market.

Investment in Working Capital and Corporate Performance: Evidence from Non-Financial Listed Firms in Malaysia

Nurein, Saheed Adebawale (Universiti Malaysia Perlis)*
HjDin, Mohd Salleh (Universiti Malaysia Perlis)

Abstract

The aim of this paper is to contribute to the previous studies by showing an empirical evidence of the impact of investment in working capital on corporate performance of Malaysian listed firms in Bursa Malaysia. The data for this study was retrieved from the DataStream, consisting of 215 firms for the period 2008-2012. The proxy for corporate performance is Tobin's Q, while net trade cycle (NTC) and current ratio (CR) are used as proxies for working capital management. By applying correlation, Ordinary Least Square, Fixed-Effect and Random-Effect regression analyses, the results show that corporate performance is related and positively significant to NTC. These findings indicate that managing an effective working capital as impact on corporate performance. This study suggests that for a firm to achieve a better performance cum maximizing shareholder's value, it must achieve a better working capital with a longer NTC as well as meeting its short-term obligations.

Malaysian Listed Firm's Tax Avoidance: Another Earnings Management Strategy?

Mohd Waliuddin Mohd Razali (Universiti Malaysia Sarawak)*
Xiang-Yi Pong (Universiti Malaysia Sarawak)
Rayenda Khresna Brahmana (Universiti Malaysia Sarawak)

Abstract

This study examines the role of tax avoidance on firm's earnings management for a sample of 149 listed public firms in Malaysia over 2009 – 2013. Beneish M-score is used to measure the earnings management and effective tax rate to measure the tax avoidance. After controlling firm size, growth, leverage and profitability, the result shows that only two variables which tax avoidance and growth are positively significant towards the earnings management. The result implies that firms may manage their earning to enjoy tax advantages. Moreover, management in growth firms' tent engages better earning performance and thus it may affect the firm investment strategies.

Room 5 (Pandan): Accounting and Economics

5.1 Room 5 (Pandan): Macroeconomics I

Session Chair: Puah Chin Hong (Universiti Malaysia Sarawak)

AMLA: What and How?

Fairuza Bt Hajimia (Universiti Sains Malaysia)*
Fathyah Hashim (Universiti Sains Malaysia)
Hasnah Haron (Universiti Sains Malaysia)

Abstract

This paper describes the Anti-Money Laundering Act (AMLA) as an effort to combat money laundering activities in Malaysia. The history and developments of other money laundering acts, including AMLA from year 1970 till year 2014 are also being presented. This paper also discusses some selected cases of companies which involved in money laundering crimes. The study finds that AMLA's rules and principles are seriously needed in order to overcome financial crime. The paper ends with recommendations on future research and how to improve and strengthen the current existing acts.

Return to Broiler Projects for Different Size and Scale with Government Incentives

Mohd Mansor Ismail (Universiti Putra Malaysia)*
Ilmas Abdurofi Masan (Universiti Putra Malaysia)
Kamal Hisyam Abd Wahab (Universiti Putra Malaysia)
Bashir Hamman Gabdo (Universiti Putra Malaysia)

Abstract

The Malaysian Government has been introduced several policies to boost the agricultural performance in the country. The incentive of fiscal policy namely; Pioneer Status (PS), Investment Tax Allowance (ITA), and Accelerated Capital Allowance (ACA) are imposed on various sectors of agricultural venture in order to aid either farming or companies to be profitable. Nevertheless, the lack of effectiveness of the program is still of concern to the agricultural sector in view of the significance of poultry in Malaysia. Therefore, the main objective of the study aims to identify the role of Government incentives in assisting the investment project and analyze the financial feasibility of broiler industry in Peninsular Malaysia from different scales and technological systems. The instruments of financial appraisal are used to calculate the assesment of firm's financial projection specifically Net Present Value (NPV), Internal Rate of Return (IRR), Payback Period and Profitability Index (PI). The study used questionnaire as a tool of data collection and a face-to-face interview was scheduled for the 309 broiler farmers as respondents. The result reveals that the large farms are more viable with high profitability and rapidly recover its initial investment while the small farms are extremely sensitive to the increase in cost and decrease in revenue. The introduction of Government Incentives positively improves the majority of stockbreeders' profits. For instance, with a combination between ACA and PS or/and ACA and ITA, the tendency for high financial viability mostly occur in the broiler investment.

Country Risk Assessment Model for Four ASEAN Countries

See-Nie Lee (Universiti Putra Malaysia)*
Fan-Fah Cheng (Universiti Putra Malaysia)
Hassan Shah Chowdhury (Universiti Putra Malaysia)

Abstract

This paper aims to investigate country risk by using the Two-Limit Tobit Model. This study begins by identifying empirically the important factors affecting the debt service capacity of borrowing countries. In this study we assess the riskiness of four developing countries in ASEAN over the period of 1970 to 2013. In this model, a quarterly-ahead debt rescheduling ratios are used as the dependent variable. Using the debt rescheduling ratios, we emphasize the role of relative sizes of debt rescheduling in predicting external debt crisis. A special emphasis is given to the seven crises, namely, the World Oil Crisis (1973-74), IMF Crisis (1976), Crisis of 1982, Black Monday 1987, the Saving and Loan Crisis (early 1990s), the Asian Financial Crisis (1997) and the Mortgage Crisis (2007) and their predictability. The final results show that Malaysia, the Philippines and Thailand have country risks that are highly affected by the crisis.

