



ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE

AIMC 2017

# ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE 2017

TECHNOLOGY & SOCIETY:  
A MULTIDISCIPLINARY PATHWAY FOR  
SUSTAINABLE DEVELOPMENT

1-2 MAY 2017

UNIVERSITI TEKNOLOGI MALAYSIA

Economics, Business  
and Management

## FOCUS AREAS

- Social Sciences and Humanities
- Science, Technology and Engineering
- Economics, Business and Management
- Life Sciences and Others



Innovation and  
Commercialisation  
Centre  
(i3C)



ASIA  
ACADEMIC SOCIETY & INDUSTRY ALLIANCE

**AIMC 2017**  
*ASIA International Multidisciplinary Conference*

**Economics, Business &  
Management**  
**(EBM 2017)**

**(EBM 2017)**  
**Management**  
**Economics, Business &**

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## *Pre-Conference Training Workshop*

**ASIA International Multidisciplinary Conference 2017**

**Pre-Conference Workshop Series**



### **Workshop 1**

**Prof. Dr. Amran Md Rasli, Universiti Teknologi Malaysia, Malaysia**  
*Topic “Underlying concepts and assumptions for SEM”*  
 30 April 2017, UTM Johor Bahru

### **Workshop 2**

**Dr. Mohammad Imran Qureshi, Universiti Kuala Lumpur, Malaysia**  
*Topic “Structural Equation Modeling (SEM) Using SmartPLS”*  
 30 April 2017, UTM Johor Bahru



Single Workshop Fee = RM 125 - Both Workshops Fee = RM 200

CIMB Bank Account#: 7612232265, Title: Muhammad Yasir

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**AIMC 2017**

ASIA International Multidisciplinary Conference



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**ASIA**  
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# **AIMC 2017**

**ASIA International Multidisciplinary Conference**

# Conference Program

## Schedule for AIMC 2017

**Conference Theme: Technology and Society: a multidisciplinary pathway for sustainable development**

**Venue: Seminar Room 2, FAB, Universiti Teknologi Malaysia, Johor Bahru, Malaysia**

### Monday, 1<sup>st</sup> May 2017

Time	Event
07:30-08:45	Registration
08:45-09:00	Guests Seating
09:00-09:20	Opening Note by <b>Prof. Dr Amran Rasli (UTM)</b>
09:20-09:40	Keynote Speech by <b>Prof. Dr Rajah Rasiah (UM)</b>
09:40-10:00	Keynote Speech <b>Prof. Dr Hadi Nur (UTM)</b>
10:00-10:15	Introduction of Connecting Asia by <b>Dr Muhammad Imran Qureshi (UniKL)</b>
10:15-10:20	Group Photograph
<b>10:20-10:45</b>	<b>Breakfast</b>
10:45-13:00	Parallel Sessions / 5Slides 5 Minute 5 Slides (5S 5M)) Competition /Poster Presentation Competition
<b>13:00-14:00</b>	<b>Lunch &amp; Prayer Break</b>
14:00-16:00	Parallel Sessions
	5Slides 5 Minute 5 Slides (5S 5M) Competition
	Poster Presentation Competition
<b>16:00-16:15</b>	<b>Tea Break</b>
16:15-18:15	Parallel Sessions
	5Slides 5 Minute 5 Slides (5S 5M) Competition
	Poster Presentation Competition

## CONFERENCE GALA DINNER

# AIMC 2017

## ASIA International Multidisciplinary Conference

**Venue:** Pulai Spring Resort, Skudai, Johor Bahru<sup>a</sup>

**Date:** 1 May 2017

**Time:** 19:00 – 22:00 Hours

Time	Program
19:00 – 19:30	Registration & Guest Seating
19:30 – 19:40	Welcome Speech by Conference Chairman <b>Prof. Dr Amran Rasli</b>
19:40 – 20:00	Keynote address by <b>Vice Chancellor UTM, Prof. Datuk IR. Dr Wahid Bin Omar</b>
20:00 – 20:05	Montage (ASIA Achievements & AIMC 2017)
20:05 – 20:15	About ASIA till Now and Future Plans of ASIA, Launch of ASIA Membership Campaign
20:15 – 20:30	Presentation of Awards and cash prize
20:30 – 21:15	Cultural Event
21:15 – 21:20	Photo Sessions
21:20 – 22:00	Networking & Dinner
22:00	End of the Event

**Dinner Theme:** Connecting People Globally

**Dinner Attire:** Traditional Attire<sup>a</sup>

**Tuesday, 2 May 2017**

09:00-17:00	<b>Virtual Conference (Audience is not allowed)</b>
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<sup>a</sup>20km, Jalan Pontian Lama, 81110 Pulai, Johor Malaysia

Tel : +607 521 2121, Fax : +607521 1818, Email: enquiry@pulaisprings.com

<sup>b</sup>(The Guests are requested to wear their own Country's Traditional Attire)

## WELCOME MESSAGES FROM CONFERENCE CHAIR

### **Professor Dr Amran Rasli**

*We welcome all respected Researchers to the AIMC 2017, ASIA International Multidisciplinary Conference on four sub-themes i.e. Social Sciences and Humanities, Life Sciences, Science, Technology and Engineering, Economics, Business and Management. AIMC 2017 received more than 1700 abstracts from 22 countries. However, after rigorous review process, 500 quality abstracts were selected for oral presentations. The presentations are divided into different categories including 5Slides 5Minute (5S 5M) competition which are a trademark of ASIA, poster presentation competition and oral presentations with a cash prize for winners. These papers cover a wide range of disciplines consisted of Social Sciences and Humanities, Psychology, Education, Linguistics, Civilization and Law, Anthropology, Life Sciences, Environmental Sciences, Biosciences, Pharmacy, Medical Sciences, Earth sciences, Geology, Agriculture, Anatomy, Genetics, Zoology, Science, Technology and Engineering, Civil Engineering, Mechanical Engineering, Chemical Engineering, Electrical Engineering, Energy, Marine Engineering, Information technology and Computer science, Bioinformatics, Geo-informatics and real states, Mathematics, Physics and Chemistry, Economics, Business and Management, Economics, Business Management, Accounting and Finance, Management, Marketing, Technology management, Human Resource and Operations Management, that bring new and general insights body of knowledge and research world. We are delighted that we will have Special Keynote Speakers Prof. Datuk Ir. Dr Wahid bin Omar Vice Chancellor UTM, Prof. Dr Rajah Rasiah. Professor Dr Hadi Nur and Dr Muhammad Imran Qureshi. They will deliver an insightful keynote on the emerging agenda of the conference. ASIA is a Research society intended to create a symbiotic partnership between academia and industry to provide sustainable solutions for social and industrial issues. ASIA Mediterranean network is a conference management system which aims to bring all respective stakeholders, including practitioners, educators, and professionals on one platform from all over the globe to share the latest developments and transfer the academic and tacit knowledge to make the society more sustainable and knowledgeable. Recently the ASIA Mediterranean Network conducted 2<sup>nd</sup> ASIA International Conference AIC 2016 at UTM Kuala Lumpur Malaysia. In addition, 2<sup>nd</sup> AFAP International Conference on Entrepreneurship and Business Management (AICEBM 2015) was successfully conducted at Kuala Lumpur Malaysia. In 2015 ASIA International Conference (AIC 2015) in collaboration with UTM-ICC was also successfully organised. In the same vein, ASIA extends the journey of success to organise ASIA International Multidisciplinary Conference AIMC 2017 in collaboration with UTM-ICC, and Universiti Teknologi Malaysia on four sub-themes i.e. Social Sciences and Humanities, Life Sciences, Science, Technology and Engineering, Economics, Business and Management. at Universiti Teknologi Malaysia, International Campus, Johor Bahru, Malaysia.*



## GUIDE TO SESSION CHAIRS

### Before Session

1. Please arrive at the meeting room 5 minutes earlier before the session starts.
2. You can check the program on the official conference website in advance.
3. If there are any changes of the session time or presenting abstract, the working staff will notify you right at the registration desk.

### During Session

1. Please divide the available time equally among all presenters. Each paper should be presented in ten minutes, followed by three minutes discussion time.
2. At the beginning of the session, briefly, introduce yourself, announce of your arrangement of the presentations to the presenters and the audience. Please make sure the presenters are aware that they will receive their certificate at the end of the session.
3. We will have our working staff ready at the end of each session to take a group picture of the participants, please help to gather everyone for the photo shoot.
4. Papers with more than one author do not get any extra time for the presentation.
5. Please remind the presenters of the remaining time they have three minutes before the end of their presentation. If a speaker goes beyond the allotted time, the session chair should ask him/her to close the presentation promptly and politely.
6. Confer the certificate of participation to every presenter at the end of the session.
7. Please try to make sure the session timely proceeds since some attendees need to move from session to session.
8. If any problem which affects the continuation of your session appears, please send someone to contact the organisers.
9. If any of the presenters fail to appear at the session, please return their certificates to the organising committee.

## SESSION CHAIRS & JUDGES

<b>Names</b>	<b>Area</b>	<b>University</b>
Prof. Dr. Amran bin MD. Rasli	Management	UTM
Prof. Dr. Rajah A/l Rasiah	Business Economics	UM
Dr. Nurwina Akmal Binti Anuar	Biosciences and Health Sciences	UTM
Dr. Shafqat Ullah Khan	Communication/Electrical Engineering	UTM
Dr. Muhammad Adil Khattak	Mechanical and Nuclear Engineering	UTM
Dr. Rashid Ahmed	Physics	UTM
Dr. Kashif Tufail Choudhary	Physics and Biomedical Engineering	UTM
Dr. Usman Ullah Sheikh	Electronics and Computer Engineering	UTM
Dr. A. S. A. Ferdous Alam	International Business Management	UUM
Dr. Mastura Mahfar	Management	UTM
Prof. Madya Dr. Khairil Wahidin bin Awang	Economics and Management	UPM
Dr. Zainudin bin Hassan	Education	UTM
Dr. Aqeel Khan	Education	UTM
Dr. Farhana Diana Deris	Linguistics and Online Learning	UTM
Dr. Mehrbakhsh Nilashi	Computing	UTM
Dr. Zahid Sultan	Built Environment	UTM
Dr. Dodo Yakubu Aminu	Sustainable Architectural Education	UTM
Dr. Munirah Binti Onn	Applied Sciences	UiTM
Dr. Yulia Hendri Yeni	Business and Management	Unand,
Dr. Syed Zuhaib Haider Rizvi	Lasers Induced Plasma	UTM
Dr. Maqsood Ahmed	Nuclear Energy Physics	UP, Pakistan
Assoc. Prof. Dr. Mukhiddin Muminov	Analysis, Mathematical Physics	UTM
Dr. Mazlina Mustapha	Economics and Management	UPM
Dr. Jafri bin Mohd. Rohani	Industrial and Mechanical Engineering	UTM
Dr. Ani Bin Shabri	Mathematics/Statistics	UTM
Dr. Basheer Ali Ghazali	Business and Management	KFU, SA
Dr. Mohamed Ayyub Hassan	Human Resource Development	UTM
Prof. Madya Dr Torehman	Management	UTHM
Dr. Abdullah Hisam Omar	Geo Information	UTM
Dr. Mhammed Amin Azimi	Built Environment/ Civil Engineering	UTM
Dr. Suresh Ramakrishnan	Accounting and Finance	UTM
Dr. Goh Chin Fei	Business and Management	UTM
Dr. Tan Sui Hong, Helen	Business and Management	UTM
Assoc. Prof. Dr. Ismail Said	Built Environment	UTM
Dr. Associate Prof. Datin Dr. Hasmah Binti Zanuddin	Department of Media Studies, Faculty of Arts and Social Sciences	UM
Dr. Inam Abbasi	Electrical Engineering	UTM
Dr. Qais Ali	Computing	UTM
Dr. Usman Ahmad	Computing	LCW, Pak

<b>Names</b>	<b>Area</b>	<b>University</b>
Dr. Kang Chia Chao	Electrical Engineering	Uni KL
Dr. Tan Owee Kowang	Management / Mechanical Engineering	UTM
Dr. Muhammad Imran Qureshi	Operation Management	Uni KL
Dr. Solomon Olayinka	Management	UTM
Dr. Monica Obi	Education	UTM
Asso. Prof. Dr. Hashanah Binti Ismail	Economics and Management	UPM
Dr. Susilawati Toemen	Chemistry	UTM
Dr. Salmiah Jamal Mat Rosid	Chemistry	UTM

## **EDITORIAL TEAM**

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<b>Name</b>	<b>Affiliation</b>
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Dr Ibrahim Danjuma	Modibbo Adama University of Technology, Nigeria.
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## **Team for AIMC 2017**

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Professor Dr Amran Rasli

### **Program Director**

Dr Muhammad Imran Qureshi

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- ✓ Hishan Shanker Sanil
- ✓ Muhammad Yasir
- ✓ Muhammad Aamir
- ✓ Mansoor Nazir Bhatti
- ✓ Arslan Umar Advocate
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Nabeelah zain ul Abideen	



## OUR DIGNITARIES



***Prof. Datuk. Ir. Dr Wahid bin Omar***  
*Vice-Chancellor,*  
*Universiti Teknologi Malaysia*

**Datuk Wahid Omar** is a Professor of Structural Engineering at the Faculty of Civil Engineering, Universiti Teknologi Malaysia (UTM). He was appointed as the Vice-Chancellor of UTM in September 2013. Wahid Omar obtained his PhD. in Structural Engineering from the University of Birmingham, his Master's degree in Bridge Engineering from the University of Surrey, and his Bachelor of Science in Civil Engineering degree from the University of Strathclyde, United Kingdom. He is a Fellow of the Institution of Engineers

Malaysia, a registered Professional Engineer with the Board of Engineers Malaysia and a member of various professional bodies. He is also an Honorary Member of the ASEAN Federation of Engineering Organization (AFEO). His areas of expertise include structural assessment, reinforced and pre-stressed concrete and ductility of high strength concrete and project management. Prior to his present appointment, he was the Deputy Vice-Chancellor (Development) (2011-2013) and the Director of the Office of Asset and Development (2008-2011). In his capacity as the then Director of the Office of Asset and Development, he was entrusted with a major task to manage UTM campus development projects worth RM1 billion.



**Professor Dr Amran Rasli** has a PhD in Society, Business & Globalisation from Roskilde University, Denmark. He is currently the Director of Innovation and Commercialization Centre, Universiti Teknologi Malaysia. His main task is to screen UTM research and development projects, and subsequently, create commercial ventures through licensing and/or formation of spin-offs companies. He is a director of two spin-off companies on behalf of UTM. He also liaises, plans and conducts entrepreneurship activities with funding

agencies to ensure the sustainability and impact for the entrepreneurs and the agencies concerned. At the Faculty of Management, Prof. Dr Amran Rasli teaches postgraduate students, supervise doctoral students, conduct research projects and write journals for publication as per the expectation of the university. Prof. Dr Amran Rasli is still active in doctoral supervision having graduated 31 PhD scholars so far. He had been invited as a visiting professor at University College of Engineering and Technology, Pahang, Indian Institute of Risk Management, Hyderabad, India, Hebei University, China, Kaunas Technological University, Lithuania, National Central University, Taoyuan, Taiwan, National Chen Kung University, Tainan, Taiwan and Universitas Sebelas Maret, Surabaya, Indonesia. He is currently an Adjunct Professor at Asia E-University.



**Dr Rajah Rasiah** is Professor of Economics and Technology Management at the Faculty of Economics and Administration, University of Malaya. He was the first holder of the Khazanah Nasional Chair of Regulatory Studies and a Professorial Fellow at UNU-MERIT and a member of the GLOBELICS scientific board, and an advisory member of the Industrial Development Research Centre, Zhejiang University. He is also a member of the National Science Research Council, Malaysia, and an advisory member of the Export Committee of the Ministry of International Trade and Industry, Malaysia. He has contributed extensively to projects commissioned by UNCTAD, World Bank, ILO, UNIDO, UNESCO, UNDP and WIPO in Africa, Asia and Latin America. He obtained his doctorate in Economics from Cambridge University in 1992 and was a Rajawali fellow at Harvard University in 2014. He is the 2014 recipient of the Celso Furtado prize from the World Academy of Sciences for his contributions to the field of social sciences. He has published more than 300 research articles in SCOPUS, ISI indexed and Impact factor journals. He has supervised 32 Doctoral Theses and 18 Master Theses. More than 100 scientific papers have been presented since 2007 at various international conferences. About 17 books have been published in national and international publishers. His work has been cited extensively (<3700) with 94 i10 index and h index 31.



**Dr Hadi Nur** is a Professor and specialised in advanced materials and heterogeneous catalysis. His main field of undergraduate and graduate studies was in chemistry and materials engineering at the Institut Teknologi Bandung. He obtained his B.S. and M.Eng. (cum laude) degrees in 1992 and 1995, respectively. Shortly after that, he continued his postgraduate studies in zeolite chemistry at the Universiti Teknologi Malaysia (UTM) as he received his PhD degree in 1998. His postdoctoral studies started with a year as a UTM Postdoctoral Fellow and with two years as a Japan Society for Promotion of Science (JSPS) Postdoctoral Fellow at Catalysis Research Center (CRC), Hokkaido University, Sapporo, Japan. He continued there as a Center of Excellence (COE) Visiting Researcher at CRC for half a year. In May 2002, he joined the Ibnu Sina Institute for Fundamental Science Studies, Universiti Teknologi Malaysia. He was a visiting scientist at the Institute for Heterogeneous Materials Systems, Helmholtz-Zentrum Berlin for Materials and Energy, Germany from July to September 2015. Currently, he is a full professor at UTM. He has supervised many postgraduate students studying for PhD and M.S. degrees in heterogeneous catalysis and advanced materials, for example, zeolite chemistry and catalysis, photocatalysis, semiconductor nanoparticle-polymer composite, bifunctional oxidative, and acidic catalysts and phase-boundary catalysis. Currently, he and his family enjoy living in Johor Bahru area and are glad that they made the move.



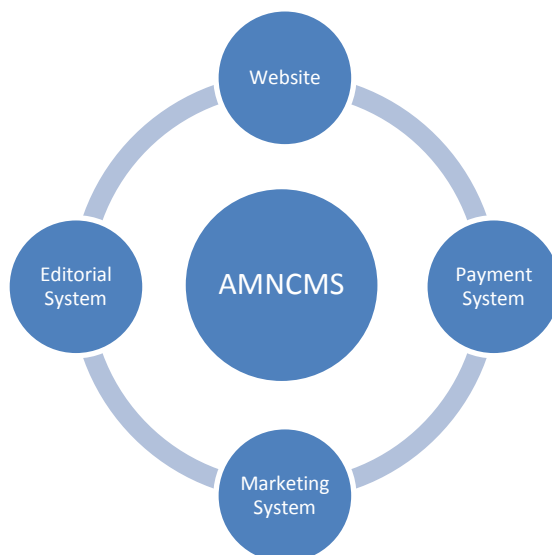
**Muhammad Imran Qureshi** is a doctor of management from Universiti Teknologi Malaysia. His doctorate research focused on the work practices for sustainable manufacturing under Socio-technical systems context. He is currently working as a senior lecturer in Malaysian Institute of Industrial Technology (MITEC), Universiti Kuala Lumpur. He is also founding Director of Connecting ASIA research network. He has ten years of teaching experience in the field of Operations Management, Strategic Management, Project Management, Total Quality Management, Statistical Process Control, Environmental Management, Logistic and

Supply Chain Management, Production Management and Operations Research, Statistics and Data Analysis. He is a professional trainer for data analysis. He has conducted several workshops on Structural Equation Modeling (SEM) using AMOS and SMART PLS, qualitative data analysis using NVIVO. On the research side, his research profile consists of more than 100 research publications in renowned journals with a cumulative impact factor above 34. He has written several impact factor publications with world renowned publishers like ELSEVIER and SPRINGER in the area of Operations Management, Environmental Management, Sustainability and Organizational Behavior. His work has been cited extensively with 15 i10 index and h index 12.

## **CONNECTING ASIA CONFERENCE MANAGEMENT SYSTEM NETWORK (CACMSN)**

*AMNCMS provides all solutions for the problems in managing conferences. This is a comprehensive system to manage conference website, marketing and payment system. AMNCMS also contains an integrated editorial system for submission and review of the conference articles. AMNCMS enables conference organisers to manage multiple conferences on the single web and provide hassle free easy to use interface for organisers and researchers over the globe. AMNCMS is undergoing the process for copyright protection as stipulated by the commercialization policy of Universiti Teknologi Malaysia (UTM). Many local and international conferences are using AMNCMS for hassle free conference management. Our team is committed to providing quality services to satisfy conference organisers needs.*

### **CONNECTING ASIA CONFERENCE MANAGEMENT SYSTEM NETWORK**



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*Call for Paper*



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**International Conference on Management, Accounting, Business and Entrepreneurship (ICMABE 2017)**

Tentative Dates: 15 - 18 October, 2017  
Tentative Venue: Jakarta, Indonesia

*Themes*  
Management, Accounting and Finance,  
Entrepreneurship & Business

*All accepted articles will be published in **Scopus** indexed journals*



For further information please visit: <http://asiamediterranean.org>  
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*Call for Paper*



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Innovation and Commercialisation Centre (ICC)

**3<sup>rd</sup> ASIA International Conference 2017 (AIC-2017)**

Tentative Dates: 16-17 December 2017  
Tentative Venue: UTM, Kuala Lumpur, Malaysia

*Themes*  
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## Abstracts for AIMC 2017

Abstract ID: AIMC-2017-EBM-1

### MANUFACTURING EMPLOYEES' JOB STRESS AND ITS RELATIONSHIP TO TURNOVER INTENTION

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**Co-Authors:** Siti Sarah Omar & Elaine Lau, Y. L.

#### Abstract

**Introduction:** *In recent years, manufactured employees encounter stress at their workplace, such situation causes the high turnover rate. Job stress was positively related to the turnover intention. Job stress is recognized as a major challenge for both organization and employee. Employees with high job stress may dissatisfy with their jobs and tends to have a low level of organization commitment. This will lead to high rate of absenteeism and turnover in an organization, as well as decreased level of job satisfaction and overall productivity. Therefore, this research intends to determine the relationship between job stress and turnover intention among manufacturing employees.* **Methodology:** *The quantitative research design was selected to be used in this study because it was a suitable method to identify the relationship between the job stress and turnover intention among the employees in the manufacturing industry. The target population was 400 administrative level of employees in this study on manufacturing industry in Batu Pahat, Johor. So, the required sample size was 196. Most of the respondents came from food industry, textiles and textile product industry, and electrical and electronic industry. This research was conducted using a survey approach and questionnaire was the tool used to collect data. The questionnaire used in this study consisted of three sections which were Section A (demographic data), Section B (Job Stress) and Section C (Turnover Intention). 230 sets of questionnaires have been distributed to the administrative level of employees in the manufacturing industry. Despite 230 questionnaires that have been distributed, the number of received back questionnaires for this study was 195 sets only. The response rate in this study achieved 85%. The data collected was analyzed quantitatively using SPSS.* **Findings:** *The outcomes discovered that all dimensions of job stress were associated with turnover intention. However, the correlations were very weak, except for demand, peer support and relationship which had a weak correlation with turnover intention. Hence, it can be said that all dimensions of job stress including demand, control, manager support, peer support, relationship, role clarity and change are related to turnover intention among manufacturing employees. For example, for demand dimension, it had a weak positive significant relationship with turnover intention which consistent with the finding of Chiu et al. (2009). According to Chiu et al. (2009), demand will positively affect their turnover intention because of the high demand bring negative effects on employee's mental and physical health and job satisfaction which cause the turnover intention of employees. When the demand is high until exceeding human capability where an employee is unable to cope, they may experience stress, nervous, anxious and frustrate during working. When these feelings achieve a point that employees unable to withstand, the turnover intention of the employee becomes high because they just want to leave the miserable working environment. Furthermore, relationship dimension was found as the dimension that mostly related to the turnover intention.* **Contribution:** *This study is conducted to determine the relationship between job stress and turnover intention among employees as well as determine the dimension of job stress that is most closely related to turnover intention of employees in the manufacturing industry in Batu Pahat. Understanding the relationship between job stress and turnover intention provides key insights that will enable organizations to understand the job stressors which affects turnover rate of employees in an organization. This is helpful for an organization to retain competitive work force. These improvements to human resource management will influence organizations' overall performance and long-term viability in the manufacturing industry. These will also contribute to the improvement of performance and economic status such as gross domestic product (GDP) in Malaysia. Finally, it is also anticipated that the results of this study can serve as a guideline which help to provide guidance and information for future research in this field. It is also believed that this research will help to motivate other researchers to further study other areas which are not covered.*

**Keywords:** Job stress; turnover intention; manufacturing employees

Abstract ID: AIMC-2017-EBM-2

## FINANCIAL WELL-BEING AMONG MALAYSIAN MANUFACTURING EMPLOYEES

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### Abstract

**Introduction:** *Owing to the consequences of the financial crisis past few years, the name of financial well-being has been raised significantly as a part of individual's life skill and has drawn attention in both employers and employees. Currently, in Malaysia, many individuals especially the young generations find themselves hard to keep up with payments and inflations due to lack of financial literacy that helps them to avoid spending beyond their limits. Thus, the objectives of this study are to determine the level of financial well-being among manufacturing employees as well as to test the relationships between determinants and financial well-being.*

**Methodology:** *This research is using the quantitative method to collect numerical data from the interested population. A basic statistic such as percentage, frequency, mean and standard deviation is then analyzed to explain a particular phenomenon. Random sampling was used in this study. The sample size is determined based on Krejcie & Morgan's (1970) table. In this study, the targeted population was 400 production operator, administrative employees, executives, and manager in the manufacturing industry in Batu Pahat, Johor. A total number of 220 printed questionnaires were distributed to one of the manufacturing companies in Batu Pahat to be collected. Even though 220 questionnaire were sent, but only 196 questionnaire were collected back from the respondents for this research. As a result, the response rate was 89.1 %. This study was carried out using a survey method and the tool for gathering data. The questionnaire was made up of two sections. The first section in the questionnaire gathered respondents' demographic information, while the second section gathered data on the level of financial well-being. The data gathered from the respondents were analyzed using a tool called Statistical Package for Social Science (SPSS) version 22.0. **Findings:** *From the average mean score, it can be concluded that the level of financial well-being the respondents is still at the medium level (average mean= 3.27). Most of the respondents are tend to have a moderate level of financial well-being, and only few of them out of 196 respondents have low level of financial well-being. On the other hand, the hypothesis results of all the variables with financial well-being were accepted in this research as the value of Cramer's V was greater than 0.25. Among the hypothesis, the highest Cramer's V value is 0.441. The value means that the determinant marital status has the strongest relationship among others determinants with the variable financial well-being. This indicates that being single or married among the manufacturing employees in Batu Pahat can affect their level of financial well-being (Joo & Grable, 2004; Baek & DeVaney, 2004). However, the current job position among the employees has lowest Cramer's V value among all the determinants, which is 0.304. In other words, it has the weakest relationship with financial well-being. **Contribution:** *This study is executed to determine the level of financial well-being among manufacturing employees in Batu Pahat. Understanding the level of financial well-being among manufacturing employees in Batu Pahat enables key insights that will provide organizations to influence their recruitment process, the alignment of employees in the field and their efforts to satisfy employees. These improve the human resource management in the manufacturing industry will give impact to organizations' overall performance and long-term evaluation. They will also contribute to the improvement of performance and economic status in Malaysia. Finally, it is also anticipated that the results of this study may help to guide and provide useful information for future research in this area.***

**Keywords:** Financial well-being; manufacturing employees

Abstract ID: AIMC-2017-EBM-3

## EMPLOYERS' PERCEPTIONS OF THE IMPORTANCE OF EMPLOYABILITY SKILLS IN MANUFACTURING INDUSTRY

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### Abstract

**Introduction:** *Malaysian graduates faced with obstacles while looking for employment upon graduation because of the absence of employability skills among them. There is an issue stated about many technical graduates lack of employability skills based on the previous research that study about the employability skills. Hence, this study intends to identify the employers' perceptions of the most importance of employability skills in manufacturing industry as well as to determine the differences in the importance of employability skills from the perspective of employers based on the gender of employer, company size and type of the manufacturing sector.*

**Methodology:** *Quantitative approach has been used to carry out on this research that including the activity of collecting numerical data from the target population. The target respondents of this study are 400 employers or executives who are actively involved in recruitment processes from large and small-medium size companies located in the area of Batu Pahat, Johor. A total of 182 respondents were chosen randomly from the target population. The questionnaire constructed for this research comprises of two sections. Section A captures the demographic information of the respondents, and section B requires employers to rate the level of importance for each of the employability skills listed with a three-point Likert Scale that ranged from (1), “not so important”, (2) which is “moderately important” until (3) which is “very important”. The questionnaire was modified from Singh & Singh (2008). The data collected and results obtained from the respondents were analyzed quantitatively by using the statistical software SPSS in order to attain the objectives of this research.*

**Findings:** *The analysis showed that communication skills with the average mean score of 2.900 is the highest mean values followed by problem solving skills and adaptability skills with the average mean score of 2.630, interpersonal skills and ability to work as a team with the average mean score of 2.480, personal organization and time management skills with the average mean score of 2.340, English language proficiency with the average mean score of 2.337, leadership skills with the average mean score of 2.120 and information, communication and technology skills with the lowest average mean score of 1.905. This result showed that communication skills are one of the most important elements in the list of employability skills because it is emphasized by the employer and also have the highest value. Moreover, the independent sample T-test presented that there was no significant difference of employee’s gender towards the perception of importance level of the employability skills. The One-Way ANOVA displayed that there was significant difference for company size towards the perception of importance level of the employability skills. Furthermore, One-Way ANOVA indicated that there was no significant difference for the type of manufacturing sector towards the perception of importance level of the employability skills. **Contribution:** *In this study, the employability skills from the employer’s perspective is essential to provide the key insights that will enable the peoples to be more understand about the demand of employers of manufacturing industry are looking for nowadays and develop their employability skills before get ready to enter the labour market. This study allows the peoples understand the type of employability skills which they should acquire and make an effort in order for them to get employed. These improvements will contribute to the improvement of job performance and productivity towards the economic development in our country.**

**Keywords:** Perceptions; employability skills; manufacturing industry

Abstract ID: AIMC-2017-EBM-6

## MANUFACTURING EMPLOYEES’ PERCEPTIONS OF SAFETY CLIMATE AND THEIR RELATIONSHIP TO WORKER INJURIES

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### Abstract

**Introduction:** *The presence of worker injuries has led to some consequences such as lower productivity. In Malaysia, there was over 20 percent of total fatal accidents and over 37 percent of total disablement accidents in 2008 involved manufacturing employees. In 2013, the total accident cases for manufacturing sector have reached 1,655 as reported by Department of Safety and Health. There were 58 fatalities in the accident cases. This study attempts to identify the relationship between the perceptions of safety climate and worker injuries among manufacturing employees. It also identifies the perceptions of safety climate that mostly related to worker injuries. **Methodology:** *Quantitative research is use in this study because it is a suitable method to identify relationship between the perceptions of safety climate and worker injuries among employees in manufacturing industry. For this study, random sampling is used based on Krejcie & Morgan’s (1970) table to determine the sample size. The targeted population is the employees of the manufacturing industry in Batu Pahat, Johor. 160 respondents were chosen randomly from one manufacturing company in Batu Pahat, Johor. This study was carried out by using survey method and the tools for gathering data were a questionnaire which comprises three sections. The first section in the questionnaire is demographic information of the respondents. The second section is the dimensions of perception of safety climate, with five items per dimension, modified from the study of (Ghahramani & Khalkhali, 2015; Liu et al., 2015). The third section involved worker injuries. The measurement of items in second section are using a five-point Likert Scales which rank from 5=strongly agree until 1=strongly disagree. Data being collected was analyzed using Statistical Package for Social Science (SPSS) version 22.0. **Findings:** *The study demonstrates that safety commitment and communication, safety***



involvement and training, coworker's support and safety supervision were correlated with worker injuries. However, the correlations are low. While the other perception, positive safety practice was not significantly correlated to worker injuries. For example, H1 shows the relationship between safety commitment and communication and worker injuries. The value of Spearman's rho correlation coefficient is 0.351. It means that the relationship has weak positive correlation. Meanwhile, the significance value shows the value of 0.001 which is less than 0.05. It shows that the correlation is significance. This result is consistent with the results from the study of Ghahramani & Khalkhali (2015) where safety commitment and communication was significantly related to worker injuries. Besides that, coworker's support indicated as the perceptions that most closely related to worker injuries with moderate correlation 0.498\*\*. This result is in line with the study of (Liu et al., 2015) where coworker's support are most related to worker injures of employee among the perceptions of safety climate. This may due to workers are more likely to help each other because of their efficient in work, thus coworker's support decreasing worker injuries. **Contribution:** This study is executed to determine the relationship between safety climate and worker injuries among employees in the manufacturing industry in Batu Pahat. Understanding the relationship between safety climate and worker injuries provides key insights that will enable organization to influence their operation costing, productivity and confidence among the workers. These improvements of safety climate in manufacturing industry will affect organizations' overall performance and economic status in Malaysia. Finally, it is also anticipated that the results of this study will help to provide the guidance and information for future research in this area.

**Keywords:** safety climate; worker injuries; manufacturing employees

Abstract ID: AIMC-2017-EBM-7

## THE IMPACT OF PRODUCT'S PACKAGING COLOR AND PACKAGING DESIGN ON PURCHASE INTENTIONS UNDER MODERATING EFFECT OF TIME PRESSURE

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### Abstract

**Introduction:** This research has been conducted to analyze whether product's packaging color and packaging design influence customers' purchase intention or not and does time constraint moderate this relationship? This study revealed that purchase intention of a customer is comparatively more influenced by the packaging color and packaging design than the element of time pressure. However, time pressure is a very important moderating factor which creates the impact on the

Packaging color and packaging design on customers' purchase intentions. This study emphasized that companies cannot compromise on the importance of time pressure, packaging color and packaging design on the customers' purchase intentions. **Methodology:** A face-to-face self-administered questionnaire adopted from (Chen, 2008; Chan et al, 2009; Brandley, 2002) and from Silayoi & Speece (2004) with slight necessary modifications to gauge time-pressured customers' purchase intentions regarding packaging colors of hair care products and then to gauge time-pressured customers' purchase intentions regarding packaging colors of skin care products (face wash and moisturizer) to develop the research instrument for the present study. The questionnaire consists of five sections, using a 5-point Likert rating scale for most questions. No question regarding the identity of respondents was asked to maintain the confidentiality. Hard copies of structured questionnaires were being distributed among 195 female respondents of Lahore. For data collection customers of skin and hair care products were selected. The reason for selecting only females in the study was that in most of the countries particularly in South Asian markets females are mostly responsible for doing shopping whether for themselves or for their household. Further, a study conducted by Sun, Adhikari, & Koppel (2015) suggested that not much customer insight data on color cosmetics is available in literature. Shampoo and hair conditioner were considered as hair care products while face wash and moisturizer were taken as skin care products.