5.2 Room 5 (Pandan): Accounting I

Session Chair: Md Harashid Bin Haron (Universiti Sains Malaysia)

The Effect of Corporate Governance Mechanisms on Environmental Reporting: An Empirical Study

Abdalla Shwairef (Universiti Sains Malaysia)*
Azlan Amran (Universiti Sains Malaysia)
Noor Hazlina (Universiti Sains Malaysia)

Abstract

Recently, environmental issues have attained increasing importance. It is, therefore, necessary for companies to investigate the factors that influence environmental reporting reflecting companies' environmental performance. This paper investigates the impact of selected corporate governance mechanisms on environmental reporting in the Malaysian context. Corporate governance is characterised by board size, board independent, ownership concentration, institutional ownership and the CSR committee. Environmental reporting may be proxied by an aggregated reporting score utilising the Clarkson et al. (2008) disclosure index for the nature and quality by a content analysis of annual reports for 2012. The findings show that board size, institutional ownership, and CSR committee affected environmental reporting. However, board independence and ownership concentration were not related to environmental reporting. Finally, the present study provides several implications and recommendations for the existing management of organizations, business owners, practitioners, policy-makers and government bodies to improve their efforts in enhancing the environmental reporting practices.

The Relationship of Boards' Competency, Commitment, Integrity, and Accountability with the Timely Submission of the Annual Financial Report: Empirical Evidence on Agricultural Co-operative Societies in the State of Perak

Hatta Hj Sapwan (Universiti Teknologi MARA)*
Md Lehan Parimon (Universiti Teknologi MARA)

Abstract

In 2009, 58.8% of agricultural co-operatives in Perak failed to submit their audited financial report on time as required by the Co-operative Society Act 1993 (Act 503) and Regulations. A series of tests were carried out to determine the relationship of BODs' educational level and training attained, competency, commitment, integrity and accountability with timely submission of financial reporting. Additionally, the study attempts to find out whether organizational support and document handling system moderate the relationship between independent and dependent variables. The findings show that there is a relationship between educational level and training attained with BODs' competency. Only commitment, integrity and accountability have a relationship with timely submission of financial reporting. There are congruent relationships with sufficient office support and proper document handling system is pertinent to timely submission of financial reporting.

Auditing the Auditors – Any Impact?

Lim Yan Kong (Universiti Putra Malaysia)
Mazlina Mustapha (Universiti Putra Malaysia)*

Abstract

Audit Oversight Board (AOB) was established in Malaysia in 2010 to regulate the auditors of public interest entities (PIEs), and to instil the trust and confidence of the public on the quality of services provided by the auditors. This study attempts to explore the impact of AOB establishment on the external auditors in Malaysia. Interviews were conducted with twenty audit seniors and managers in Bigfour and non-Big four firms in Selangor and Kuala Lumpur. Among others the interviews reveal that more works are done and more documentation is compiled after AOB establishment. However, the auditors claimed that their reliance on the internal auditors is not affected by AOB establishment. The findings also suggest that audit fee is not directly affected by the establishment of AOB. The results of the study contribute to the literature and understanding of AOB establishment in Malaysian audit industry.

5.3 Room 5 (Pandan): Accounting II

Session Chair: Azlan Amran (Universiti Sains Malaysia)

The Effect of IT Knowledge and the Regulations on External Auditors' Performance: Evidence from Yemen

Ali Ali Al-Ansi (Universiti Utara Malaysia)*
Noor Azizi Bin Ismail (Universiti Utara Malaysia)
Abdullah Kaid Al-Swidi (Qatar University)

Abstract

The study aimed to investigate the combined effect of IT knowledge and regulations of professional bodies on the external auditors' performance in Yemen. The model of the study was developed based on the relevant theoretical background. To examine the hypothesized model, the quantitative research design was employed. A questionnaire survey was used to collect the data from 274 external auditors working in Big-four firms, non-Big-four international firms, local firms and sole practitioners working in Yemen. To test the proposed hypotheses, the Partial Least Squares (PLS) Structural Equations Modeling (SEM) Approach was employed. The findings of the statistical results confirmed the significant effect of the IT knowledge and regulations of professional bodies on external auditors' performance. The value of this paper was in showing the importance of IT knowledge of the auditors and the regulations of the professional bodies to enhance the overall external auditors' performance.

Internal Audit and Risk Management Practices in Malaysian Higher Education Institutions

Wan Musnida Wan Mustapha (Universiti Teknologi MARA)
Nor Hafizah Zainal Abidin (International Islamic University Malaysia)*
Zamzulailazakaria (International Islamic University Malaysia)

Abstract

Increasing trends of malpractices case among the HEI raised major concerns towards integrity and accountability of HEI in managing the public fund. There are growing interests among the public HEIs in establishing risk management and internal audit practices. This study addresses the extent of risk management practices in HEI and role of internal audit on risk management process. Findings show that all public HEIs do have an internal audit unit which is in line with the requirement of Treasury Circular No. 2/2004. Almost more than two third of the respondents involve in evaluating the effectiveness of risk management process. Two older HEIs already have established and advanced level of risk management process. While, majority of the newer HEIs are still in level of basis and developing stage of risk management process. The findings provide insights on current practices of public HEIs in the area of risk management and internal audit.