**Findings:** Is it possible for the companies to ignore the element of colors while communicating with the customers? No doubt, with the findings above it is obvious to conclude that there are time constraints during shopping, preferences of customers vary and thus their buying behavior also vary whenever there is shortage of time. Quick buying decision is the result whenever there is the time pressure. As per above results it is clear that packaging color had significant positive relation with consumer's purchase intensions while time pressure had significant moderating impact on this relationship. Similarly, packaging design had significant positive relation with consumer's purchase intensions while time pressure had significant moderating impact on this relationship which influenced the effect of visual package element on consumer's purchase intentions. Eventually, we can say that time constraints moderately influenced the relationship among packaging color and packaging design and

*purchase intentions of customers in Pakistan. In shops or markets, when consumers were supposed to do shopping quickly under time pressure, they were mostly influenced by attractive products' colorful packaging and packaging design that in turn could influence number of sales as well. **Contribution:** This study shows the significance of much ignored area of marketing communication management. Finally, though different studies (Hasan & Khan, 2009; Seher, Arshad, Ellahi, & Shahid, 2012; Zaidi & Muhammad, 2012; Shah, Ahmed, & Ahmad, 2013; Saeed, Lodhi, Rauf, Rana, Mahmood, & Ahmad, 2013; Adam, & Ali, 2014; Ahmed, Parmar, & Amin, 2014 and Saad Ahmed Javed<sup>1\*</sup>, Sara Javed, 2015) have been conducted in Pakistan related to packaging color but the contribution of time pressure in the packaging-behavior relationship has been largely ignored in the literature while discussing the two packaging variables named packaging colors and packaging design simultaneously.*

**Keywords:** Packaging color, packaging design, purchase intention and time pressure

Abstract ID: AIMC-2017-EBM-8

### **IMPACT OF PEER RELATIONSHIP AND ORGANIZATIONAL CULTURE ON ORGANIZATIONAL COMMITMENT THROUGH JOB SATISFACTION: UNDER THE MODERATING ROLE OF PSYCHOLOGICAL CAPITAL**

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#### **Abstract**

**Introduction:** *This research is a preliminary study, which aims to examine the relationship between peer relationship, organizational commitment, organizational culture and organizational commitment. Besides, the mediation role, the study also investigates the significance of job satisfaction. Further, while investigating the moderating impact of psychological capital "PsyCap" between the peer relationship and organizational commitment, it determined that PsyCap strengthens peer relationship and organizational commitment in Pakistan Railway. Thus, at large, job satisfaction had played mediating role between culture and employee commitment. On the other hand, PsyCap has a moderating impact in this study, whereas the job satisfaction does not arbitrate among peer relationships, organizational culture and organizational commitment.*

**Methodology:** *All participants of this research were running a staff of Pakistan Railway that are assistant drivers, deputy drivers, drivers having basic pay scale (BPS-09, BPS-14 and BPS-16) and guards having basic pay scale (BPS-14) from Lahore region. In total, 250 questionnaires were distributed and 210 valid questionnaires were returned for analysis. The return rate was 84.00%. All the participants were men as there is no female is hired as running a staff of Pakistan Railway. Running a staff of Pakistan Railway has taken as respondent because this staff even having GOVT employment, have a totally hectic job due to their job timing. There is no permanent job timing for them. Their duty time, often exceed 40-50 hours repeatedly, while running the goods train.*

*In this cross sectional study with quantitative research approach to the self-administrated questionnaires were used and Simple random sampling technique is implemented in this research. The four item questionnaire tool for job satisfaction borrowed from (Jackson & Corr, 2002 pp.4) used with slightly necessary modification. For each item 5-point Likert scale used where 1 indicates "strongly disagree" and 5 indicate "strongly disagree" respectively*

**Findings:** *This research study has been divided into three phases, in the first phase the relationship between organizational culture, peer relationship and organizational commitment was investigated. This investigation depicted highly correlated and significant relation among Pakistan Railway employees. It showed that the commitment highly depends upon Pakistan Railway culture and employee social interactions with their co-workers. Second phase deal with mediation role of job satisfaction which depict surprising results than previous studies. In Pakistan Railway, employee commitment to the organization is not a process of job satisfaction, other factors may have an impact which may be conducted for the future research.*

*Hence, mediating variables other than job satisfaction would impact to signify the relations of organizational culture, peer relationship and organizational commitment. Furthermore, in the third phase it was investigated that whether PsyCap have a moderating influence with peer relationship and organizational commitment. The result depicted that it strengthens their relation. Hence overall, Government of Pakistan should consider factors such as promotion, incentive, working conditions and co-worker relations (Khan et al., 2012) which have a significant impact on job satisfaction level and individually may mediate in this study.*

**Contribution:** *Our contribution is our findings which depict that Government of Pakistan should consider factors such as promotion, incentive, working conditions and co-worker relations (Khan et al., 2012) which have a significant impact on job satisfaction level.*

**Keywords:** Peer relationship, Organizational culture, Job satisfaction, Organizational commitment, Psychological capital

Abstract ID: AIMC-2017-EBM-11

## THE IMPACT OF PERCEIVED ORGANIZATIONAL SUPPORT ON THE EMPLOYEE CHARGE THROUGH PSYCHOLOGICAL CAPITAL

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### Abstract

**Introduction:** As we started this study we studied some common believes and practices generally adopted by many of the firms in Pakistan. Generally employer/management had concerned with their profits and for the sake of which employer values those employees' who were dedicated towards their job and had loyalty with their organization (Glasgow, 2002). Generally those employees who were expressively devoted to the organization show discriminating performance, lessen their leaves form work, and a lesser possibility of leaving their job (Mathieu & Zajac, 1990). In the contrast of this if we have a look over the employees concerns, they demand the value from the organization, benefits, respect, pay, promotions, access to information which were need to perform their jobs and freedom of expression and freedom of action **Methodology:** This is an explanatory study which was undertaken for analyzing the effect of the Perceived Organization Support on Employee Charge with mediation role of Psychological Empowerment. This study have quantitative paradigm. The questionnaire was self-administered and we distribute the questionnaire personally to the target respondents. One questionnaire was giver to the each respondent and after filling these questionnaires were collected personally. Sufficient support is given to the respondent for proper filling and Remarkable support was provided by the respondent, who gave us time from their busy routines. Demographic contain questions related gender, age, qualification and experience/tenure. **Findings:** According to (Baron & Kenny, 1986) if all the four relations are significant then it is considered as partial mediation and if mediation relation is insignificant then it is considered as full mediation. In my study all the four relations are significant then it is proved that there is partial mediation found. This study concludes that when organizational support is being provided to the employees they become charged and motivated. When leaders use their qualities of being charismatic personalities, intellectual stimulation, individualizes consideration and inspirational motivation they evoke employee's positive attitude (employee charge) and they put efforts to meet the organizational targets and objectives. When we add psychological empowerment to refine the motivational initiator, which is the main difference of this study. **Contribution:** When we add psychological empowerment to refine the motivational initiator, which is the main difference of this study.

**Keywords:** Perceived organizational support, employee charge, psychological empowerment

Abstract ID: AIMC-2017-EBM-18

## EMPIRICAL ANALYSIS OF SHADOW ECONOMY OF PAKISTAN: CAUSES, CONSEQUENCES AND CURES

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### Abstract

**Introduction:** Shadow economy has been variously characterizing underground, restricted, dark, criminal, parallel, unobserved, fiddle, unapproved and so forth. The illegal side of shadow economy like smuggling (including drugs, animal, narcotics, timber mafias), illegal sales transactions, tax evasion, unregistered labor, black-marketing, gambling, prostitution etc. while the Formal side of the Shadow economy involve units, for example, Household enterprises, small size businesses, making of commodities and services to generate employment are the examples of legal Shadow economy and include all those actions which are not included in the financial records. Informal activities have an adverse effect on macroeconomic stability. Pakistan's economy is facing different macroeconomic problems (e.g. huge budget deficit, inflation uncertainty and exchange rate volatility etc.), in which the shadow economy has a major role. Shadow economy usually exist each and every nation, However the policy makers are concerned about increasing of the shadow economy, because the shadow economy is just one of many concerns that affect tax policy. The main motive of this study is to assess the fresh volume of the shadow economy and Tax evasion and elaborate the effect of Shadow Economy on official Gross domestic product of Pakistan for the year 1972-2014. The causes and consequences of the Shadow financial system is the part of this study. **Methodology:** In this study we used the monetary approach which is also called Indirect Approach to calculate the size of the Shadow Economy in Pakistan taking the time series data for the period of 1972 to 2014. Also we explore the causes and consequences of Shadow Economy. Using Ordinary least

square model to shows up the relationship between dependent (Currency in circulation) and independent variables (Banking Services, foreign currency accounts, growth rate of GDP, inflation and total tax revenue). To check the short run relationship, impulse response function is applied. Johenson Cointegrated model is used to check the long term relationship between formal economy and Shadow economy. **Findings:** Shadow economy and Tax evasion was fast grown in 1978 and for the next five years the percentage was slightly high. It was increased very rapidly at the end of eighties and was quite high for the next three years. In 1993 it decrease but then again starting increase at 2004 till 2005. In 2008 it was increasing incredibly and reached at peak point. Where the Shadow Economy was 86.6 percent and Tax Evasion was 87.4 percent. For the last two years which is 2013 and 2014 the percentage of shadow economy and tax evasion was decreased but the ratio was still high. **Contribution:** Informal activities have an adverse effect on macroeconomic stability. Pakistan's economy is facing different macroeconomic problems (e.g. huge budget deficit, inflation uncertainty and exchange rate volatility etc.), in which the shadow economy has a major role. For instance to finance the budget deficit, increasing tax is the best option, but because of tax evasion and low tax base, the budget deficit increasing day by day. Similarly shadow economy also lead to exchange rate volatility and inflation, because people who send remittances through black market, increase aggregate demand which leads to high inflation and exchange rate volatility. There for it is very important to calculate the actual size of shadow economy.

**Keywords:** Shadow economy, Tax evasion

Abstract ID: AIMC-2017-EBM-19

## DETERMINANTS OF PERFORMANCE OF ISLAMIC BANKS IN PAKISTAN A CASE STUDY OF EMPLOYEE PERCEPTION IN ISLAMIC BANKING BRANCHES OF CONVENTIONAL BANKS IN PAKISTAN

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### Abstract

**Introduction:** Financial institutions are integral component for country's economic development (Fuller, 2016), which comprised 12% of GDP of total global economy for 2015 (OECD, Revenue Statistics, 2016). The economic growth of a country extensively depends upon the performance of financial institutions (Hachicha & Ben Amar, 2015). Based on religious interpretations, two kinds of banking system have been recognized across the world, Conventional Banking & Islamic Banking (Doraisamy et al., 2011).

Conventional Banking System is described as the banking operations based on time value of money. All monetary transactions are based on interest rate, to define benefit and cost for transacting parties. The arrangement shifts costs and risks to borrowers and/or mitigates through insurance at cost of the borrowers. The difference between interest received and paid is the income of banks (Santos, 2000).

In contrast, Islamic banking system is entirely dissimilar concept; based on the concept of risk and return. Since the financial needs of society are common, therefore the products and services offered by Islamic Banks are similar to conventional banks, however structure of products/ services is strictly compliant to Islam Shariah Principles. It has been named as interest-free/ Riba-free banking, where the profit and loss are shared on mutual consent and predetermined basis, and the risk/ loss is shared among all contracting parties in proportionate to their investments (Iqbal & Mirakhor, 2011).

This study will help in identification of key factors determining performance of IBBs, and making propositions for management of conventional banks to expand their business and capture greater market share. Moreover, role of Shariah compliance perception will be unveiled to assist bank management for making better policies for their IBBs to optimize their performance by overcoming these factors. **Methodology:** 4. RESEARCH METHODOLOGY

#### 4.1 Sample and Data Collection

This cross-sectional study used quantitative exploratory descriptive design to identify relationship between variables. Individual (employees) of IBBs of 8- conventional banks were approached in their branches for primary data collection. Population for this study comprises 5,202 employees of IBBs of conventional banks (Islamic Banking Bulletin, 2016). Our sample consisted employees operating of IBBs in all major cities of Pakistan including National Bank of Pakistan, Habib Bank Limited, Bank Alfalah Limited, Askari Bank Limited, MCB Bank Limited, Fysal Bank Limited, The Bank of Khyber and United Bank Limited. These institutions are considered as major players of banking sector of Pakistan with significant presence in Islamic sector in terms of branch network. Convenience sampling technique was used to acquire data from employees of various cadres/ grades; based on their availability and ease.

## 4.2 Measures Used

Using 5-point Likert scale was used for data collected through self-reported questionnaires (containing 48-items including 5-items for capturing demographics) were distributed among 310 employees of IBBs of conventional bank. Total 214 useable questionnaires were collected back which makes overall 69% response rate. Strict research ethics were adhered since self-administered questionnaires were filled by employees of IBBs; where confidentiality and anonymity was assured.

### 4.2.1 Products Awareness Perception (PAP)

This variable has been measured by 3-items scale developed by Collins (2007) having Cronbach's alpha 0.706 and mean value of 3.33; which refers to responses were between to "Neutral" and "Agreed". A sample question is "Customers are quite familiar with the Islamic Banking products/ services of our bank". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.657 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Top Management Policies/ Support (TMSP)

TMSP has been measured by 3-items scale developed by Chatterjee, Grewal, and Sambamurthy (2002) having Cronbach's alpha 0.844 and mean value of TMSP scale was 3.522 which refers to responses were between to "Neutral" and "Agreed". A sample question is "Our Senior Management actively participates in establishing goals and standards for Islamic Banking branches and products/services". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.612 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Service Quality Perception (SQP)

SQP has been measured by 22-items scale developed by Bradlow, Eric and Gavan (2001) having Cronbach's alpha 0.827 and mean value of SQP scale was 3.551 which refers to responses were between to "Neutral" and "Agreed". A sample question is "Bank provides its services at the time it promises to do so". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.809 with significance of 0.00. Total 6-components were loaded in CFA, and rotated component matrix reflects 21-items loaded above 0.5. Only item number 17 was loaded below at 0.4. Since the item is essential to for assessment of dimension (Assurance) of Service Quality, therefore its kept in analysis.

### Human Capital Perception (HCP)

This variable has been measured by 5-items scale developed by Subramaniam, Mohan and Mark (2005) having Cronbach's alpha 0.718 and mean value 3.355 which refers to responses were between to "Neutral" and "Agreed". A sample question is "Bank provides its services at the time it promises to do so". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.673 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Research and Development Perception (PSIP)

PSIP been measured by 3-items scale developed by Chan, Yolande, Sid and Donald (1997) having Cronbach's alpha 0.713 with mean 3.385. A sample question is "New product/ service introduction is much frequent in our bank than competitors". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.772 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Shariah Compliance Perception (SCP)

Moderating variable of this study has been measured by 3-items scale developed by Othman and Owen (2001) having Cronbach's alpha 0.711 with mean 3.709 which refers to responses were nearer to "Agreed". A sample question is "The Bank Operates in accordance with Islamic Shariah Principles". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.663 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Market Performance Perception (MPP)

Performance of IBBs of conventional bank perception is being measured by 4-items scale developed by Ravichandran, and Chalermasak (2005) having Cronbach's alpha 0.820 with mean 3.432. A sample question is "The Bank Operates in accordance with Islamic Sharia Principles". Kaiser-Meyer-Olkin Measure of Sampling Adequacy value of the scale is 0.782 with significance of 0.00. Only 1-component loaded in CFA, therefore rotated component matrix is not developed.

### Control Variables

Demographics were analyzed to identify any control variable for data collected through questionnaires. One-way ANOVA was applied (resulted depicted in Table-3.1) and following demographics were identified as control variables for this study; Age, Education, Experience and Bank Name (having sig < 0.050). In order to offset their affect, these are controlled during further analysis.

### Findings: 4.2.1 Main Effects

Results of regression analysis are depicted in Table-4.2 whereby the direct relationship between Market Performance Perception (MPP) with Product Awareness Perception (PAP), Service Quality Perception (SQV), Product/ Service Innovation Perception (PSIP), Top Management Support Perception (TMSP), Human Capital Perception (HCP) and Shariah Compliance Perception (SCP) has been analyzed.

Table 4.2: Result of Moderated Regression Analysis

Market Performance Perception (MPP)			
	B	R2	ΔR2
<b>Step 1</b>			
Age			
Education			
Experience			
Bank Name	.033		.033
<b>Step 2</b>			
Product Awareness Perception (PAP)	.194***		
Service Quality Perception (SQV)	.289***		
Product/ Service Innovation Perception (PSIP)	.146*		
Top Management Support Perception (TMSP)	-.030		
Human Capital Perception (HCP)	.269***		
Shariah Compliance Perception (SCP)	.430***	.560	.527
<b>Step 3</b>			
PAP x SCP	-.151**		
SQV x SCP	.484***		
PSIP x SCP	-.083	.609	.049

\*\*\* $p < .001$ , \*\* $p < .01$ , \* $p < .05$ ;  $n = 214$ ; Control variables include age, education, experience, bank name

Review of the results illustrate that Customer Awareness Perception is significantly and positively affect Market Performance Perception ( $\beta = 0.194$ ,  $p = 0.001$ ), which supports our hypothesis-1 which proposed that "Customer awareness has positive and significant impact on Market performance of IBB of Conventional banks".

Moreover, significant positive impact of Service Quality Perception on Market Performance Perception has been identified ( $\beta = 0.289$ ,  $p < 0.050$ ). This extends support to hypothesis-2 of this study which proposed that "Service Quality of Banks has significant and positive impact on Market performance of IBB of conventional banks".

Results also show that Product Service Innovation Perception positively effects the Market Performance Perception ( $\beta = 0.146$ ,  $p < 0.050$ ), this renders concurrence to hypothesis-3 "Research and Development of banks positively and significantly impact on Market performance of IBB of conventional banks".

Furthermore, results of regression analysis show that Top Management Support Perception does not have significant impact on Market Performance Perception where  $\beta = -0.030$ ,  $p > 0.050$ . This does not offer support our hypothesis-4 which proposed that "Top Management policies of Banks positively and significantly impact on Market performance of IBB of conventional banks".

Results depict that Human Capital Perception significantly and positively affect Market Performance Perception since where  $\beta = 0.269$ ,  $p = 0.001$ . This supports hypothesis-5 which proposed that "Human Capital of Banks positively and significantly impact on Market performance of IBB of conventional banks".

It was found that Shariah Compliance Perception has significant and positive effect on Market Performance Perception as  $\beta = 0.430$ ,  $p = 0.001$ ; which supports our hypothesis-6 "Shariah Compliance perception of IBBs positively and significantly impact on Market performance of IBB of conventional banks".

#### 4.2. Moderating Effects

Moderating effect of Shariah Compliance Perception (SCP) shows (Figure 4.1) that SCP moderates the relationship between Product Awareness Perception (PAP) and Market Performance Perception (MPP) where  $\beta = 0.430$ ,  $p < 0.001$ ,  $\Delta R^2 = 0.049$  such that with low PAP; which is in support to hypothesis-7 that proposed "Shariah Compliance Perception moderate the relationship between customer awareness of banks and market performance of IBB conventional banks".

**Contribution:** This study will help in identification of key factors determining performance of IBBs, and making propositions for management of conventional banks to expand their business and capture greater market share. Moreover, role of Shariah compliance perception will be unveiled to assist bank management for making better policies for their IBBs to optimize their performance by overcoming these factors.

**Keywords:** Performance Determinants, Islamic Banks, Employee Perception of Performance, Shariah Compliance

Abstract ID: AIMC-2017-EBM-28

**DETERMINANTS OF PRIMARY MARKET SPREAD IN AND PERFORMANCE OF GOVERNMENT STAFF PERSONAL LOANS**

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**Abstract**

**Introduction:** Malaysian firms have been reported to involve in Asset-Backed Securities since 1986s where Cagamas is a pioneer. This research aims to examine the factor of influencing the primary market spread and measure financial performance of RCE Marketing as case study. **Methodology:** Ordinary Least Square (OLS) regression analysis are applied for the study period 2007-2012. Financial ratio will be use for measure financial performance. **Findings:** The result shows two determinants influence or contribute to the primary market spread and are statistically significant for the case study for RCE Marketing. The financial performance shows that this company is resilient during global financial crisis. RCE Marketing also shows better profitability capacity and dividend payments to their investors. **Contribution:** Contribution to academic literature in Malaysia securitization because previous research focus on residential mortgage back securites and none focus on government staff personal loan securitization.

**Keywords:** Securitization, Performance, Personal Loan, Government Staff

Abstract ID: AIMC-2017-EBM-31

**A REVIEW OF RISK FACTORS THROUGH BUILDING INFORMATION MODELING IMPLEMENTATION IN INDUSTRIALIZED BUILDING SYSTEM CONSTRUCTION PROJECTS**

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**Abstract**

**Introduction:** Industrialized building system (IBS) is a common approach in Malaysia; moreover, building information modelling (BIM) is being used increasingly. However, as its implementation in the construction industry has some risks, using BIM in IBS construction increase and complicates the risks of the projects. The process of implementing new technology involves numerous challenges, and the performance of new technology can be impaired when unidentified risk factors are present during implementation. This study aims to review the risk factors for implementing BIM in three interrelated main category; tools, process and people. **Methodology:** For identifying the risk factors of using BIM in IBS construction projects over 80 questionnaires distributed between IBS construction experts such designers, contractors, architectures, construction managers and modelers using BIM in their companies. Fuzzy-Delphi analysis used as a methodology in this stage. DEMATEL (decision making trial and evaluation laboratory) is practical and useful for visualizing the structure of complex causal relationships by using matrices or digraphs. The matrices or digraphs portray contextual relationships among the elements of a system and contain numerals that represent the strengths of the influences. Thus, the DEMATEL method can convert the relationship between the causes and effects of criteria into an organized structural model of the system. DEMATEL has been used to determine the available causal relationships among the identified risk factors. Afterwards, developing a risk assessment model for IBS construction projects using BIM using Analytic Network Process (ANP), which builds upon the pairwise comparisons of each factor and sub-factor. **Findings:** the risk factors of BIM implementation in IBS projects were found based on three main categories; tools, process and people. Moreover, the correlations between these factors were investigated and a risk assessment model were developed for construction companies using BIM application in their IBS construction projects. **Contribution:** The risks of BIM implementation in IBs projects could be identified and managed in the early stage of the project. A complete understanding of the risk factors can enable BIM users to execute early responses to the potential risks.

**Keywords:** risk factors, risk assessment, BIM, IBS

Abstract ID: AIMC-2017-EBM-38

## MACROECONOMIC DETERMINANTS OF FOREIGN DIRECT INVESTMENT INFLOWS IN ASEAN-5 COUNTRIES

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### Abstract

**Introduction:** Foreign direct investment (FDI) has become an important driver for economic development especially for developing countries including ASEAN-5 (Malaysia, Indonesia, Thailand, Philippines, and Singapore). Since the formation of Association of South East Asian Nation (ASEAN) more than forty years ago, the countries have experienced rapid development and one of the sources for this development is foreign investment. In the present, sustaining FDI inflows is very crucial as the role of FDI is not only to sustain economic growth, but it can also act as a driver for sustainability in environmental quality as well as sustainability in income distribution as emphasized by New Investment Report by United Nation Conference on Trade (UNCTAD). The trend of FDI inflows as a percentage of GDP for ASEAN-5 countries has become more fluctuated since the Asian Financial Crisis 1997-1998 hit this region, and this trend could hinder ASEAN-5 countries to reach sustainable development (SD) goal as set under ASEAN Vision 2025. **Methodology:** This research paper aims to investigate the impact of selected macroeconomic determinants such as economic growth rates, domestic investment, government consumption, trade openness and financial development on FDI inflows for each member of ASEAN-5 countries by adopting annual time series, covering from the year 1970 until 2013. The study adopted Autoregressive Distributed Lag (ARDL) estimation to investigate the short run and long run elasticities of the proposed model. **Findings:** The findings based on long-run elasticities reveals that economic growth rate which measures the size of the market is significant and positively influenced FDI inflows for Malaysia, Indonesia, and Thailand. Next, domestic investment is found to be significant and positively influenced FDI inflows only for Malaysia and Singapore. However, this variable shows a significant and negative sign in the case of Philippines. The rise of government consumption in both Thailand and Philippines also lead towards higher FDI inflows into this region. Lastly, financial development is found to have a significant and positive sign in the case of Singapore, but negative sign is detected for the case of Thailand and Philippines. **Contribution:** The outcome of this research paper would help the policymakers for each ASEAN-5 countries to revise its current policies on strengthening their macroeconomic indicator that can attract higher FDI inflow into the country.

**Keywords:** Sustainable growth, foreign direct investment, Bound test

Abstract ID: AIMC-2017-EBM-39

## ENVIRONMENTAL KUZNETS CURVE AND KUZNETS CURVE: DO FOREIGN DIRECT INVESTMENT AND TRADE OPENNESS MATTER? EVIDENCE FROM ASEAN-5 COUNTRIES

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### Abstract

**Introduction:** The issue of sustainable development (SD) has become hotly debate in recent years. Much attention is given towards the two of the three-main pillar of SD namely environmental quality and income equality. ASEAN-5 countries that consist of Malaysia, Indonesia, Thailand, Philippines and Singapore are among countries in this world that faced higher challenge to maintain environmental quality as well as better income distribution. In ASEAN-5 countries contexts, the rising of CO<sub>2</sub> emissions which contribute towards climate change has become more serious with the rising trend of this gas produced by these countries. Environmental Kuznets Curve (EKC) postulated that environmental quality worsens at low levels of income, and then improves as income increases. Besides environmental degradation issue, the rising problem of income inequality has become more prominent in ASEAN-5 countries. Kuznets Curves (KC) is the condition where at the first phase of economic expansion, the country's income inequality problem is greater, however, as the country expanding, the income inequality become lesser thus leading towards sustainability in income distribution. The increased dependency of country's economic growth on foreign direct investment (FDI) inflows as well as trade openness (TO) could lead towards either positive or negative implication on environmental quality or income distribution in the society, and thus it must take into consideration when validating the existence of EKC and KC for ASEAN-5 countries. **Methodology:** The study used annual data from 1970 to 2013 and the analysis was conducted by using (Autoregressive Distributed Lag) ARDL estimation. **Findings:** Based on the findings of EKC



for Malaysia it is found that the expected sign was in contra with results from Thailand and Singapore. This mean that there is an inverted U shaped of EKC took place in Malaysia, thus revealing that the country does not moving towards sustainable development direction. There is no evidence of EKC for Indonesia and Philippines given that the country's economic development (GDP) and GDP square does not significant at any level. Meanwhile, FDI does not significant at any level, despite showing the existences of EKC or inverted EKC for these three countries. In case of Indonesia, FDI has a significant and negative sign which mean that the rise of foreign investment into the country could reduce the environmental degradation problem. However, for the case of Philippines, the rise of FDI could worsened the environmental quality in this country. Next, based on TO estimations, it has a significant and positive sign for Malaysia, Indonesia and Thailand. Thus, the deepening of trade liberalization could bring towards more environmental issues such as air pollution to these countries. The estimation of KC is somehow more unsuccessful as compared to EKC. There are no single ASEAN-5 countries that exhibit the presence of KC based on the proposed model, given a contradicted sign. The inverted KC, however, is found for the case of Thailand and Singapore. The inverted KC showcased that the rising of FDI for the case of Indonesia could lead towards the reduction of income equality proxies by GINI coefficient, thus improving the income distribution in the country. As for Malaysia and Philippines, the rise of FDI could worsen the income inequality in these countries. Next, there is a negative and significant sign for TO in Malaysia. Thus, this outcome mean that greater trade liberalization has decreases the GINI coefficient in the country, making the track to achieve sustainable development become closer. The TO for the case of Indonesia and Philippines, on the other hand, is positive and significant, thus leading towards greater income inequality in the country

**Contribution:** Most previous studies on sustainable development (SD) emphasized either on environmental quality aspect or income equality aspect. The presence of Environmental Kuznets Curve (EKC) or Kuznets Curve (KC) has been used as an indicator for the existences of SD in that particular country. This paper would like to highlight back this studies again by reexamining the presence of EKC and KC by including FDI inflows and TO as a control variable in the model for each member of ASEAN-5 countries. The findings of EKC and KC in this paper are crucial for policymakers to regulate new policies on controlling the CO2 emissions by imposing penalty to foreign companies. The country could also make sure that any foreign companies should offered more high skilled job with better salaries to the local people. Besides, the content or deal under their trade bilateral agreement should be revised to be more strict towards heavy foreign industries that produce pollutant products. The agreement should also gives more opportunity to the local firms to export more products to other foreign market and through higher demand of the products, the companies could create more job opportunity to the local worker.

**Keywords:** Environmental Kuznets Curve, Kuznets Curve, Foreign Direct Investment, Trade Openness

Abstract ID: AIMC-2017-EBM-41

## AN OVERVIEW OF HOUSING PURCHASE AND DELIVERY SYSTEM IN MALAYSIA

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### Abstract

**Introduction:** The purpose of this paper is to provide an overview of the process of purchasing a house using two types of housing delivery systems (HDS) which are Sell then Build (STB) system and Build then Sell (BTS) system in Malaysia. Thus, this paper first reviews the timeline of HDS and housing provision in Malaysia and later reviews the differences between Sell then Build (STB) system and Build then Sell (BTS) system in the process purchasing a house **Methodology:** In attempt to achieve the paper aims, the literature review was conducted from various articles journals that are relating to housing delivery system, housing provision, housing issues, abandoned house, home financing and pricing. Based on the literature review, the timeline of housing delivery system and housing provision is depicted in timeline diagram. Besides that, the model diagrams embraced Housing Delivery System (HDS) concept were established to distinguish Sell Then Build (STB) system and Build Then Sell (BTS) system. **Findings:** After embraced all the previous review, the model diagrams were established to distinguish Sell Then Build (STB) system and Build Then Sell (BTS) system. The diagram featured indicated the financial transaction and process flow of purchasing a house within three construction phase which is during pre-construction stage, construction stage and post construction stage. The process of purchasing a house in the diagram also shows the involvement of developer, house buyer and financial institution. The interrelationship agreement between house buyer with the developer (S&P), house buyer with a financial institution (loan agreement), and financial institution with the developer (bridging loan) through all construction phase was also featured in the model diagram to gain a comprehensive understanding and

distinguishing between both housing delivery system. The differences of purchasing a house between the two Housing Delivery System (HDS) can obviously be seen in the financial transaction during the construction stage in which the developer crucially needs fund in completing housing development. To make it clear, the difference between both HDS is that house buyers do not make any progressive payment to developers on early or during construction project under BTS system as compared to STB system.

**Contribution:** Numerous studies have discussed two types of housing delivery system implemented in the housing industry in Malaysia. Surprisingly, no study depicted in the model diagram showing the flow arrangement process purchasing a house through construction phases and financial transactions from both housing delivery system as featured in this paper. Thus, this paper provides an overview of process purchasing a house that featured in model diagrams for both housing delivery system in Malaysia to facilitate stakeholder to gain comprehensive understanding. House buyers should be aware of the differences of HDS to protect their rights in purchasing houses from developers.

**Keywords:** Sell Then Build (STB), Build Then Sell (BTS), Housing Delivery System, Housing Purchase

Abstract ID: AIMC-2017-EBM-42

## **FACTORS AFFECTING THE INTENTION TO BECOME AN ENTREPRENEUR: A STUDY FROM BANGLADESHI BUSINESS GRADUATES' PERSPECTIVE**

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### **Abstract**

**Introduction:** Entrepreneurship education can make graduates capable of thinking out of the box and generate new and innovative ideas to be an entrepreneur. As such, entrepreneurship education becomes an integral part of the curriculum particularly in business studies in Bangladesh. However, graduates rarely prefer entrepreneurial career after their graduation. Thus, reasons to believe that the academic programme and the way students learn the subject fails to develop the entrepreneurial mind. This encourages rethinking about the content and approach of teaching entrepreneurship education in Bangladesh. Consequently, this study aimed at identifying the factors influencing Bangladeshi graduates' intention toward becoming entrepreneurs

**Methodology:** The questionnaire that was developed with the aim of obtaining primary data from the respondents encompasses of 5 sections which in turn consisted of questions of the 5 variables that make up the framework of the study. Random sampling technique was utilized and the questionnaires were distributed among the graduate students in the faculty of business in different public and private universities located in Dhaka and Rajshahi. The underlying reasons for choosing this particular method of sampling is that it provides researchers with a way for collecting from a relatively sizeable sample quickly with an inexpensive manner. In order to assess the respondents viewpoints on the topic being investigated, the respondents were asked to indicate their level of agreement of the different factors that are likely to impact their entrepreneurial intentions like attitude, subjective norms, entrepreneurial education and self-efficacy on five point scale that included descriptors ranging from strongly disagree, disagree, neither agree or disagree, agree and strongly agree. This study has distributed total 400 questionnaires among the respondents. Partial Least Squares Structural Equation Modelling (PLS-SEM) has been employed to test the structural relationship among variables that influence respondent's entrepreneurial intention

**Findings:** Development of entrepreneurial mind depends on the individuals' ability to recognize the opportunities and competences to make use of the opportunities gainfully. This study has found that entrepreneurial education provides skills and knowledge that might help the students to change their typical mind-set from searching job to creating jobs. However, in Bangladesh, the family influence (subjective norm) towards involvement in entrepreneurial activities is still very limited. Most parents in Bangladesh still prefer a secure job than choosing an entrepreneurial career as the later one is still uncertain. As such, no significance influence could be found from the subjective norm in this study. Moreover, the support from government towards entrepreneurship activities and opportunities is also very limited

**Contribution:** Increasing entrepreneurial activities and developing the entrepreneurial mind of graduates through providing skills and knowledge for identifying opportunities, generating business ideas and developing effective business plan will help in solving the unemployment problem currently facing by Bangladeshi graduates. Moreover, the development of entrepreneurial mind will motivate the graduates to self-employment and to find the scope of exploring and showing their creativity. Hence, focusing on developing entrepreneurial mind through education will have importance for the development of entrepreneurial culture as well as for the sustainable socioeconomic development in Bangladesh

**Keywords:** Attitude, Subjective Norm, Entrepreneurial Education, Self-Efficacy, Intention, Bangladesh

Abstract ID: AIMC-2017-EBM-45

## COMPARISON OF MARKETING STRATEGIES OF MAINSTREAM MOBILE SOCIAL-NETWORKING APPLICATIONS

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### Abstract

**Introduction:** Benefit from the mobile devices developing, the consumers' income increasing and the applications software service improving, many mobile social-networking applications (MSNAs) became popular in recent years. Certainly, they have to fight for the cake of the limited market. So that, some applications disappear, some applications become stronger than before, others feel confused. **Methodology:** he case study wants to find the successful marketing strategies by analyzing the marketing strategies of mainstream mobile social-networking applications. The comparison shows: the first generation of communication software focused on functions, their businesses development quickly; the second generation is stronger both functions and service, so that their businesses development more quickly and they will take the place of the old generation. **Findings:** Mobile network has successfully entered the market, becoming a necessity for modern social information and communication rather than a luxury. Smart phone market becomes perfect, further promotes the development of mobile applications. Among the many mobile phone applications, instant messaging software is the most popular, because it replaced the SMS function, integrated social circles. The stable mobile applications market share in the top spot. Immediate communications media is an opportunity for companies to globalize, but there are bound to be many challenges. **Contribution:** WeChat used the resources of brother QQ, positive innovation, quickly became the MSN China market leader; now, it learns the successful experience of WhatsApp, vigorously develops the international market. It will be NO.1 in the international market. in future.

**Keywords:** Marketing Strategies, Mainstream Mobile Social-networking Applications, Continuance Usage Intention, Consumer Behavior

Abstract ID: AIMC-2017-EBM-46

## REVIEW AND PROSPECT OF CHINESE AND FOREIGN ENTREPRENEURSHIP RESEARCH

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### Abstract

**Introduction:** The Chinese government has been promoting public entrepreneurship for more than two years. Entrepreneurship research, entrepreneurship education and entrepreneurial practice have all gained a lot. Entrepreneurial research from the leading role, the academic community need to absorb foreign research results, combined with China's national conditions, to establish China's entrepreneurial theory system for the public to provide intellectual support, improve the success rate of public entrepreneurship. **Methodology:** This research combs domestic and foreign entrepreneurial research, contrasts and enriches the theory system of entrepreneurship in China. **Findings:** In summary, domestic and foreign entrepreneurship research more and more popular. Domestic entrepreneurial research and policy relations are very close, and China's economic development is closely related. Absorb European and American research methods, horizontal and vertical direction to promote China's entrepreneurial research. **Contribution:** Foreign creative industry developed, all the business model has been very good development. Lack of domestic innovation capacity, integrity system is not perfect, all the business model of the growth environment is still perfect. Foreign for the use, self-improvement, the Chinese entrepreneurship and other models need to further study.

**Keywords:** Chinese and Foreign Entrepreneurship Research, Public Entrepreneurship, Entrepreneurial Theory System

Abstract ID: AIMC-2017-EBM-47

**DOES THE LOCAL AUTHORITY POLICIES AND ENTREPRENEURIAL SPIRIT REALLY MAKE ANY DIFFERENCE TO MALAYSIAN MICRO ENTERPRISE PERFORMANCE?**

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**Abstract**

**Introduction:** *The Micro Enterprise (MEs) are facing critical challenges in term of empowering micro and small towards their survival and success. In this paper the researcher will investigate local authority's role and how the local authority could facilitate MEs in setting up and growing their business according to the stipulated rules and regulations. In addition, this paper also trying to investigate the local authority existing policy compatibility with MEs in setting up and growing their businesses.* **Methodology:** *The total population frame was 72,736 MEs owners with licensed from local authority. The data was collected from the MEs owners of Kedah whom are willing or intending to grow their business locally as our unit of analysis. Mendenhall et al. (1993) estimation formula was used therefore, the required sample was 382. The research is a quantitative research and it is based on field survey using questionnaire from the owner's of MEs . This study had used 457 completed and returned questionnaires by MEs from northern region of Malaysia.*

**Findings:** *The findings have indicated that local authority's polices has no significant relationship on MEs business performance of ME. On the other hand, the study revealed that entrepreneurial spirit do had a significant influence on MEs business performance.* **Contribution:** *There is need of social and economic transformation at the very basic level. The government needs to make sure that benefits are elevated to the people who are living below average and help them to maintain their life style. The entrepreneurial spirit (mind set, attitude, skills and knowledge) plays a significant role for the development of MEs. Since 2008 economic crisis which has hiked unemployment and inflation, difficulties are increasing day by day for micro business owners. Therefore there is need to integrate the local authority policies and spiritually up gear the entrepreneurs to create a cohesive environment for micro level businesses. Business survival and challenges always remain their but there is a need for local authorizes in Malaysia to amend the outdated polices which are not suitable for micro entrepreneurs' business model. This paper have heighted some specific problems with respect to local authority policies. In the end the recommendations will be addressed in order to make the MEs more successful in the business operations.*

**Keywords:** Local Authority, Policy, Micro Enterprises (MEs), Entrepreneurial Mind Set, Attitude, Skills and Knowledge.