Shariah Audit Experience; Independence of Internal Shariah Auditor; and Levels of Audit and Governance Committee (AGC) In Islamic Banks: An Islamic-Worldview-Based Conceptual Framework

Md Harashid Bin Haron (Universiti Sains Malaysia)*
Azam Abdelhakeem Khalid (Universiti Sains Malaysia)
Ali Nawari Hasan (Universiti Sains Malaysia)

Abstract

Internal Shariah auditors' independence to Shariah auditing is as important as Shariah compliance to Islamic Financial Institutions (IFIs), particularly the experience possessed by the internal Shariah auditors themselves. This paper is to conceptually examine the relationship between Shariah audit experience and independence of internal Shariah auditors at differing levels of auditing and governance committee (AGC) in Islamic banks. The paper propounds that Islamic accountability theory could serve as a theoretical foundation to build the conceptual framework on independence of internal Shariah auditors. In the light of the theory, it was proposed that the independence of internal Shariah auditors could be enhanced by their experience, but subject to differing levels of AGC.

The Impact of Audit Committee Effectiveness on Reliability of Audited Financial Statements: A Mediating Role of External Auditor Quality

Abdelfatah M. Alrshah (Universiti Utara Malaysia)*

Abstract

The main purpose of this paper is to investigate the impact of internal corporate governance audit committees' characteristics on External auditor quality and reliability of audited financial statements in the Libyan banking sector. This article explores various ways external auditors and audit committees contribute as tools of corporate governance. The impact of the Libyan Corporate Governance Code as well as bank regulations on financial reporting are some of the issues examined in this study. A self-administered questionnaire was used in the study. Target population was loan officers and audit officers and sample size was comprised of 188 respondents. Regression analysis (OLS) was applied to test the hypothesis. Current study found that the auditor competence positively mediate the relationship between auditor rotation, audit firm size, audit committee characteristics and reliability of audited financial statements. Finally, the outcome of the study also indicates that auditor competence negatively mediate the relationship among NAS provision, audit firm fees and the reliability of audited financial statements.

Stakeholder Engagement and Sustainability Reporting: Evidence from a Developing Country

Ruslaina Yusoff (Universiti Teknologi MARA)
Azlan Amran (Universiti Sains Malaysia)*
Siti Nabiha Abdul Khalid (Universiti Sains Malaysia)

Abstract

This study attempts to understand how a company developed its sustainability reporting and why the company engages in such reporting. This study also try to identify what are the challenges encountered by the organization in developing their sustainability reporting. This is an engagement research in which data is gathered through interviews and reviews of hard copy sustainability reporting. The study identified various steps were involved in the development of a sustainability reporting which started with identifying the key issues to be reported and ended with the third party verification. The study had also identified the company engaged both internal and external stakeholders in the process of developing the report. Few challenges faced by the company have been identified in the development process of such reporting. From the academic researchers' perspective, this study provides a valuable knowledge on how sustainability reporting can be developed. Thus, it could provide valuable information for other company to learn when developing sustainability reporting.

5.4 Room 5 (Pandan): BEFfore Session

Session Chair: Evan Lau (Director of BEFfore, Universiti Malaysia Sarawak)

Constructing a Novel Housing Cycle Indicator in Sarawak

Zhi-Cheng Voon (Universiti Malaysia Sarawak)
Chin-Hong Puah (Universiti Malaysia Sarawak)*
Shazali Abu Mansor (Universiti Malaysia Sarawak)

Abstract

In this study, a housing cycle indicator (HCI) has been constructed for the case of Sarawak through an indicator methodology founded by National Bureau of Economics Research (NBER) of the United States. Various empirical issues such as stationarity property of data, cointegration relation of variables, indicator construction approach and filtering method have been scrutinized empirically before the building of HCI. The aim of constructing a novel HCI with leading attributes is believed to be successful as the constructed HCI displayed an outstanding leading period of 10 months on average. The constructed HCI is found to move consistently with the housing price index (HPI) of Sarawak in terms of magnitude and successfully traced most of the major economic incidents that affected Sarawak. The findings serve as a good reference for policy maker, business sector and household investors to have a better insight toward the fluctuation of housing market and better plan their investment in housing sector.

Happiness and Economic Choice

Juliana Chung Ying Wong (Universiti Malaysia Sarawak)*
Rayenda Brahmana (Universiti Malaysia Sarawak)

Abstract

This paper attempts to answer an interesting but empirically challenging question: Does happiness affect economic choice? We create a novel measure of happiness using the psychometric test by comparing self-reported life expectancy to that implied by statistical tables. This measure of happiness correlates with positive beliefs about future economic conditions and with psychometric tests of happiness. Using Malaysian adult as the sample, our findings indicate that if one is happy, they will tend to make good decision making on their economic choice. This also means that having wise economic choice does not prove that he/she is depending on rational thinking. Result of this finding is essential because it provides an important guide for policy maker when they are developing policy analysis, for instant, tax and retirement policy.

Volatility Forecast of Malaysian Demand for International Tourism

Wei-Chong Choo (Universiti Putra Malaysia)*
See-Theng Chan (Universiti Putra Malaysia)
Muzafar Shah Habibullah (Universiti Putra Malaysia)
Alias Radam (Universiti Putra Malaysia)

Abstract

Instead of studying the mean level of a time series, this study has focused on the volatility of monthly arrivals of inbound tourists into Malaysia. Four GARCH models are employed. The monthly seasonal effect of Malaysia tourism volatility is studied. The impacts of financial news shocks, such as KLCI, S&P 500, crude oil, DXY and gold price, will also be investigated. We found that monthly seasonality effect exists in the inbound tourism demand volatility of Malaysia. We also found that all financial news shocks, except DXY and gold price, does affect the tourist arrivals into Malaysia. Based on the evaluation criteria of MAE and RMSE, GJR-GARCH model is the best model in forecasting the tourism demand volatility in Malaysia.

Forecasting Tourism Demand for Malaysia using SARIMA Model

Nurbaizura Borhan (Universiti Sains Malaysia)*
Zainudin Arsad (Universiti Sains Malaysia)

Abstract

One of the major contributing sectors for Malaysia's economic growth is tourism. The number of international tourist arrivals to Malaysia has been showing an upward trend as a result of several programs and promotion introduced by the Malaysian government to attract international tourists to the country. This study attempts to model and to forecast tourism demand for Malaysia by nine selected countries: China, Japan, South Korea, India, the US, the UK, France, the Netherlands and Australia. This study utilized monthly time series data for the period from January 1999 to December 2014 and employed the well-known Box-Jenkins seasonal ARIMA modeling procedures. Not surprisingly the results show the number of tourist arrivals from the nine countries contain strong seasonal component as the arrivals strongly dependent on the season in the country of origin. The overall findings show that the number of tourist arrivals from all the nine countries will continue to increase in the near future except for the case of Australia. Therefore, tourism authorities in Malaysia need to enhance the promotional effort to encourage more tourists from these countries and also other foreign countries to visit Malaysia.

Tracing Exchange Rate Volatility in Indochina Countries

Evan Lau (Universiti Malaysia Sarawak)*
Jenny Yong (Universiti Malaysia Sarawak)

Abstract

The general aim of this paper is to examine the effectiveness of Exchange Market Pressure (EMP) index in tracing the presence of economic crises sufficiently. The index was unveiled by Girton and Roper (1977) to assist policy makers in responding conclusively when severe compressions on currencies emerge. Hence, by selecting Indochina countries namely Cambodia, Lao People's Democratic Republic (PDR), Myanmar and Vietnam as the case study, it would provide better acumens on how these small open economies maintain and stabilize their exchange rates and keeping other macroeconomic variables under control through policy responses. By computing the EMP index based on the methods by Eichengreen et al. (1996), Sachs et al. (1996) and Kaminsky et al. (1998), we monitor and predict the future pace of the Indochina foreign exchange markets. Based on our findings, there are several signals of EMP and its impact over the sample period. Besides that, the plots of EMP index allow us to witness Indochina's quick recovery from these crises through its policy responses. These findings indicate the effectiveness of EMP index as the early warning system in detecting the market pressure of Cambodian Riel, Lao Kip, Burmese Kiat, and Vietnamese Dong especially during the episodes of crises through the different exchange rate regime.

5.5 Room 5 (Pandan): Macroeconomics II

Session Chair: Abu Hassan Shaari Md Nor (Universiti Kebangsaan Malaysia)

Housing Affordability: A Malaysian Perspective

Alex Lee Kae Lun (Monash University Malaysia)*
Jothee Sinnakkannu (Monash University Malaysia)
Sockalingam R. Ramasamy (Monash University Malaysia)

Abstract

The continued rise in house prices have sparked increasing interest on housing affordability in Malaysia. This is partly attributable to high demand arising from speculative activities in the urban regions, where house prices have grown beyond the reach of middle-income-earners. Fearing that house prices may increase to a level beyond their future financial ability, house buyers rushed to purchase, taking on excessive leverage that overextended their financial capacity. We examine the impact of rising house prices on housing affordability in three urban regions, namely Penang Island, Klang Valley and Johor Bahru. Our findings show that house prices in these cities are unaffordable for middle-and state-median-income earners, especially those of landed houses on Penang Island and in the Klang Valley.

Exploring the Housing Bubbles in Selected Asia Pacific Economies

Chan Tze-Haw (Universiti Sains Malaysia)*
Jeng-Hoong Woon (Intel Technology Sdn Bhd, Penang, Malaysia)
Ruhani Hj. Ali (Universiti Sains Malaysia)

Abstract

While the hazardous of housing price misalignment is well noted, identifying asset bubble and the triggering mechanism in real time has been challenging and remains an elusive task. This study explores the feasibility of housing bubbles and housing price linkages among the US, UK and ten APE during 1990Q1-2014Q1. Our finding shows that housing prices of APE are cyclical demanded and closely linked. The sequential unit root tests (SADF and GSADF) also detect multiple and periodically collapsing bubbles among APE (except Japan and Thailand), which mostly occurred before the 1997 Asia financial crisis, during the 2000s and after the 2008 subprime crisis. Such outcome is inconsistent with the efficient market hypothesis but provide the practical and fundamental building of an early warning system against economic instability.

Inward FDI in Small Country vs Institutional Quality of Big Country

Tajul Ariffin Masron (Universiti Sains Malaysia)*
Effiezal Aswadi Abdul Wahab (Curtin University of Technology)
Mohd Naseem Niaz Ahmad (Universiti Putra Malaysia)

Abstract

China and India has been well recognized as poor in corruption index, which is one of crucial institutional quality (IQ) elements, but successfully attracted huge FDI inflows. This really sparks our interest on whether the success of these two big countries is followed by other big countries such as Brazil and Russia. Our second related interest is to understand whether the success of these countries in luring FDI inflows is in the expense of other small countries surrounding the region. Finally, if with poor IQ, big countries are still able to attract huge amount of FDI, can IQ in small countries help to boost FDI inflows into small countries. Examining all four regions in which all big countries are located, namely Latin America, Transition Economies, South Asia and South East Asia, this study found that IQ is necessary but not a sufficient condition to lure FDI.