Abstract ID: AIMC-2017-EBM-48

**STUDENTS' SATISFACTION OF FOODSERVICES AT THE UNIVERSITY CAFETERIA: A COMPARATIVE STUDY VIA PLS APPROACH**

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**Abstract**

**Introduction:** *This study was executed to investigate the effect of food quality, price fairness, staff performance, and ambience on students' satisfaction of foodservices at the university cafeteria by comparing responses from Universiti Malaysia Sabah (UMS), Malaysia with Mercuru Buana University (MBU), Indonesia.* **Methodology:** *Data was analysed using the Partial Least Squares (PLS) method via the SmartPLS computer program version 2.0.* **Findings:** *Path coefficients from the PLS results revealed that food quality was found to be the most significant predictor of on students' satisfaction of foodservices at the university cafeteria in UMS as compared to MBU. This is followed by aspects of price fairness, and staff performance.* **Contribution:** *The result of this finding may help the university management in general to improve the students' satisfaction on foodservices at the university cafeteria efficiently.*

**Keywords:** Students Satisfaction, Services Quality, Price Fairness, Food services, Cafeteria

Abstract ID: AIMC-2017-EBM-51

**EFFECT OF CAREER PLANNING ON EMPLOYEE PERFORMANCE: THE MEDIATING ROLE OF PERCEIVED CAREER OPPORTUNITY**

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**Abstract**

**Introduction:** *Encouraging the employees to put more effort towards achieving organizational goals through good career planning/development practice has been the focus of many studies. Nevertheless, examining the fundamental reasons why and how career planning/development practice predict performance remains unclear. This study, examined the direct and indirect relationships between career planning/development practice with employee performance (task and contextual) through the mediation of perceived career opportunity.*

**Methodology:** *Cross sectional survey method was used in collecting data from 265 employees of 27 local governments in North Western region of Nigeria. Partial Least Square-Structural Equation Modeling (PLS SEM) was used in analyzing the data. Findings:* *The results revealed that career planning/development practice predicts employee task and contextual performance and perceived career opportunity was found to have mediated the relationships. Contribution:* *Previous studies were mainly on the direct relationships between career planning/development practice and employee performance. But this study extend the current literature by empirically testing both the direct and indirect relationships through the mediation effect of career opportunity*

**Keywords:** Career planning, Career opportunity, Task performance, Contextual performance, Nigeria.

Abstract ID: AIMC-2017-EBM-53

**RESOURCES INFLUENCE RETIREMENT AND LIFE SATISFACTION**

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**Abstract**

**Introduction:** *In an aging society, making a successful transition from work to retirement and maintaining positive subjective well-being in retirement life become major concerns for individuals, organizations, and governments. Malaysia is no exception. Retirement has the potential to be a challenging transition in late adulthood, often inducing a wide range of drastically changes on instability of financial, emotion and social resources. Hence, making a successful transition to retirement is a challenging experience in the 21st century. Thus, this paper examines the relationship between retirement resources, life satisfaction and retirement satisfaction of retiree after retirement in Malaysia. Methodology:* *This study was personally administered on 55 retirees by using purposive sampling method from the states of Perak and Negeri Sembilan. The data was analysis by correlation and stepwise regression. Findings:* *The results of correlation and stepwise regression showed that financial, physical health and emotional resources have positive relationships with life satisfaction. Likewise, cognitive and motivation resources have positive relationships with retirement satisfaction. Contribution:* *This paper improve the relationship between retirement resources, life satisfaction and retirement satisfaction of retiree after retirement in Malaysia.*

**Keywords:** Resources, Retirement, Life Satisfaction, Retirement Satisfaction.

Abstract ID: AIMC-2017-EBM-55

**THEMATIC REVIEW FOR MODELING OF OUTSOURCING THEORIES**

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**Abstract**

**Introduction:** *This study explained various theories by comparing their phases for modeling of outsourcing. This research based on an extensive literature review, which direct to the classification of different outsourcing theories for its modeling. All these models, theories with respect to its outsourcing phases have their own advantages and disadvantages, thus a critical analysis is required in order to achieve useful conclusions for the organizations who intend to implement such theories. The review of the Outsourcing theories is based on preparation, vendor(s) selection, transition, management of relationship, and reconsideration phases.*

**Methodology:** *The outsourcing phenomenon has been ever more getting concentration both from academic and*

practitioners communities. The result of the research has escort towards the emergence of numerous process frameworks illustrating the phases of the outsourcing process. It is generally accepted that the outsourcing process consists of the preparation, vendor(s) selection, transition, management of relationship, and reconsideration phases. Each of the phases has been wrecked down in the series of activities that an outsourcing company performs (Perunović & Pedersen, 2007). At the same time, the phases were subject to a stream of theoretical explanations. The studying of the outsourcing phenomenon has been stranded in many theories. Some of them are harmonizing, the other are incongruous. In spite of an inspiring research concentration of the outsourcing process, there are only few frameworks depicting the actual stages and the layout of the overall process of outsourcing (Perunović & Pedersen, 2007). Thus this study used interpretive paradigm by pursuing extensive literature review from 1950 to 2015, by analyzing different theories of outsourcing with respect to their phases and come up with the conclusion which theory is more appropriate for current competitive business world for modelling.

**Findings:** The application of most theories in the field of outsourcing focus on exploring explicit phases of the process and/or specific issues take place within the context of these phases. This review demonstrates the primacy of the social exchange theory over other theories, which has attracted the interest of researchers in the field of outsourcing as expressed through the ability to attain cost reduction, efficiency for value creation in the shape of outsourcing success by having repeated interactions, formation and subsistence of shared responsibilities and mutual benefits in exchanges between two or more organizations. This theory has the ability to address modern issues in outsourcing to create value which can come from the realm of partnership between two organizations which is lacking in other theories. In addition, as shown from the analysis conducted so far, the majority of the models investigate the preparation phase of outsourcing which involves the crucial decision on whether the organization will finally outsource any of its operations. In the future, building on the aforementioned theoretical foundations, scholars should provide empirical evidence about the critical factors of the outsourcing success. **Contribution:** It is a common acquaintance that outsourcing can be explained by several frameworks that are entrenched in various theoretical approaches. From its happening, the outsourcing has been approached by different theories. This creates confusion among the researchers of the outsourcing phenomenon. Our contribution and originality of work is that we eradicate this confusion by our analysis that beginning of an outsourcing arrangement a Cost Stage occur. After several years, outsourcer shifts into the Resource Stage by having resource based view. At the end, the stage of Partnership crop up with the elucidation sought in social exchange theory.

**Keywords:** Outsourcing Theories, Preparation Phase, Vendor(s) Selection Phase, Transition Phase, Management of Relationship Phase, Reconsideration Phase

Abstract ID: AIMC-2017-EBM-56

## **EXPLORING UNDERPINNING OF OUTSOURCING SUCCESS: A CASE OF MULTINATIONAL AUTOMOTIVE GROUP IN MALAYSIA**

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### **Abstract**

**Introduction:** This study explored underpinning of outsourcing success by analyzing different theories of outsourcing. This study is unique in its nature as it used interpretive paradigm to explore, analyze outsourcing success theatrically by comparing different phases of outsourcing, then the case of Boeing analyzed in the context of outsourcing and after that come up with real time case study of one big automotive group operating in Malaysia through using semi structured interview by developing and comparing themes of this study.

**Methodology:** A qualitative approach can be used when the researcher contributes to the knowledge based mainly on constructivist perspectives and seeks to make denotation of experiences in order to develop a pattern. The Case study is one of the methods in qualitative research in which open-ended emergent data is collected with the objective of developing themes (w Creswell, 2009).

Based on earlier depicted rationale qualitative research has been used, as study is exploratory in nature to dig out What, How, Why questions of outsourcing. Case study had been conducted for one Multinational automotive group as part of Malaysian Automotive Industry. Semi structured interview had been conducted which characteristically has predetermined questions but interviewer has the flexibility to transform the questions and the order of the questions. The interviewer has auxiliary flexibility to omit or add questions based on interviewer's understanding of the interviewee's responses (Robson, 2002). For this case, Semi Structured interview was conducted which commenced with a set of interview themes.

*Interviews had been conducted from one director and two senior managers from one multinational automotive group operating in Malaysia. All interviews were audio recorded, transcribed and analyzed.*

**Findings:** *Firm A which is the studied and interviewed automotive group operating in Malaysia revealed that their outsourcing function is aligned with the result of KPMG, as they revealed that second most process to be outsourced is Finance and Accounting 40%. Firm A is using core competency concept for outsourcing as whoever have core competency in their respective field, they outsource from them. As experts are vendors of firm A so quality of their products is quite good while at the same time it allows them to focus on their competency which in result reduce their cost with better products and full utilization of their time on their core competency. Efficiency attained and significant cost has been reduced by firm A. Making strategic alliance, working on communal benefits with selected vendors is the strategy of firm A to create synergy. Firm A evaluate vendors on cost, quality, expertise, experience and past experience then select them for outsourcing. Firm A has the unique and state of the art production facility coupled with sophisticated technology, consequently it is difficult to find production facility and technology like that in any other organization in industry, which can perform this job efficiently like them. **Contribution:** This case study contributed towards the success of business by achieving cost reduction and efficiency through outsourcing strategy which fills the gap that exists in the literature, thus enabling participants to make more informed decisions in future. This study is exploratory in nature on the phenomenon of outsourcing and through this inductive approach theory can be built for further analysis and studies. In natural setting more in depth study has been conducted which is difficult to obtain in other setting. This study revealed that by employing core competence concept economies of scales can be achieved.*

**Keywords:** Exploratory underpinning, Outsourcing success, Interpretive paradigm, Cost reduction, Efficiency, Economies of Scale

Abstract ID: AIMC-2017-EBM-63

## **THE STRATEGIC MARKETING PLAN OF RETAIL PACK PREMIUM BREADCRUMBS TO PENETRATE THE INDONESIAN TRADITIONAL MARKET**

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### **Abstract**

**Introduction:** *Breadcrumbs are not a common ingredient for Indonesian cuisine, though the food industry B2B market had been stimulated domestic consumption of breadcrumbs in Indonesia. However, the rapid growth of Indonesia gross domestic product (GDP) per capita translate into higher breadcrumbs consumption in the B2C market.*

*PT. JINYOUNG launched retail pack premium breadcrumbs in 2016 for the purpose of providing high quality product at a reasonable price to the consumer of both modern market and traditional market. However, retail pack J FOOD breadcrumbs could not gain the market share in traditional market because of the non-brand repackaged breadcrumbs **Methodology:** The main objective of this research is to develop the optimal business solution of retail pack J FOOD breadcrumbs to penetrate the Indonesian traditional market. On the basis of the conceptual framework, several research and environmental assessment had been conducted to collect relevant data to support the business situation analysis. PESTLE analysis and Porter's Five Competitive forces are useful tools to analyze the external factors.*

*In order to evaluate the customer buying behavior in traditional market, the attributes of both consumer and grocer was surveyed. In this research, customer is identified into two group, consumer and grocer. The geographic area of the traditional market and respondent profile of each customer's age, sex and occupation is illustrated. The root cause analysis (RCA) tree diagram is one of the best tools to figure out the actual root cause of the problem.*

*The three alternatives of business solutions are perceived as the potential strategies to resolve the root problem. However, in consequence only one alternative must be selected as the optimal solution for the business situation. Hence, three analysis techniques and tools was adapted for choosing the most appropriate solution for the company's business issue. **Findings:** At the initial stage, the target consumer market of retail pack premium J FOOD breadcrumbs had been segmented simply into modern market and traditional market. However, it came out that the market segmentation requires at least two-step process, that is, naming broad product markets and segmenting the broad product-markets to select as target market. The target market of retail pack premium J FOOD breadrums is desirable to be segmented geodemographically into three large group, that is (1) wet market, (2) semi-modern market and (3) general trading. The target market is specified from each group on the basis of market attributes.*

The actual causes of the business issue is revealed that poor pricing strategy, promotion strategy and unconscious of customer buying behavior incurred the low market share of retail pack J FOOD breadcrumbs in traditional market. Eventually, these actual causes are closely related with the business's competitive strategy and marketing program. Thus applying different marketing mix to different business strategy is required to develop the alternatives of business solutions.

Consequently "the sales promotion strategy" was selected as the optimal business solution for retail pack premium J FOOD breadcrumbs to penetrate the traditional market. **Contribution:** This should be the first academical research specialized in the geographic and demographic attributes of Indonesian traditional market of baking ingredients. As targeting the market segment has become increasingly important for development of marketing strategies, specified market datas contributes to marketers for developing strategic marketing plan to penetrate the Indonesian traditional market.

**Keywords:** retail pack premium J FOOD breadcrumbs, customer buying behavior, root cause analysis (RCA), KT decision analysis, sales promotion strategy

Abstract ID: AIMC-2017-EBM-72

### INVOLVEMENT OF ISLAMIC ATTRIBUTES IN SHARIAH-COMPLIANT HOSPITALITY: A STUDY ON MUSLIM STUDENTS IN MALAYSIA

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#### Abstract

**Introduction:** Both Muslim Ummah and their Shariah-based demand are constantly growing and consolidating mostly in the Asia continent, and more or less in other continents around the globe. Paralleled with its growth, challenges to manage the gap between Shariah-compliant tourism and contemporary tourism are getting complicated. So, study on Shariah-compliant tourism is the solution for the smooth and sustainable growth of this industry. **Methodology:** At the stance of positivism, the values of some selected Islamic attributes of hospitality were entrenched to investigate whether they play a role behind Shariah-compliant hospitality intention through mediating Shariah-compliant attitude in the hotel industry of Malaysia. From the campus premises, 102 Muslim students were conveniently chosen and surveyed based on a self-administered questionnaire. **Findings:** From the Structural Equation Modelling (SEM) approach, it was uncovered that the Shariah-compliant hospitality attributes significantly drove the Shariah-compliant attitude, and Shariah-compliant attitude significantly affected Shariah-compliant intention. **Contribution:** The empirical study, holding this idea apart from others' contributions to Shariah-compliant hotel service field, was conducted from Malaysia perspective for the first time. Both Muslim Ummah and their Sharia-based demand are constantly growing and consolidating mostly in the Asia continent, and more or less in other continents around the globe. Paralleled with its growth, challenges to manage the gap between Shariah-compliant tourism and contemporary tourism are getting complicated. Implications consistent with them have been approached for attaining sustainable development of the Islamic tourism market in the Islamic world, especially in the country with a scenario like Malaysia.

**Keywords:** Shariah-compliant tourism, Islamic Hospitality marketing, Shariah-compliant attitude, Shariah-compliant intention, Malaysia.

Abstract ID: AIMC-2017-EBM-81

### RISK MITIGATION OF FLEET MANAGEMENT ACTIVITIES: A STUDY AT AN INDONESIAN FUEL COMPANY IN WESTERN JAVA AREA

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#### Abstract

**Introduction:** The role of PT MN in Indonesia is mainly to maintain fuel oil supply in accordance to the rising fuel demand. Service coverage area of PT MN in Western Java Division consists of Banten, West Java, DKI Jakarta provinces. It is the biggest supply point in Indonesia with total supply volume one-third of total national fuel consumption, serving ±1500 public fuel stations. The fuel delivery from fuel terminal to fuel stations is currently outsourced to PT PN, a subsidiary of PT MN. Based on the company's internal data, tank truck road accident has been an attraction to media coverage, especially when it comes to happen in the greater Jakarta



area. **Methodology:** This research aims to analyze the root cause of the situation and further propose solution for all stakeholders involved. Qualitative method is used for this research, performed using in-depth one-on-one interviews with appointed respondents. The research construct is developed using structural coding method by determining frequencies on the basis of the number of individual participants who mention a particular theme, rather than the total number of times a theme appears in the text. A code frequency report can help identify which themes, ideas, or domains were common and which rarely occurred. **Findings:** These were the issues that, according to the respondents, were the contributing factors causing accidents.

1. Financial

Costs were the most discussed issue among the respondents. There are three types of costs that were being discussed: costs as a target, costs that arises from accident, costs to prevent accidents.

2. Method

There are two issues to be addressed, dispatch management system and maintenance management.

3. Machine

The most discussed issues on machine factors includes the substandard condition of tank trucks and availability of vehicles.

4. Human

Human was mentioned as the most important factor by the respondents. The discussed issues include the tank truck crewmen stamina and behavior.

5. Consistency

The respondents discussed the issues on consistency of PT PN to implement Land Transport Safety Management System (LTSMS) and to take follow-up actions after the audit.

There were also several potential risks that emerge from an accident were also discussed by the respondents.

1. Casualties and other physical impact

2. Company image

3. Fuel station stock condition

4. Distribution disruption

5. Delivery accuracy

Other issues that were discussed include the accident handling and coordination to external third parties.

**Contribution:** PT MN as a national oil company is now facing the slowdown of crude oil market price. As a result, the Marketing section is now being the financial backbone of the company. By identifying the potential risks, PT MN can benefit from this research on how to optimize fleet management operation and minimize losses caused by land transport accidents.