Fiscal Deficit, Trade Deficit, and Financial Account Deficit: Triple Deficits Hypothesis with the U.S. Experience

Tuck Cheong Tang (University of Malaya)

Abstract

By extending the well-known twin deficits hypothesis, this study proposes a new testable hypothesis - "triple deficits hypothesis" from the general equilibrium perspective, which considers the third deficit of capital and financial account of balance of payment. An empirical framework is conceptually developed from income-expenditure approach for cointegration. Positive finding is confirmed by the U.S. data that fiscal balance, current account balance, and capital and financial account balance are moving together in the long-run, or to say that they are cointegrated. It is also interesting this study finds that current account does Granger-cause fiscal balance, as well as the U.S. financial account position. This study has relevant policy implications, in particularly the country is with twin deficits phenomenon. This seminal work is still preliminary, and a few of suggestions have been outlined for further study.

Room 6 Serai: Entrepreneurship

5.6 Room 6 (Serai): Macroeconomics III

Session Chair: Goh Kim Leng (University of Malaya)

Revisiting the Saving-Investment Relationship Using Bootstrap ARDL Test

Sam Chung Yan (Universiti Sains Malaysia)*
Goh Soo Khoon (Universiti Sains Malaysia)
Robert Mcnown (University of Colorado at Boulder)

Abstract

This paper examines the relationship between investment and saving for a group of OECD countries using a newly developed bootstrap Autoregressive Distributed Lag (ARDL) test. Through an additional test on the lagged independent variable suggested in this bootstrap ARDL test, we have shown that the saving and investment from some countries are not cointegrated but suffer from a degenerate case.

Monetary Policy Reaction Function in Malaysia: Evidence using a Markov Regime-Switching Vector Autoregression

Muhamad Alim Safwan Ahmad (Universiti Kebangsaan Malaysia)*
Norlin Khalid (Universiti Kebangsaan Malaysia)

Abstract

Monetary policy reaction function, which summarizes how the central bank alters monetary policy in response to economic developments and business cycles, plays an important role in macroeconomic and policy analyses. This paper estimates a monetary policy reaction function for Malaysia during the period 1971 – 2013 by employing a Markov Switching Vector Autoregression [MSIAH(2)-VAR(2)]. The findings support the relevance of Taylor rule in the monetary policy reaction function for Malaysia and show that inflation, output gap and exchange rate affect the policy rate in the determination of the optimal policy rate. Using economic validation, we prove that our model is robust and coincide with the real data.

TFP and Human Capital Spillover Effect: A Spatial Panel Model Approach

Du Yuhong (Universiti Kebangsaan Malaysia)*
Abu Hassan Shaari Md Nor (Universiti Kebangsaan Malaysia)

Abstract

As long as studies concerning the growth of total factor productivity in a certain region are unfolding, human capital as the one of many affecting factors will hardly be ignored. A common place of early literature concerning the economic growth using cross sectional data was considered different economies (or multinational enterprises, regions) as mutually independent units. In other words, spatial interdependence within considered units is ignored. Under the frameworks of Benhabib-Spiegel model and its augmented spatial model by Valerien et al., (2007), this paper built a spatial durbin model with two-way fixed effects to test the spatial spillover effects of human capital and its composition. The results found that the overall level of human capital would not only positively affect the growth of local TFP but make efforts to neighbouring countries; However, after decomposing the human capital into three subdivided educational attainments, only tertiary education have a positive effect upon the growth of TFP in considered countries and then primary and secondary education will generate negative spatial spillover effects which means that labour force with these two educational background is outflowing.

5.7 Room 6 (Serai): Macroeconomics IV

Session Chair: Hooy Chee Wooi (University Sains Malaysia)

Macroeconomic Uncertainty during Global Financial Crisis on Stock Prices Volatility in Malaysia

Geok Peng, Yeap (Universiti Sains Malaysia)*
Hooi Hooi, Lean (Universiti Sains Malaysia)

Abstract

This study examines the impact of macroeconomic uncertainty on the stock market volatility in Malaysia before and after the Global Financial Crisis (GFC). We attempt to examine the impact of GFC on the relationship between the volatility of macroeconomic and Malaysian stock market volatility. We find that none of the macroeconomic volatility would affect the stock market volatility in the pre-GFC period. Moreover, the uncertainty of crude oil price is positively and significantly affects the Malaysian stock market volatility during and post-GFC. This implies that Malaysian stock market is sensitive to the crude oil price uncertainty during and after GFC.

The Impact of Trade and Financial Liberalization towards Economic Growth of Asean, China and India

Sonia Kumari Selvarajan (Universiti Malaysia Sarawak)*
Rossazana Ab Rahim (Universiti Malaysia Sarawak)

Abstract

The main objective of this paper is to examine the impact of economic liberalization on economic growth. This study will also examine the relationship between trade and financial liberalization. The analysis focuses on all ASEAN countries with the addition of two Newly Industrialized Countries (NIC), namely China and India. Using the panel data approach, this study will specify the autoregressive distributed lag (ARDL) model for each country and test the cross-equation restriction of a long run relationship of the two variables using the Pooled Mean Growth estimator. With limited recent previous studies found on the topic of economic liberalization on a free trade area, this study attempts to fill the gap and contribute to existing literature. This paper hopes to find a significant relationship between economic liberalization and economic growth within the countries involved.