**Keywords:** fleet management, road accident, logistics management

Abstract ID: AIMC-2017-EBM-83

**MULTIPLE ACTORS ROLE RESPONSIBILITY IN PERFORMANCE AUDITING ISSUES FOLLOW-UP AND ITS IMPACT ON ACCOUNTABILITY**

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**Abstract**

**Introduction:** The purpose of this study is to explore a better approach to improve the follow-up on performance auditing issues. Performance auditing issues follow-up is clearly stipulated in the performance audit phase. Nevertheless, in term of its practice or action taken seem lacking. A particular concern raised is that, without effective follow-up audit practices all those repetitive issues will continuously reported without the essence of effort to resolve the issues or lack of lesson learnt among the parties' involved. Particularly, accountability here can be summarized as responsibility by multiple actors that should collaborate in order to achieve better consequences of performance. **Methodology:** A preliminary in depth interview data analysis and in accordance to interpretive qualitative methodology. **Findings:** This study suggests that, to augment or harness accountability in public sector performance auditing issues follow-up, all those actors or parties namely SAI auditors (audit and reporting); auditees (managing and taking action); parliament (hierarchy of relationships of control); PAC (public inquiry); enforcement agencies (enforce the rule and sanction); internal audit unit (coordinate); media (highlighting significant issues) and general public (concern and demand for answers) should understand their role responsibility and formed a corroborated relationship. **Contribution:** This is the original research that currently being undertaken by the author. Based on the preliminary analysis,

*this study facilitate in the identification and understanding of role responsibility as well as the importance of multiple actors involvement in making the performance auditing issues follow-up more meaningful and useful for public sector performance improvement. Consequently, it will likely improve public sector image and expectation of the people toward government.*

**Keywords:** Accountability, Role Responsibility, Follow-up, Performance Auditing

Abstract ID: AIMC-2017-EBM-85

### **THE EFFECTS OF EPISTEMIC MOTIVATION AND HEDONISM ON EARNINGS MANAGEMENT BEHAVIORS**

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#### **Abstract**

**Introduction:** *This study investigates the effects of epistemic motivation and hedonism on earnings management behaviors. **Methodology:** Survey method is used for collecting data by questionnaires. Factor analysis and Cronbach's alpha are utilized for testing the validity and reliability of questionnaires. Results of factor analysis indicate that five questions of epistemic motivation, four questions of hedonism, and four questions of earnings management are valid. Cronbach's alphas of these questions for the variables show that they are reliable. The research hypotheses are tested by multiple regression analysis. Education level is used as a control variable.*

**Findings:** *Results of data analysis reveal that epistemic motivation positively influences earnings management behaviors. However, this research finds that hedonism does not influence earnings management. **Contribution:** This study has two contributions. First, this research connects epistemic and hedonism to earnings management practices. This gives additional theoretical explanations of earnings management behaviors. Second, research conclusions can be used in determining suitable psychological characteristics of accountants or financial managers for certain accounting methods choices and accounting estimation policies.*

**Keywords:** Epistemic Motivation, Hedonism, Earnings Management, Agency Theory, Cost Transaction Theory

Abstract ID: AIMC-2017-EBM-87

### **THE RELATIONSHIP BETWEEN NON-RECURRING ITEM TRANSACTIONS AND INCOME SMOOTHING PRACTICES: THE CASE OF INDONESIAN LISTED FIRMS**

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#### **Abstract**

**Introduction:** *This paper examines one of the prevalent examples of creative accounting, which is the income smoothing. Income smoothing is defined as a deliberate dampening of fluctuations about some level of earnings considered to be normal for the firm.*

*The purpose of this research: (1) To verify the effect of non-recurring items to the income smoothing practice among Indonesian public listed company. (2) To identify company specific factors, such as: firm size, profitability and debt financing to the incidence of income smoothing practices by Indonesia listed companies.*

**Methodology:** *In this study, income-smoothing practices of Indonesian listed companies are detected through empirical tests using non-recurring item transactions as income smoothing instrument. The data used are the financial reports of each sample company from 2012 - 2015. Sample firms are classified as smoother and non-smoother using smoothing behavior index.*

*To investigate the association between company specific variables to income-smoothing practices, this association was modeled using the logistic regression. Using this model, the dependent variable only contains two categories: the income smoothing status of companies, which 1 is for smoother and 0 for non-smoother. The logistic regression determines the impact of multiple independent variables presented simultaneously to predict membership of one or other of the two dependent variable categories. **Findings:** Logistic regression results show that non-recurring items transactions have effect to income smoothing practices. Independent variables such as profitability, debt financing have significant influence to income smoothing practices but company size have no significant influences. **Contribution:** The originality of this research using new variable as smoothing instrument and its measured as the degree to which an accounting change shifts income toward expected earnings.*

*Contribution of this research that finding Indonesian listed firms tend to use non-recurring item transactions as income smoothing instrument to smooth their income.*

**Keywords:** Income smoothing practices, non-recurring item transactions, company size, debt financing and profitability.

Abstract ID: AIMC-2017-EBM-88

## COMPARISON OF MARKETING STRATEGIES OF MAINSTREAM MOBILE SOCIAL-NETWORKING APPLICATIONS

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### Abstract

**Introduction:** Mobile social networking (MSN) supports the functions: individual with similar interests converse and connect with others by the mobile phone. Due to the virtual communities, MSN influence becomes increasing powerful, new mobile social-networking applications are numerous. With their strengthens, some MSN apps won in the highly competitive market in the first generation. With creative functions and high quality, some new apps become stronger than the old in the second generation. Who will be the leader in the MSN market? What are their successful marketing strategies in future? The study will give you answer by comparison of marketing strategies of mainstream mobile social-networking applications. **Methodology:** Comparison: MSN Marketing Strategy Theories, the Major Problems In MSN App Marketing Strategies. Wechat SWOT analysis. The key apps innovation. **Findings:** Mobile network has successfully entered the market, becoming a necessity for modern social information and communication rather than a luxury. Smart phone market becomes perfect, further promotes the development of mobile applications. Among the many mobile phone applications, instant messaging software is the most popular, because it replaced the SMS function, integrated social circles. The stable mobile applications market share in the top spot. Immediate communications media is an opportunity for companies to globalize, but there are bound to be many challenges. **Contribution:** WeChat used the resources of brother QQ, positive innovation, quickly became the MSN China market leader; now, it learns the successful experience of WhatsApp, vigorously develops the international market. It will be NO.1 in the international market in future.

**Keywords:** Marketing Strategies, Mainstream Mobile Social-networking Applications, Continuance Usage Intention, Consumer Behavior

Abstract ID: AIMC-2017-EBM-89

## NEXUS OF MONEY FUNCTION AND ITS EFFECT ON INFLATION RATE IN THAILAND AND INDONESIA

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### Abstract

**Introduction:** This study aims to investigate the development function of money. At the beginning, function of money is a barter between two commodities, C and C'. Then this becomes C-M-C' when the money is once introduced. The M-C-M' occurs when a businessman utilizes the money (M) to produce commodity (C) and resells it to generate more money (M'). Finally, the trading process of M - M' shows the capital or financial market, like the money or security market. The development of the function of money is shown by the changes of the money supply that measured with the inflation rate. **Methodology:** The data employed in this study are acquired from <http://ww.bot.or.th>, <http://bi.go.id>, and annual report of Thailand and Indonesia Economy from 1990 to 2015, published by Bank of Thailand and Bank Indonesia, respectively. Anova test is used to test H1a and H1b. Regression analysis is used to test H2a, H2b, H3a, H3b, H4a, and H4b. Alpha of 5% is used in this study and the research model each country is as follows:

$$IR = \alpha + \beta_1 CM + \beta_2 DM + \beta_3 QM + e$$

Where:

*a* is intercept

*IR* is Inflation rate

*CM* is Currency outside Money

*DM* is Demand deposits Money

*QM is Quasi Money*  
 $\beta_1$  is regression coefficient of CM  
 $\beta_2$  is regression coefficient of DM  
 $\beta_3$  is regression coefficient of QM  
*e is error term*

**Findings:**

The results show that 1) there is a significant difference between the currency outside, demand deposits, and quasi-money in Thailand and Indonesia; 2) the currency outside insignificantly affects the inflation rate in Thailand and Indonesia; 3) the demand deposits insignificantly affects the inflation rate in Thailand and Indonesia; 4) the quasi money insignificantly affects the inflation rate in Thailand; and 5) the quasi money significantly affects the inflation rate in Indonesia. **Contribution:** This study contributes to advise the central bank in Thailand and Indonesia in managing the role of the central bank's credibility in achieving the inflation target and the proposed rules on monetary policy. The contribution for further research is to develop the study in ASEAN countries in order to support the operation of MEA for banking from 2020.

**Keywords:** money, nexus, inflation rate

Abstract ID: AIMC-2017-EBM-99

**THE INFLUENCE OF CONVENTIONAL BANKS ON SMALL AND MEDIUM ENTERPRISES FUNDING IN NIGERIA**

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**Abstract**

**Introduction:** This study design to examines the influence of conventional banks in financing small and medium scale enterprises (SMEs) in Nigeria. A sample of eleven (11) commercial banks was drawn for the study and individual bank data and time series yearly data were gathered **Methodology:** The study and individual bank data and time series yearly data were gathered. Adopting panel data regression analysis **Findings:** The outcomes suggested that commercial bank has positive influence on SMEs' funding as deduced from the outcomes of constant effect, fixed effect and random effect models which demonstrate that conventional banks loan to small and medium scale enterprises, the proportion of credit to SMEs to aggregate loan in the economy and capital of conventional banks describe a significant proportion of variations that rise in SMEs' funding.

**Contribution:** This study indicates that commercial banks are capable of making SMEs develop

**Keywords:** Small and Medium Enterprises, Conventional Banks, Funding, Panel Data Regression, Bank Capital

Abstract ID: AIMC-2017-EBM-100

**COMMUNICATION SATISFACTION AND TURNOVER INTENTION; MEDIATING ROLE OF ORGANIZATION COMMITMENT**

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**Abstract**

**Introduction:** Turnover of employees is one of the major issues which today any organization is encountering. There are a lot of predictors for the intention to leave the organization for example opportunities for new jobs, skills requirement and bad organizational setup, low commitment with the Organization and much more. Pakistan telecom industry today is facing many problems related to turnover of employees as there are a lot of opportunities for the employees to move to the new organization with higher perks and benefits. Also there is a talent hunt in the telecom sector which requires skillful personnel in order to compete with the rival firm of the industry. Due to the Emergence of 3G & 4G technologies in the industrial sector, turnover rate in this sector increases by many folds.

Better the employee is communicated or communicates to other, better he or she will be able to complete the task, and to create an environment in the organization which is better aligned and increases the level of satisfaction and commitment of employees in the organization (Ballard & Sei bold, 2006). Effective internal communication helps in building trust, motivation and an atmosphere where they can freely share their ideas and emotions, and creates a sense of knowledge about the organization (Moyer, 2011).

Organizational commitment is high if the individual is satisfied with the communication system, which helps him in achieving the goals and task and to maintain the relationship with supervisors, peers, subordinates. If the organization commitment is high then the intention to leave the organization become low as employee has developed a sense of felling to remain in the organization because of emotional and psychological attachment. In this study we take the predictors for turnover in two ways which are effects of communication satisfaction and organizational commitment (identity, loyalty, involvement) on the turnover intentions of employees. We have also built the relationship of Organization Identity, Involvement and loyalty with the communication satisfaction and turnover intention as a mediator.

*Problem statement.*

Turnover intention is one of the major issues in the telecom industry which can be reduced with higher organization commitment and higher level of communication Satisfaction.

*Research Questions*

This Study is based on the following questions which serve as the objective related to Communication satisfaction, Organization Commitment (identity, involvement, Loyalty) and turnover intention.

- Whether Communication Satisfaction has an effect on Turnover Intention of the employees?
- Whether Communication Satisfaction has an effect on organization commitment of the employees?
- Whether Organization Commitment has a mediation effect on the relationship of Communication Satisfaction and Turnover Intention?

**Methodology:**

The nature of this study is explanatory; it is a causal effect research which was conducted in order to measure the cause and effect relationship of dependent and independent variables. The study includes 52 items. Each item was tested and checked on a 5 point likert scale. Model testing through regression analysis, correlation matrix was obtained.

The population for this study was employees of telecom sector of Pakistan. The telecom operators selected for study were Ufone, Zong, Mobilink, Telenor, Nayatel and PTCL. Convenient non probability sampling methods have been adopted to collect data. To find out the reliability of the instruments adopted for measuring communication satisfaction, organization loyalty, organization involvement, organization identity and employee turnover intentions, we have run the reliability analysis in SPSS and find out the Chronbach's Alpha values for the items used in the instrument.

**Findings:** The telecom sector mostly comprises the youngsters from 20 to 30 years old. The respondents for our study include 59 percent of the respondents below 25 years of age and 27 % approximately between 25 to 30 years of age. Hence middle level positions have been incorporated by this age group. The respondents from the age group 31 to 35 years are only 9 % approximately and above 36 years is only 5 percent approximately. We have done non probability sampling and as a result we quested 65 percent male and 35 percent females in our studies. The telecom sector includes majority of the employees who are professionals and have done Masters. Our 50 percent respondents have Masters Degree in Educational carrier and 33 % are bachelors. 66 % of the respondents have experience below 5 years. 26 % have experience of 6 to 10 years and a minimum proportion of the respondents were having experience greater than 10 years.

Above mentioned table derived from the SPSS, which shows the regression analysis of independent variable and the dependent variable. The variance analysis shows that the model is overall significant and the value of P is less than 5 all the hypothesis.

Table No.4 explains that mediation paths. Baron and Keny (1986) procedures were used in order to test meditation hypotheses. According to the statistical analysis given in above table H-8, H-9 and H-10 are accepted; however as the beta values in all cases are reduced but remained significant that shows partial mediation.

**Contribution:** Following are the future recommendations for further research

The research can be conducted in other sectors like health, banking, manufacturing, services, media, etc.

The research must be conducted for a long period of time because the perception of employees regarding the commitment and turnover intention changes with time. Hence longitudinal research methods must be conducted Other elements like demographics, generational gaps, compensation, culture etc. must also be taken into account for measuring the elements of communication satisfaction , turnover intention and organization commitment

There is a need to study communication satisfaction and turnover intention in depth as a lot of elements predict the communication satisfaction and turnover intention.

**Keywords:** Communication satisfaction, Organization Commitment, Turnover Intention, Loyalty, Identity, Involvement

Abstract ID: AIMC-2017-EBM-106

## RELATIONSHIP ANALYSIS OF CORPORATE GOVERNANCE MECHANISMS, AUDIT FEES AND FINANCIAL REPORTING QUALITY IN INDONESIA

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### Abstract

**Introduction:** *Issues about the factors that influence the quality of financial reporting is an issue that has always attracted attention of regulators, practitioners, and academicians. The application of accounting rules freely provides an opportunity for managers to use its authority on what should be reported. The purpose of this study was to examine the effect of corporate governance mechanisms on the quality of financial reports and examine the effect of corporate governance mechanisms on the audit fee. In addition, this study also aimed to examine the effect of audit fee to the quality of financial reports.* **Methodology:** *Analysis model used in this study is Partial Least Square (PLS). The basic idea of PLS is to predict the variable Y (dependent) from the variable X (independent). PLS will search the best of X component to predict Y. PLS will seek one component called latent vector and a simultaneous decomposition of X and Y with the restriction that these components can explain the covariance between X and Y.*

*According to Hussein (2015), there are two types of SEM, the SEM-variant based called PLS and covariance-based SEM (covariance based SEM) using AMOS and LISREL. Although both are categorized as SEM, but the PLS and Covariance Based SEM (CBSEM) have a clear distinction. The main thing that distinguishes between the PLS and CBSEM is the purpose of using the method. Intended use of PLS is to make predictions. Prediction is meant here is the prediction of the relationships between the constructs. In contrast to PLS which aims to make predictions, the use of CBSEM is more intended as a method to confirm the theory, so it can be said that the PLS is more oriented to the prediction, while CBSEM oriented to theory (Jogiyanto, 2009).*

**Findings:** *The results of this study showed that the proportion of independent commissioners and audit committee from the board of commissioners and audit committee negatively affect fee audit, the proportion of independent commissioners and audit committee from the board of commissioners, audit committee and board of directors negatively affect fee audit, the proportion of independent commissioners and audit committee from the board of commissioners and audit committee do not positively affect the quality of financial reports, the proportion of independent commissioners and audit committee from the board of commissioners, audit committee and board of directors do not positively affect the quality of financial reports, as well as audit fee negatively affect the quality of financial reports.* **Contribution:** *This study contributes that the presence of independent commissioners and audit committee as part of the corporate governance mechanisms play an important role in reducing the audit fee. Moreover, the study also showed evidence that the higher the audit fee the lower the quality of financial reporting.*

**Keywords:** Corporate Governance Mechanisms, Audit Fees and Financial Reporting Quality

Abstract ID: AIMC-2017-EBM-107

## SHARIA MOBILE PAYMENT SYSTEM IN THE MUSLIM WORLD: THE IMPACT OF ULAMA ENDORSEMENT AND RELIGIOSITY ON CONSUMER BEHAVIOUR

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### Abstract

**Introduction:** *This study aims to measure factors influencing the intention and behaviour of Muslim customers to use a mobile payment system. This system is claimed to meet the requirements of sharia payment system. In addition, this service is endorsed by a famous ulama (an Islamic lecturer/theologian). Three independent variables were chosen as predictor variables including ulama endorsement, perceived usefulness, and religiosity. In addition, usage intention was treated as a mediator variable.* **Methodology:** *Data was collected using an online instrument and participants were approached conveniently, those who followed the Instagram platform owned by the company. It attracted 338 active users of this payment system. Data was analysed using exploratory factor analysis and structural equation model.* **Findings:** *As a result, perceived usefulness and religiosity positively influenced intention to use sharia mobile payment system, while intention to use and religiosity positively influenced actual use. In contrast, ulama endorsement negatively influenced intention to use. This study also offers different results of male and female participants.* **Contribution:** *This study is expected*

to carry out an innovation in the study field of financial consumer behaviour and marketing as a sharia payment system is a new form of service in the financial industry.

**Keywords:** sharia payment system, perceived usefulness, ulama endorsement, religiosity

Abstract ID: AIMC-2017-EBM-108

### WHEN MUSLIM CONSUMERS WERE ANGRY WITH A BREAD BRAND

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#### Abstract

**Introduction:** *This study examines the impact of corporate communication of a bread national company on brand trust, consumer animosity, product judgment, and boycott participation on willingness to purchase. This study is a response to a call to boycott towards the brand. The corporate communication in this study refers to a clarification released by the company saying that they had no association with any political action in Indonesia. Previously, in November and December 2016, there were two religious/political street protests/actions against the blasphemy committed by the Jakarta Governor, involving million Muslims. This clarification harvested a massive negative reaction from public. **Methodology:** Data was collected using an online survey attracted 306 respondents but only 266 of them completed the questionnaire. Data was analysed using exploratory and confirmatory factor analyses, as well as structural equation model. In total, there are 12 hypotheses to be tested.*

**Findings:** *As a result, nine hypotheses are significant whereas another four hypotheses are insignificant. Brand trust is influenced by attitude towards corporate communication and consumer animosity; animosity is influenced by attitude towards corporate communication; product judgment is influenced by brand trust and animosity; boycott participation is influenced by attitude towards corporate communication and animosity; and purchase willingness is influenced by attitude towards corporate communication and product judgment.*

**Contribution:** *There is paucity of study exploring consumer boycott stimulated by a political-religious cause. The findings are expected to fill the gap.*

**Keywords:** Muslim consumers, boycott participation, brand trust, attitude towards corporate communication, product judgment, purchase willingness, structural equation model

Abstract ID: AIMC-2017-EBM-109

### THE EFFECT OF FINANCIAL KNOWLEDGE AND BARRIER ON MOTIVATION AND SAVING INTENTION OF TEACHER STUDENTS: AN EXPLORATORY STUDY

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#### Abstract

**Introduction:** *One of the national strategies of the current Indonesian government is to increase financial literacy of the societies. Financial literacy can improve a person's financial knowledge. Some studies reported that financial knowledge and saving motivation are essential to increase intention of a person to saving whereas saving barrier will negatively influence saving intention. This study aims to investigate the impact of financial knowledge, saving motivation, and saving barrier on saving intention. **Methodology:** This study was conducted in Jakarta involving teacher students at a public university. In total there were 212 participants. Data was collected using an online survey and calculated using exploratory and confirmatory factor analyses, as well as structural equation model. **Findings:** As a result, two hypotheses were rejected and another six hypotheses were accepted: financial knowledge had no significant influence on saving intention whereas saving barrier negatively influenced security and investment motivation as well as saving intention. Furthermore, security motivation significantly influenced investment and saving intention and investment motivation significantly influenced saving intention. **Contribution:** This exploratory study offers innovations. The two dimensions of saving motivation – security and investment – were treated as two different variables of motivation. Besides, there is a paucity of study focussing teacher students as participants.*

**Keywords:** Saving intention, saving barrier, saving motivation, financial knowledge, teacher students

Abstract ID: AIMC-2017-EBM-117

**THE BUDGET MONITORING INFORMATION SYSTEM (SIMA) AS AN ACCURATE INFORMATION SYSTEM AND PLANNING AT UNIVERSITY OF SULTAN AGENG TIRTAYASA**

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**Abstract**

**Introduction:** *The application program owned by University of Sultan Ageng Tirtayasa (Untirta) known as the Information Systems Planning Monitoring and Evaluation Report (SIMPEL) focuses on planning activities as public information. However, the program only includes the planning and implementation of the activities. Referring to the excellent research purposes on ICT development and public/social policy, this study will use a massive information system allocation and funds in each work unit at Untirta. The aim is to provide an accurate information system and planning on the realization of the budget users and authority in the financial management of each work unit. The information system made in this study is called the Budget Monitoring Information System (SIMA). **Methodology:** Research methodology includes: 1) Preparation of algorithms for a review make the application, 2) Making Mokup Application for review site, 3) Making the sub menu needed to review applications 4) Preparation of reports and input for the review of the Software, 5) Making the system online for SIMA in each business unit. **Findings:** Establishment of a financial application that is able to monitor the activities and budget absorption in every work unit **Contribution:** Provide information on the planned and actual budget and the Budget Users Budget Authority to quickly and accurately, and can provide information on activities of departments and faculties to the public the better.*

**Keywords:** financial management, application programs, information systems, monitoring, budget

Abstract ID: AIMC-2017-EBM-121

**EQUITY MARKET TIMING AND ITS LONG-TERM EFFECT OF CAPITAL STRUCTURE: A CASE STUDY ON FIRMS LISTED ON THE INDONESIA STOCK EXCHANGE**

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**Abstract**

**Introduction:** *This research is a case study on firms listed on the Indonesian Stock Exchange. Main problems of this study is whether firms in Indonesia using the equity market timing, and whether equity market timing has a long-term effect on capital structure. The purposes of this study are to examine the problems. This research has two hypothesis. First hypothesis (H1) that the firms in Indonesia use equity market timing when issuing equity, and second hypothesis (H2) that the equity market timing has a long-term effects on the capital structure of the firms in Indonesia. **Methodology:** The sample in this study is non-financial companies listed on the Indonesian Stock Exchange over the period of 2001 to 2011. The sample is chosen based on non-probability sampling using a purposive sampling method in the form of judgment sampling. This research uses panel data. The research models used in this study is a distributed-lag regression model. In this models, the dependent variables are net equity issue and leverage, and the independent variable is historical market-to-book ratio. The capital structure determinants are used as control variables. **Findings:** With panel data, this research's results show as follows. The first, based on restricted and Hausman tests, the chosen result to test the first hypothesis (H1) is fixed effect method. With *t* test, H1 is proven because the lagged market-to-book ratio gives a positive effect to the net equity issues. Therefore, this research's result indicates that Indonesian firms use equity market timing when issuing equity. The last second, based on restricted and Hausman tests, the chosen results to test the second hypothesis (H2) are fixed effect cross weighted (GLS) method, when the leverage or the cumulative change of leverage as dependent variables. With *t* test, H2 is not proven because the historical market-to-book ratios do not give negative effect on both the leverage and the cumulative change of leverage. This means that when the historical market-to-book ratio is high, the firms aren't issuing equity. Therefore, these research's results indicate that the equity market timing does not have a long-term effect on the capital structure of the firms in Indonesia. By this finding, there are indications of the speed readjustment process toward the target capital structure. The target capital structure is refers to as the optimum capital structure. **Contribution:** The result of this research is expected to give contributions, such as 1) theoretically, empirically, and practically beneficial to firm's managers, investor, economics analyst, and academics about a capital structure theory which could be applied in Indonesian firms, and 2) knowledge about how impact of the equity market timing theory on capital structure in Indonesia*



**Keywords:** capital structure, equity market timing, net equity issue, market-to-book ratio, long term effect

Abstract ID: AIMC-2017-EBM-125

### **SERVICE QUALITY IMPLEMENTATION IN SHAPING SUSTAINABLE BANKING OPERATING SYSTEM : A CASE STUDY OF MAYBANK GROUP**

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#### **Abstract**

**Introduction:** *This research studied sustainable banking operating system by Maybank since it is the first sustainability bank in Malaysia. The Gap Model of service quality which developed by Parasuraman et al. (1985), is used in this study to assess the sustainable banking operating system implemented by Maybank.*

**Methodology:** *The research was grounded on social constructivism under an exploratory study. A qualitative case study approach was adopted, backed by three data collection techniques which are semi-structured interviews, observation and document analysis. Findings:* *The research pointed out Maybank has reached the phase of preventive banking and towards the phase of offensive banking. The bank generally expressed their commitment to move forward with their sustainability goals as they are aware of the increasing expectation of their stakeholders and the society at large. Maybank has adopted two main ways of integrating sustainability into the banking industry. Firstly, the integration of social and environmental responsibility in banking operations through in-house environmental initiatives and socially responsible initiatives. Secondly, the integration of sustainability into its core business through credit risks management, socially responsible investing and philanthropy. It is imperative for other banks in measuring, improving and reporting their sustainability goals and practices as they will eventually be bound to compete on sustainability benchmarking with industry competitors. The government may also need to strengthen its partnership with the banking industry and revisit its regulatory regime in the sector to ascertain the effectiveness of its policy direction in promoting sustainability in the banking industry. Contribution:* *This paper adopted an existing body of theory (Gaps Model of Service Quality) and aims to contribute to it. The theory building within this paper is expected to represent an extension to existing theory, particularly aimed at reconceptualization and redefinition of the phenomenon of service quality in the sustainable banking*

**Keywords:** Sustainable Banking Operating System, Sustainability Development, Service Quality.

Abstract ID: AIMC-2017-EBM-128

### **ZAKAT COLLECTION AND THE EFFECTS FROM THE MACROECONOMIC FACTORS: MALAYSIA EVIDENCE**

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#### **Abstract**

**Introduction:** *Zakāt collection determines the zakāt distribution. Thus, a higher zakāt collection leads to a huge benefit to the zakāt recipients. However, there is a constraint in terms of its collection due to the external factors that undeniably could affect the collection especially from the effect of the macroeconomic factors. It becomes critical when there is a claim that the price of gold (which is used as a niṣāb benchmark in Malaysia) also has a tendency to impact negatively on the collection of zakāt. Accordingly, this study will analyze the relationship between the selected macroeconomic variables, namely, the inflation, the exchange rate, the gross domestic product per capita and the gold price. Methodology:* *The study employs a time series approach which uses the quarterly time series data from 1993 until 2015 by using the method of the VAR/VEC model. Findings:* *From the long-term equilibrium relationship and the Granger causality result, it indicates that zakāt collection indeed has responded to the changes of the macroeconomic factors, especially to the factor of the gold price as well as the per capita gross domestic product, inflation and exchange rate. Interestingly, the gold price did create a negative impact to the zakāt collection as being claimed by some scholar. This gives an indication that the gold price, which represents the niṣāb of zakāt, has given an impact to the zakāt collection and it does fulfill the theoretical concept, which posit a higher price of gold results in the growth of niṣāb of zakāt and therefore, it will reduce the amount of zakāt collection for that particular year. Thus, from this finding, it shows that the gold price has a defecting factor in the zakāt collection and at the same it tends to reduce the opportunity to the group of poor to get their distribution. Contribution:* *This study provides an analysis of the less seen aspect, but yet*

has a tendency to manipulate the zakāt collection as well as the zakāt contribution. As most of the research focus on the awareness and distribution aspect of zakāt, this study adds to the value of something overlooked that have a potential to impact the zakāt collection and the needy. Thus, from this finding, it could give an alert to the authorities, especially to the zakāt institution to take a responsive step as a preparation for the upcoming situation that somehow it is beyond our estimation.

**Keywords:** Zakaat collection; ni'a; gold price; macroeconomic factor; Malaysia

Abstract ID: AIMC-2017-EBM-134

### MODEL OF STUDENT BEHAVIOR INTENTION

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#### Abstract

**Introduction:** Rank of accreditation in college is also became a problem for the candidates students in determining choice especially for those who want to work in sector government soon, relating to regulations set related institutions that required for the future applicants work to be derived from study program having rank of accreditation at least. Interest college students to do not choose private universities as decision main equal to choose universities it is predicted caused by image institutions private universities tends to be less familiar institutions than image universities.

Image institutions private universities relatively less plume college student the width caused by value perception by students relatively low and lack of group reference that references private universities to be chosen by the candidates students .4 .There is an indication graduates SHS not willing to continue into high school the science of economics (STIE in Medan). The low interest them to continue to private STIE in Medan, tending to caused by image institutions itself that tend to be known (less plume ) , so is interested in choose university in Medan.

**Methodology:** Research methodology used is the methods of explanatory survey for the built empirical model. Type investigation in this research was causality. While unit analysis in this research is Private STIE in the city of Medan, and unit observation are students senior year, with a sample size of 400 people. In addition, this research also is cross sectional, because done at the time when certain that is in 2014 (Sekaran. 2010: 32 ).

Structural Equation Model (SEM) be come a tool for built empirical model in this research. **Findings:** The finding of this research result is apparently the image of students in higher education institutions will be perceived positively when the students perceives the value felt by them. But the students will intention to select college students when there is a reference group that encourages them. Where as when viewed indirectly, then the students behavior intention to select college students more dominant are determined by students perceived value through the image of the institution. **Contribution:** When group reference later reflected by a group reference normative followed by the potential students and perceived value of student who later reflected by relational is positive, it can improve the image of the institution that later reflected by the learning environment. When group reference later reflected by a group reference normative followed by the potential students, the perceived value candidates of student who later reflected by relational is positive, and supported by image of institution that later reflected by the learning environment, it can be interest students in choosing STIE who later reflected by desire.

**Keywords:** Reference Group, Perceived value, Institution Image, Student Behavior Intention

Abstract ID: AIMC-2017-EBM-140

### A CRITIQUE ON CONSOLIDATION ACCOUNTING FOR ISLAMIC FINANCIAL INSTITUTIONS

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#### Abstract

**Introduction:** The purpose of this study is to highlight two critical issues in consolidation accounting for Islamic Financial Institutions (IFIs). The study will focus primary on criticizing the AAOIFI-FAS23 "Consolidation" from two main perspectives and provide solutions which supposed to enhance the quality of accounting information for IFIs. Firstly, the study highlight the consequences of adopting the principle of "Form-over-Substance" by the AAOIFI financial accounting standards. The second issue is highlighting the

arguments of the usefulness extent of consolidated financial statements for IFIs to the different stakeholders. **Methodology:** In this context, we are going to conduct documentary and textual analysis of Islamic accounting theory. As a result, we are comparing consolidation accounting principles against Islamic accounting principles that set forth and adopted by the AAOIFI and examining the extent of compliance. Further, the study is also based on library work basically based on the study of the related literatures written on consolidation accounting in conventional perspective. **Findings:** The study concluded that consolidation accounting is considered as one of the very first expression of the substance over form principle rather than “form over substance” because it gives priority to the reality of economic relationships over legal form (J. Gasbaoui, 2013; Muller-Lagarde, 2015). Meaning that, a large discrepancy between consolidation accounting principles and the framework of principles as set forth by the AAOIFI is existed. Furthermore, the study concluded that stand-alone financial statements for the parent IFI are crucial and important for external users in order to evaluate the financial performance of the parent accurately. **Contribution:** To the best of my knowledge and belief, this is the first article that criticizes the AAOIFI FAS No.23. the parer has highlighted two important issues relating to accounting for Islamic Financial Institutions. The paper is considered as the first paper that contextually analyses this issue based on Islamic and conventional sources using a qualitative approach. In addition, the paper has contributed to the literature in accounting for Islamic Financial Institutions. **Keywords:** Islamic accounting, Consolidation accounting, Form and Substance, AAOIFI

Abstract ID: AIMC-2017-EBM-141

**THE STRATEGIC OF IMPLEMENTATION HEALTH AND SAFETY TO IMPROVED PERFORMANCE CONSTRUCTION MANAGEMENT SYSTEM (CASE IN ARCAMANIC PROJECT, INDONESIA)**

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**Abstract**

**Introduction:** Implementation of management systems of health, safety and environment (HSE) in Indonesia is still not optimally implemented, this is because the safety culture is not rooted among the people. The issue of accidents in construction activities will have a direct impact on the individuals involved in the work, safety construction time and productivity losses. So that these matters are the responsibility of companies that must be addressed by an integrated strategy between quality, health and safety management as well as the environment. This study aims to obtain a model of strategy implementation occupational safety and health to improve performance, especially in the construction field. **Methodology:** The method in this research used qualitative and philosophical assumptions research approaches. The location of research in the development of SPOrT Jabar Arcamanik Indonesia with 10 research subjects. **Findings:** The results indicate in this study to improved performance of construction management system the management must be integrated the strategy of safety management organization divided by three sub area factor Structure policy organization, procedures, implementation, expected such implementation will establish a culture of safety that consists of 2 parts behavior and the environment. Eventually, the project will improve the performance of construction. **Contribution:** Thus, if all the elements are implemented properly it will improve performance in quality, cost leadership and timeliness with implication to organization construction.

**Keywords:** strategic implementation of health and safety, safety culture and performance of construction

Abstract ID: AIMC-2017-EBM-142

**A FRAMEWORK OF GREEN CONTRUCTION SUPPLY CHAIN MANAGEMENT (CASE STUDY IN PROJECT STADIUM GELORA BUNG KARNO, INDONESIA)**

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**Abstract**

**Introduction:** The construction company in a highly competitive environment are trying to survive by continuing to find ways to create efficiencies and cost-effectiveness, innovation, expertise and timely execution of work. Green Contruction Supply Chain Management has an important role in driving competitive advantage through the performance that takes into environmental factors to provide sustainability in long-term. The purpose of this study was to analyze the Framework of Green Construction Supply Chain Management

(GCSCM). **Methodology:** The research methodology used the qualitative approach. The data collection will be taken through interviews and observations on key informants and then analyze the data and draw conclusions by reduction. **Findings:** The study highlights that a the framework model of green construction supply chain in project stadium Gelora Bung Karno which are defined by three phase. The first phase are called “resource” or input with consisting of the needs of the client, master plan project and financing. The second phase are a process. The process consisting of tender, design and construction. The last phase is the “result” or output of the work consisting with handover and maintenance. **Contribution:** Green Supply Chain Management in the construction company can improving managerial effectiveness in achieving the goals of construction projects for the creation of strategic value and also important factor that could determine the sustainability of the company. **Keywords:** Green Construction Supply Chain Management, Construction, sustainability of construction company

Abstract ID: AIMC-2017-EBM-157

## THE EFFECT OF RECRUITMENT, SELECTION AND DEVELOPMENT ON TALENT MANAGEMENT

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### Abstract

**Introduction:** Nowadays the recruitment, development and keeping of talent are very important in all company performance, and if organizations investment in talent management it's not cause to enough and satisfaction to achieve desired level of talent pool. The talented people are important role of success in organizations specially in IKCO (Iran Khodro company), it is the largest vehicle manufacturing company having an average share of 65 percent of domestic vehicle production.the goals of this study is to determine the used organization techniques to recruit and select, develop and maintain talent. Also examine the relationship between recruitment and selection, development and retention techniques used by organizations and their talent management. Find the talent management is so important for success of the companies. So they need to find how much talent management strategies are run in Iran IKCO. This is focus on this study.

**Methodology:** In this investigation used qualitative research design. Also survey method is data collection and researches tool is a structure questionnaire. The populations are the international IKCO Company in Iran. Convenience sampling used in this research just companies that agreed for participate were also chosen. Sampling for this study is 36 sections in IKCO (Iran Khodro Company)which they are working separately as an organization and also they are dependent in output. In this survey, questionnaire by self run and personally distributed by the researcher to the subject to the subject. The questionnaire was conducted by human resource managers in the organization. The questionnaire includes five parts. For analysis of questions, a computer program (SPSS) will be used. For answer the research question and test hypothesis are used both descriptive and inferential statistics were used. Descriptive statistics were used to describe the organizational specification which participated in this study. In this research used of data analyzed with “SPSS version 17” software. For answer the research question and test hypothesis are used both descriptive and inferential statistics were used. Descriptive statistics were used to describe the organizational specification which participated in this study, also hiring of talent, developing and strategies of management used in organization. **Findings:** The findings showed that In IKCO international company, coordinate staffs with the mission and vision of the organization technique, that necessary to further improvement in hiring and selection of talent. This concept is which selecting the right people that have the right knowledge, skills, ability and attitude with the mission and vision of the organization is the centralization on recruiting and selecting techniques in this organization. The recruiting and selecting technique of successful organization in the hr planning section can to recognize the talent needs by this organization and also selecting strategies used by them that can organization to obtain talent. Any way this organization is less successful with the recruiting rules and condition which facilitate talent management. In talent development, the IKCO (Iran Khodro Company) required to improve the training methods and present opportunity for promote of talent skills. In the other hand which the important focus of keeping initiatives in the organization is leverage available talent and retention the present potential than absorption and hiring new talent which are exist in the market. Preservation and keeping is a challenge able issue for this company. Also the organization must improve current culture and change to the culture that cause the staffs want to stay in this organization. In this study, staffs have an opportunity that have an individual career plan and organizations must make regulations of future form position for the staffs. These organizations are successful in pension strategies to keeping the talents; also they are not successful in their general compensation systems to talent

reward. **Contribution:** Contribution for this study is that " talent management is a new in Iran. Some organizations don't use talent management in business strategy, so they fail to understand what success should look like for organizations. Find the talent management is so important for success of the companies. So this study need to find how much talent management strategies are run in Iran IKCO and what factors of talent management effects more on IKCO success and Pay more attention to talent management and its importance create success of the IKCO which is already rare. this is focus on this study.