The Impact of Oil Dependence on the Finance-Investment Linkage: Evidence from Republic of Yemen

Ramez Abubakr Badeeb (Universiti Sains Malaysia)*
Hooi Hooi Lean (Universiti Sains Malaysia)

Abstract

The focus of this paper is to test whether the heavy dependence on oil revenues can harm the relationship between financial development and investment in one of the Middle Eastern oil countries, Yemen. Using time series data over the period 1980-2012 and ARDL approach for cointegration, this paper found evidence that financial development in Yemen promotes the level of investment. However, our result also reveal that the impact of financial development on investment weakened by increasing the level of oil dependence indicating the existence of oil curse symptoms in Yemeni economy. Hence, policy makers are advised to enhance financial sector performance in Yemen to be more involved in efficient investment activities. The efficiency of these investments is expected to support economic diversification efforts to reduce the level of oil dependence.

Room 6 (Serai): Entrepreneurship

6.3 Room 4(Serai): Entrepreneurship I

Session Chair: Arif Hassan (International Islamic University Malaysia)

Assessing the Role of Entrepreneurial Competencies on Innovation Performance: A Partial Least Squares (PLS) Path Modelling Approach

Ainul Mohsein binti Abdul Mohsin (Universiti Sains Malaysia)*
Hasliza Abdul Halim (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)

Abstract

For decades, entrepreneurial competencies are viewed as essential for an entrepreneur to perform successfully and to transform businesses. However, research on entrepreneurial competencies and its impact on innovative performance are very much lacking. Furthermore, researches on these two variables among the SMEs are also scarce. Thus, the intention of this study is to review the literature on entrepreneurial competencies and innovative performance and to investigate the relationships of these two variables within the Malaysian SME context with empirical evidence. A step by step SmartPLS approach is utilised to validate the model and found substantial support for the study's hypotheses.

From Entrepreneurial Career Choice to Graduate Entrepreneur: An Exploratory Study

Hock-Eam Lim (Universiti Utara Malaysia)*
Jan-Jan Soon (Universiti Utara Malaysia)

Abstract

This paper aims to study the graduates' entrepreneurial career choice and their actual labour market outcomes of being entrepreneur using a sample of 1,723 Malaysian graduates. Descriptive statistics, cross-tabulations, logit and tobit model are the methodology used in this paper. Results reveal around one third of the graduates choose entrepreneurship as their first choice career. Nevertheless, a handful of them became graduate entrepreneurs. Graduates who are more likely to be entrepreneur are: those with prior entrepreneur experiences, UMK graduates, male, married, father is entrepreneur, and choose entrepreneurship as first choice career. Moreover, graduates who choose entrepreneurship as their first choice career and with entrepreneurial family background have the shortest job search duration, either being entrepreneur or paid employees. Various policy implications are drawn and presented based on these findings.

**The Effect of Organizational Climate on Academic Entrepreneurship:
A Study on Pakistani Universities**

Manzoor Ali Mirani (Universiti Tun Abdul Razak)*
Mohar Yusof (Universiti Tun Abdul Razak)

Abstract

Academic entrepreneurship is very vital for the commercialization of scientific knowledge produced within the universities. It requires suitable university climate and the entrepreneurial culture to flourish. Taking this opportunity, this study develops a theoretical model of university climate and organizational culture influencing academic entrepreneurship activities. Influenced by corporate entrepreneurship perspective, the study proposes that the model will help universities, government and academics devise the strategies to maximize the benefits of academic entrepreneurship for the universities and the economies at large. The study advances the discussion on corporate entrepreneurship within universities. The study also proposes the implications for future research directions.

Development of Entrepreneurship and Sustainable Innovation in Indonesian Small and Medium Enterprises (Study on Trusmi Batik SMEs in Cirebon, West Java, Indonesia)

Tita Borshalina (Widyatama University)

Abstract

The objective of this research is to describe the development of entrepreneurship and sustainable innovation in Indonesian Small and Medium Enterprises, case study on Trusmi Batik SMEs in Cirebon, West Java, Indonesia. This study is a descriptive study by using qualitative approach, and generate descriptions and analyzes how the development of entrepreneurship and sustainable innovation in Trusmi Batik SMEs in Cirebon, West Java, Indonesia. This study used data which collected using several methods, including site observation, interviews, and document study method (content analysis). Data were analyzed using interactive analysis. The research result indicated that the important role of entrepreneurship and sustainable innovation on Trusmi Batik SMEs businesses entrepreneurship can provide ideas in the businesses development. Innovation can provide tangible contribution to support business improvement on Batik Trusmi SMEs in Cirebon. The results also showed that high innovation can improve business Trusmi Batik SMEs. These results indicate that product innovation implementation became priority and have dominant contribution to reflect innovation. Meanwhile, growth in assets is the most important indicator to reflect the businesses. That is, an increase in product innovation can determine which assets growth as a reflection of the development of business, thereby providing a high contribution toward business improvement of Batik Trusmi SMEs in Cirebon.

**Perceived Organizational Support, Job Complexity, and Self-Efficacy as Latent Predictors of Entrepreneurial Behavior among Bank Managers in Malaysia:
A Review of the Literature and Model Development**

Nurul Liyana Mohd. Kamil (Universiti Sains Malaysia)
Azzat Mohd. Nasurdin (Universiti Sains Malaysia)*

Abstract

Entrepreneurial behavior within organizations is desired by employers due to its functional outcomes. It is regarded as a vehicle for organizations to improve its performance and enhance competitive advantage. Effective display of entrepreneurial behavior by organizational members contributes to the creation of value for the organization. Although prior research suggests the importance of individual entrepreneurial behavior in organizations, studies on its predictors particularly within the banking sector are scarce. Therefore, the objective of this paper is to provide a review and synthesis of the literature and subsequently propose a research framework linking perceived organizational support, job complexity, and self-efficacy with entrepreneurial behavior. Discussion of the model is made in relation to branch managers working in the Malaysian banking industry.

6.4 Room 4(Serai): JGM Session

Session Chair: Eng Teck Yong (Managing Editor of JGM, University of Southampton)
(JGM, Journal of General Management)

Developing High-Tech Companies in Singapore

Faizal Yahya (National University of Singapore)

Abstract

The government has played a key role in Singapore's economic development since its independence. Since 2000, the latest phase of economic growth and development would be dependent on Singapore nurturing high-tech industries as it transforms into a knowledge based economy (KBE). In 2009, the government initiated its latest 10 year plan for economic restructuring. The aim is to enhance the business ecosystem and facilitate the growth of small and medium enterprises (SMEs) including those in the high-tech cluster which is expected to play a larger role in economic growth. This paper aims to examine the challenges and possible solutions in the process of developing and nurturing high-tech industries in Singapore. Apart from the use of primary and secondary data, a focus group discussion comprising of ICT startup companies, venture capitalists, policy makers and business analysts was arranged to examine key problems and possible solutions to expanding the sector.

A Structural Equation Modelling of Entrepreneurial Competencies Impact on the SME

Sulaiman Sajilan (Universiti Kuala Lumpur)
Shehnaz Tehseen (Universiti Kuala Lumpur)*
Ilham Sentosa (University Kuala Lumpur)
T. Ramayah (Universiti Sains Malaysia)

Abstract

The aim of this paper was to investigate the influence of two domains of entrepreneurial competencies namely strategic competency and ethical competency on the firms' growth within the Malaysian wholesale and retail SMEs. The study also examined the roles of network competence as a mediator and a moderator among understudy variables. The data was collected from 80 entrepreneurs of wholesale and retail SMEs from the areas of Selangor and Kuala Lumpur through a standard structured questionnaire. PLS-SEM approach was utilised to analyse the data. The results of this study found a strong influence of strategic competency on business growth and mediating role of network competence in the relationship between strategic competency and business success. On the other hand, ethical competency was found to have weak impact on business growth with the moderating impact of network competence between ethical competency and business growth. The implications and future recommendations are also discussed.

Moderating Effect of Organizational Culture on the Relationship between Commitment to Business Social Responsibility (BSR) on Performance of SMEs in Nigeria

Abdullahi Hassan Gorondutse (Nigerian Police Academy)*
Haim Hilman (Universiti Utara Malaysia)

Abstract

This study examines the commitment of Business Social Responsibility (BSR) on performance of SMEs in Nigeria, also examines moderating effect organizational culture. Commitment in all activities and programmed is assumed to be one of the most imperative requirements for business to survive and flourish in a volatile environment. This study assesses commitment of BSR and organizational performance among SMEs. The data for this study were collected from the Managers/owners in Kano State Nigeria. Out of 800 distributed questionnaires, 486 usable questionnaires were returned. Before examining the effect of commitment on the performance of SMEs, the validity and reliability of the measurement, measurement model was investigated and confirmed in line with the standardized reporting style of PLS structural equation modeling. The result of the study concerning the effect of commitment of BSR on the performance of SMEs was statistically reveals insignificant in line with the previous literature. However, as predicted organizational culture significantly related to performance and moderate the relation. The last section of the study discusses the findings and provides further insights into future research.

The Roles of Transformational Leadership, Entrepreneurial Competence, and Technical Competence on Enterprise Success of SMEs in Malaysia

Ng Hee Song (Universiti Sains Malaysia)*
Daisy Kee Mui Hung (Universiti Sains Malaysia)
T. Ramayah (Universiti Sains Malaysia)

Abstract

This study used the Partial Least Square Structural Equation Modelling (PLS-SEM) to analyse the impact of the three crucial factors, namely transformational leadership, entrepreneurial competence and technical competence on enterprise success measured in terms of financial performance and non-performance among SMEs in Malaysia. Enterprise success is one of the areas in entrepreneurship that have not been adequately explored by researchers. The present study posited and tested six hypotheses and the results confirm five hypotheses that transformational leadership, entrepreneurial competence and technical competence are positively related to enterprise success in term of firm performance and non-financial performance, except that transformational leadership is not positively related to non-financial performance. The study findings lean support to the research model that there are positive relationships between transformational leadership, entrepreneurial competence, technical competence, and enterprise success in small SMEs. The results made contributions to better understanding of SME business development in Malaysia which has become the central stage in Malaysia economics. Implications for policy makers, academics and practitioners, limitations and future research are also discussed.

Entrepreneurial Competencies of the BoP Entrepreneurs in Achieving Business Success: A Study on the Mom and Pop Shops in Urban Cities of Bangladesh

Syed Abidur Rahman (Universiti Sains Malaysia)*
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Seyedeh Khadijeh Taghizadeh (Universiti Sains Malaysia)

Abstract

Entrepreneurial competencies have been widely researched in diverse contexts. Scholars and practitioners contend that entrepreneurial competencies are pre-requisite to business success. The objective of this study is to reveal entrepreneurial competencies that are required to achieve business success measured in terms of financial and non-financial performance of the BoP entrepreneurs who run mom and pop shops in Bangladesh. A quantitative approach has been employed whereby 213 of BoP entrepreneurs were surveyed by means of structured questionnaire. The result of the statistical analysis reveals that opportunity competency, commitment competency, innovative competency enhances the financial and non-financial performance. Further, relationship competency is also found to be instrumental to achieve the non-financial performance. On the other hand, strategic competency and analytical competency did not increase the financial and non-financial performance in this context. The study adds value to the academia and policy making to revamp and revitalize the entrepreneurship business among the entrepreneurs who are at the base of the economic pyramid.

6.5 Room 4(Serai): Entrepreneurship II

Session Chair: Noor Hazlina Ahmad (Universiti Sains Malaysia)

Business Development Strategy Analysis on Dairy Farm (Case Study at PT. MSA)

Okky Rizkia Yustian (Widyatama University)

Abstract

Dairy farm business development in Indonesia (on farm) as well as the processing industry (off farm) growing rapidly since 1980. The national milk consumption reached 3 million tons per year, 80% of them were filled with imported milk. Lembang is one of the centers of development of dairy cattle in western Java Indonesia. PT MSA one of the dairies in the valley of West Java. To overcome the problems in PT. MSA which resulted in a decrease in the profits of the company needs to design a strategy. This study uses research methods action research. To formulate strategies used external environment analysis and internal company through the IFE and EFE as an input stage, then the matching stage analysis using IE and SWOT matrix, then at the stage of decision stage using Quantitative Strategic Planning Matrix (QSPM) to determine the best strategy.

Basic Psychological Needs Satisfaction, Need Frustration and Entrepreneurial Intention

Arif Hassan (International Islamic University Malaysia)*
Ibrahim Al-Jubari (International Islamic University Malaysia)

Abstract

The presented study proposed to investigate whether satisfaction and frustration for autonomy, competence and relatedness identified as three universal Basic Psychological Needs within Self-Determination Theory of motivation (Ryan and Deci, 2000) contribute differently to entrepreneurial intention of undergraduate students (N =438) in Malaysia. Structural equation modelling was used to test the hypothesized model and structural relationships. The findings demonstrated that students' willingness to engage in starting their own businesses can be influenced by both need satisfaction and frustration. This implies that students may act volitionally and choose to be entrepreneurs and/or they may engage in entrepreneurial behaviour either out of obligation or necessity, although being volitional seems to be a stronger and dominant predictor of entrepreneurial intention.

Investigating Rural Entrepreneur's Business Performance in Malaysia

Md.Lazim Mohd Zin (Universiti Utara Malaysia)*
Zuraidah Hassan (Universiti Utara Malaysia)

Abstract

The present study attempts to provide empirical evidence on the relationship between the three facets of entrepreneurial initiatives and rural entrepreneurs business performance. The entrepreneurial initiatives considered in the study are business support, networking support, and financial support. Toward this end, a survey among 183 rural entrepreneurs was carried out. Self-reported measures were used to obtain data pertaining to government entrepreneurial initiatives and rural entrepreneurs' business performance. The multiple regression analysis was used to ascertain the proposed relationships and it was found that only networking support had statistically significant relationship with rural business performance. However, business support and financial support were not related with business performance. Discussion on the findings is highlighted, so as the implications for practice and future research. Limitations of the study are also discussed.

Entrepreneurial Competencies and Performance of Informal Micro-Enterprises in Malaysia

Abdullah Al-Mamun (University Malaysia Kelantan)*
Noorshella Binti Che Nawati (University Malaysia Kelantan)
Perasna A/P Subramaniam (University Malaysia Kelantan)
Noor Raihani Binti Zainol (University Malaysia Kelantan)

Abstract

Literature on informal economic activities has identified the significant role of informal micro-enterprises in national development and the role of entrepreneurial competencies in micro-enterprise performance. This study, therefore, examined the role of entrepreneurial competencies, i.e., risk-taking propensity, need for achievement, self-efficacy, and experience in informal micro-enterprise performance in Kelantan, Malaysia. This study used a cross-sectional design and collected quantitative data from 197 informal micro-entrepreneurs. Findings of the path analysis using variance-based structural equation modeling (SEM-PLS) revealed that informal micro-entrepreneurs' risk-taking propensity and self-efficacy have a significant positive effect on micro-enterprise performance. Development programs and policies should, therefore, focus on increasing low-income informal micro-entrepreneurs' self-efficacy and ability to take risks in order to take advantage of all the income-generating opportunities available to them, which would ultimately lead to the improvement of the socio-economic condition of low income households in Malaysia.

**Addressing the Gap in the Proximal Determinant of Entrepreneurial Behavior:
The Moderating Role of Entrepreneurial Competencies in Intention-Behavior Linkage**

Asliza Yusoff (Universiti Sains Malaysia)*
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Hasliza Abdul Halim (Universiti Sains Malaysia)

Abstract

Although intention is acknowledged as the proximal determinant of human behavior, studies have shown that entrepreneurial intention explains only a small variance in entrepreneurial behavior. Additionally, several impediments along the intention-behavior path has been postulated to exist. This paper addresses the gap in knowledge regarding the intention-behavior linkage by focusing on the moderating role of entrepreneurial competencies in enhancing the intention-behavior relationship. Evidence suggests that resources supplied by oneself such as knowledge, skills and abilities are very important in governing one's strategy to succeed in an activity. This study proposes that the presence of relevant entrepreneurial competencies will strengthen the effect of intention on behavior. The originality of this paper lies in its effort to set a stage for further deliberation on the role of entrepreneurial competencies as a moderator. It also attempt to debunk the long-believed proximal role of intention on entrepreneurial behavior.