**Keywords:** Talent management, Appearance of Talent management, Marketplaces for talent workforce, challenge for talent management

Abstract ID: AIMC-2017-EBM-164

## THE EFFECT OF IT GOVERNANCE INITIATIVE ON EFFECTIVE IT GOVERNANCE AND ORGANIZATIONAL PERFORMANCE IN MALAYSIAN MANUFACTURING COMPANIES

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### Abstract

**Introduction:** Recently, information technology governance has become a critical issue for many companies in various industries; this is even more important in large enterprises due to the more complex business processes, more specified tasks and departments. Many companies suffer from extra costs of IT and other processes due to failure in efficient alignment between IT and business strategies which in turn, leads to a low performance of the company (Ali and Green, 2012). To overcome this problem, they need to have an effective IT governance to make the IT resources management more valuable, less substitute, rarer, and less imitable. To do so, firms need to use appropriate mechanisms for IT governance in order to increase its effectiveness (Ali and Green, 2012). **Purpose:** This is a combination of exploratory and descriptive research that aims to investigate the determinants of Malaysian IT governance and its influence on organizational performance. This research plans to use a survey method to understand the relationships between all proposed variables. Finally, this study intends to the connection IT governance initiative, effective IT governance and organizational performance in the manufacturing Industries in Malaysia. **Methodology:** This study tries to focus on Managers working in manufacturing companies. However the questionnaire of study will be email to human resource department to find out that who is in charge for the type of information is needed in manufacturing organization in Malaysia. Samples will be selected from seven states of Malaysia because heavily populated and rather various manufacturing industries in order to let the results to be generalized to a larger population, and the main reason for the selection of seven states is because Malaysia's manufacturing industries are largely concentrated in these states. The majority of manufacturing organizations are established in (Selangor (29.7%), Penang (13.6%), Johor (12.6%), Sarawak (10.3%) Negari Sembilan (7.0%) Melaka (4.6%) and Pahang (4.6%) (statistic.gov.my, 2014). This is a combination of exploratory and descriptive research that aims to investigate the determinants of Malaysian IT governance and its influence on organizational performance. This research will apply a correlation (quantitative method) study to examine variables obtain from the lists member from the "Federation of Malaysian Manufacturer" (FMM, 2014) and SME Corp Malaysia. This study applied a simple random sampling. For this study, AMOS was selected to perform SEM. **Findings:** Findings: Information technology (IT) has significantly influenced how organizations conduct business. To highlight this fact, organizations continue to make significant investments in IT despite the recent economic downturn. The reliance on IT by organizations points to the need for better management, control and governance of these IT investments. Consequently, IT Governance (ITG) plays a significant part in ensuring that those investments deliver value and minimizes risk. this study observed that with IT becoming more pervasive in business processes, IT governance is increasingly important as it affects the performance of a business in terms of its profitability and quality of its products. There is great need for new use of IT by people in all areas of an organization. IT governance is linked to corporate governance. Top performing organizations govern IT differently from least performing organizations. There is a need to re-think on IT governance by setting a vision; making the right decision, assessing and managing risks, and fostering clear account abilities and desirable behaviors. also the research has shown that organizations with proper ITG will result in at least 20 percent higher returns on assets than organizations with weaker governance. Furthermore, better governance of IT lead to improved IT outcomes. The popularity of information technology (IT) usage among companies has called for a specific focus on IT governance. IT governance is important because it ensures sustainable system operations and reduces the organization's vulnerability to crises resulting from system failures. **Contribution:** Information technology (IT)

*governance is relatively new in Malaysia. In fact, there are limited studies about IT governance in Malaysia. In fact, there are limited studies about IT governance in Malaysia (Noor Azizi Ismail, 2008; Tan, et al, 2011) and a seemingly lack of awareness studies on IT governance from the Malaysian perspective. This study should help clarify for IT managers, practitioners. Establishing a model of Information Technology Governance Initiative on effective IT governance and Organizational Performance in the industry of interest should help managers to better understand how Information Technology Governance Initiative and effective IT governance fit together in Organizational Performance. Information Technology Governance initiative is very important in manufacturing sectors. Also the topic of research has considerable significance in Malaysia. In fact, there are limited studies about IT governance in Malaysia and a seemingly lack of awareness studies on IT governance from the Malaysian perspective. A significant contribution of this research is the construction of a theoretically based model which assimilates the Information Technology Governance initiative, effective IT governance and Organizational Performance.*

**Keywords:** IT governance in Malaysia, Importance of IT governance, IT governance initiatives, effective IT governance

Abstract ID: AIMC-2017-EBM-168

### **IMPROVING SERVICE OF QUALITY USING QFD**

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#### **Abstract**

**Introduction:** UD. AdiTeknik is one of the workshops in Sidoarjo engaged in repair services industry tools. In running the business today, less developed workshop. This is evident from the number of machines that the utility is very low due to the lack of the number of service users the workshop. One of the things that affect the number of customers is customer satisfaction **Methodology:** After listening to complaints from several consumers, aware that consumers are less satisfied with the quality of services Aditeknik workshop. For that, we need to do research on customer satisfaction on the quality of services rendered. One method that can be used to help companies to improve the quality according to customer wishes is a method of Quality Function Deployment (QFD) **Findings:** From this research, there are twelve attributes of the desires and needs of consumers on the quality of service workshop Aditeknik that the quality of repair, cleanliness and neatness of the workshop, complete facilities of customer, employee performance, repair results in accordance with demand, timeliness of completion, the ability to analyze problems, clarity fees and the completion time, warranty repair results, employee friendliness, ease of contacting a workshop, and a willingness to give input on the matter. Attributes are used in the preparation of HOQ are attributes that do not meet consumer expectations **Contribution:** These attributes are the completeness of customer facilities, the quality of the repair, repair results conformity with the request, timeliness of completion, and clarity of the cost and time of completion. Having arranged the order of priority obtained HOQ technical response that specialization of work, improved administration, rechecking repair results, structuring the work environment and increase customer facilities.

**Keywords:** Service, Quality Function Deployment, Aditeknik

Abstract ID: AIMC-2017-EBM-175

### **GREEN PROCUREMENT PRACTICES AND BARRIERS IN FURNITURE MANUFACTURING COMPANIES**

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#### **Abstract**

**Introduction:** The most significant barrier to green procurement practices was a lack of awareness among purchasing managers in Malaysia. They seldom took the effect of procurement on the environment into consideration. Such situation had caused them to purchase with an unfriendly environmental product and service. This type of procurement products and services will actually result in the environmental deterioration problems in Malaysia. Thus, the objectives of this study are: (a) To identify the current practices of green procurement in furniture manufacturing companies; and (b) To determine the barriers of the green procurement practices hampered in furniture manufacturing companies. **Methodology:** The research design for this study is quantitative research. The random sampling technique was implemented in this research. The respondents for

this research are those who are involved in purchasing department which is purchasing officer and manager in furniture manufacturing companies in Batu Pahat, Johor. The research questionnaires were divided into three sections: general background of the respondent, current practices of green procurement, and barriers of the green procurement practices hampered in furniture manufacturing companies. The questionnaires were distributed to the targeted respondents. All the data that was collected quantitatively was analyzed by using SPSS. **Findings:** The research question one is to identify what are the current practices of green procurement in the furniture manufacturing companies. From the result, most of the respondents implemented the current practices by ensuring there was a safe, incoming movement of product for facilities. Most of the respondent are ensure that entire process of materials and products moving into, though, and out of facilities are all in safe and control condition. The second highest mean is to ensure that supplier's location is operated in a safe manner. Most of the respondents agreed that suppliers should provide and maintain a safe working environment as well as minimize hazards through safe work procedures ongoing safety training. The research question two is to determine the barriers to the green procurement practices hampered in furniture manufacturing companies. From the result, most of the respondents agree with the barrier of the procedures for implementation of green procurement is time-consuming. The second highest barrier that agreed by the respondents are the cost of the procedure to implement green procurement is quite expensive. Most of the respondents are having the perception that green procurement practices are expensive and will cost more. **Contribution:** The research is important to the manufacturing companies to use green procurement in their operation and production process. Thus, this research is useful and will bring a better understanding and information about important of purchasing green material toward environmental impacts in furniture manufacturing companies. There are most literature studies had conducted on hospital, construction, food and Information Technology (IT). The study of green procurement practices was still less conducted in Malaysia. So as to address this gap, the study of green procurement practices should be conducted. The green procurement practice will provide significant contributions in furniture manufacturing companies in Malaysia.

**Keywords:** Green procurement practices; barriers; furniture manufacturing companies

Abstract ID: AIMC-2017-EBM-176

## **PRESSURES AND DRIVERS OF GREEN SUPPLY CHAIN MANAGEMENT IMPLEMENTATION IN MANUFACTURING SMES**

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### **Abstract**

**Introduction:** Manufacturing SMEs have realised that it is significantly tough to adapt GSCM effectively and efficiently into their firm's strategies due to various limitations. It is crucial to determine these factors because it is hard for manufacturing SMEs to adopt GSCM practices into their corporate strategies without these external pressures and internal drivers. Manufacturing SMEs are unaware of the pressures that will burden and drivers that will benefit them. SMEs may experience distinct GSCM pressures and drivers such as government laws and regulations. Thus, this study aims to identify the pressures and drivers of GSCM implementation in Manufacturing SMEs. **Methodology:** Quantitative research was used in this study because it is a suitable method to determine the pressures and drivers of GSCM implementation among SMEs. Questionnaire survey method was utilized. There are three sections for the questionnaire. Section 1 of the questionnaire gathered Demographic Profile from respondents, Section 2 and 3 gathered data on Pressures and Drivers for GSCM implementation. Sample are selected from manufacturing SMEs listed in Sarawak Manufacturing Association (SMA) using random sampling from all manufacturing SMEs within Kuching, Sarawak. There are a total of 167 companies listed in SMA, however only 145 companies are within Kuching District, and only 95 companies fulfilled the criteria of Manufacturing SMEs, i.e. enterprise with sales turnover not exceeding RM 50 mil, or enterprise with less than 200 employees. According to Krejcie and Morgan (1970), the sample size of 95 population should equivalent to sample size of 77. Therefore, questionnaires were distributed to the 77 managers of Manufacturing SMEs. The data collected were analysed quantitatively using SPSS. **Findings:** The result generally demonstrates that regulatory pressures are identified by the respondents that it is a contributing external factor of GSCM implementation in manufacturing SMEs, however customer's pressures, public pressures, and supplier's pressures are more likely to be irrelevant on GSCM implementation. In addition, specialized budget for GSCM are deemed disagreement by the respondents, and commitment within enterprise need to be strengthen for better accomplishment of GSCM, and lastly, enterprise's environmental vision and corporate green trademark are agreed to be the drivers of GSCM implementation. As an example of pressures,

with regard to regulatory pressures, the mean value of slightly above 4.00, which is “Agree” in the Likert Scale used throughout the survey, shows that respondents agreed that national laws and local laws on environmental protection, and resource conservation (RP1, RP2, RP3, and RP4 respectively) do pressured the manufacturing SMEs into GSCM implementation. This is mainly due to the effort done by Malaysian government in Environment Quality Act 1974 (Act 127). Stricter government regulations have raised the need for the manufacturers to effectively integrate environmental concerns into their regular practices and onto their strategic planning agenda. **Contribution:** This study is crucial because all of the pressures and drivers within supply chain involving suppliers and customers have impacted on the decisions of SMEs to implement GSCM practices. By concluding the data collected from manufacturing SMEs that implements GSCM within the firm, the interested party may use the study as a guide towards “green” implementation for their firm in Kuching, Sarawak. It is globally insufficient in the literature on GSCM among SMEs, and this also contributes to GSCM literature gap with empirical evidence.

**Keywords:** pressures; drivers; Green Supply Chain Management; Manufacturing SMEs

Abstract ID: AIMC-2017-EBM-191

#### ANTECEDENTS AND OUTCOME OF WAQIF’S TRUST IN WAQF INSTITUTION – A PRELIMINARY ANALYSIS

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#### Abstract

**Introduction:** Waqf institutions have proven its ability toward alleviating poverty from a Muslim country. This study is undertaken to determine the ability of government managed Waqf institutions in a South-east Asian country toward influencing Waqif’s trust and commitment toward the institution and increase the probability of Waqf being integrated into the poverty alleviation mechanisms. **Methodology:** The Key Mediating Variable (KMV) model of Morgan & Hunt (1994), Trust model of Mayer, Davis, & Schoorman (1995) and Seal & Vincent-Jones (1997) are modified toward an antecedent - outcome model based on the propositions of Commitment-Trust Theory. 56 Waqif’s were conveniently chosen for the study. Results from Structural Equation Modelling (SEM) using Smart PLS 3.0 provided statistical validity of the model. **Findings:** Among the three components of board attributes, only board integrity has a statistically non-significant impact on Waqif’s Trust. While board opportunism negatively affects trust, communication and accountability are found to have a positive association with Waqif’s trust. Trust is also found to have a positive impact on commitment and partially mediates the relationship between communication and commitment. **Contribution:** This study is the first to develop an empirical model of trust for Waqf institutions which can be used for Islamic charitable institutions operating in developing and developed parts of the world. Results provided by the study will assist Waqf administrators in developing efficient governance strategies.

**Keywords:** Waqf, Trust, Commitment, Governance, PLS

Abstract ID: AIMC-2017-EBM-194

#### DIMENSIONS OF THE JAVANESE CULTURE AND THE ROLE OF PARENTS IN INSTILLING VALUES IN CREATIVE INDUSTRY ENTREPRENEURSHIP

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#### Abstract

**Introduction:** This paper reveals how the sources of Javanese culture, which has been instilled by parents of children as the new generation of successor to the family business, can act as values of sources of inspiration which shapes the behavior of entrepreneurship in the creative industries. Entrepreneurship in family businesses uses these Javanese ethics as the standards of the family's belief, which makes the principles as an identity that guide them in entrepreneurship and creates a way of life in the running entrepreneurialism. **Methodology:** The method used in this research is a social constructionist, narrative and interpretive. Narrative-based research approach is done through data collection with Focus Groups Discussion, interview, and non-participatory observation as well as analysis of the theme that create the methodological foundation. The ideas emerged and developed from innarrative face-to-face that became a proposition of research findings. **Findings:** Findings clearly indicate the relationship between Javanese culture which is owned by parents has been the values that



are believed by the businessman son and this has motivated their behavior entrepreneurship, and impact the learning element of entrepreneurship, as well as orientation in entrepreneurship. Javanese cultural principles such as being obedient to parents, being tolerant toward each other, giving forgiveness easily, creating a suitable level of dependency, being positive towards failure, and having social dependence substantially help them overcome every challenge of entrepreneurship on a local scale. **Contribution:** These findings provide new insights into the culture of entrepreneurship at the local level and link the insights to the cultivation of cultural values in entrepreneurship, which is realized in everyday behavior. The construct built provides the possibility of new learning materials for the perpetrators of entrepreneurs in Indonesia, where 47% of the population of Indonesia is Javanese ethnicity.

**Keywords:** Cultural and Entrepreneurial values, Javanese Entrepreneurship, entrepreneurialism

Abstract ID: AIMC-2017-EBM-197

## THE INFLUENCE OF RATIONAL CONSUMER-FOCUSED SELLING PREMISE TOWARDS PURCHASE INTENTION AMONG ADVERTS VIEWERS

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### Abstract

**Introduction:** Promoting product is an important agenda in marketing and one of the most popular tools is TV advertisement. This tool gets higher chance for great exposure as it has large numbers of viewers. A good advertisement could attract viewers and increase the level of consumer awareness towards the existence of the product. By using the correct format of TV advertisement and effective creative strategy, it can influence the consumer purchase behavior. This paper investigates the possibility of television advertisement to influence the purchase intention behavior based on the factors in rational consumer-focused selling premise as the predictor.

**Methodology:** This research is using quantitative design and descriptive research approach. A set of questionnaire was designed as an instrument to collect the data. A total of 300 primary data were collected from the relevant respondents using convenience sampling in Johor Bahru region. The data were analyzed using Statistical Package for Social Science (SPSS), which are reliability test, validity test, factor analysis, multicollinearity and hypothesis testing. The most influence type of TV advertisements was analyzed by using multiple response. **Findings:** The result on the influence based on types of TV ads was obtained through multiple response analysis. The top four most influenced types of TV advertisements were testimonial, lifestyle, slice of life or problem solving, and demonstration or comparison. Majority of the respondents is influenced by testimonial advertisement as it creates trust. A promise has a relation with benefit as promise gain more trust than benefit because it's promise something to the viewers which can influence viewers to develop an intention to purchase the product. By watching the advertisement that contains testimonial could enhances the viewer's confidence towards the product. On the other hand, result showed demonstration or comparison ads seems to be less influencing type of ads. this means that a straight announcement which usually talk about the benefit of the products without any gimmicks, emotions, or special effects creates less effect Another important finding is that, this research revealed that promise, 'reason why', and unique selling proposition to be positively influencing towards the purchase intention after watching TV advertisements. However, benefit does not influence the purchase intention. Percentage of the most influence types of TV advertisements also been tested in this research. **Contribution:** This research contributes to a major decision making in marketing. The findings could be used as the on TV advertisements, where the advertisers need to strengthen the reason for customers to buy the product after watching TV advertisements. Therefore, this research helps a company to choose the reliable factor that can help the company to increase the desire to have intention for purchase. As the results showed that benefit is not supported in the relationship with purchase intention behavior, nevertheless, businesses need to use the combination of benefit with the other three factors of rational consumer-focused selling premises, which are promise, reason why or unique selling proposition. The type of advertisements that mostly recommended are testimonial, lifestyle, demonstration or comparison, and slice of life or problem solving.

**Keywords:** TV Advertisement • Rational Consumer-Focused Selling Premise • Benefit • Promise • Reason Why • Unique Selling Proposition • Purchase Intention Behavior

Abstract ID: AIMC-2017-EBM-201

## THE EFFECT OF SOCIAL MEDIA FACTORS ON PRODUCT INNOVATION AND BUSINESS PERFORMANCE IN MALAYSIAN MANUFACTURING COMPANIES

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### Abstract

**Introduction:** *Social media has a great influence on the domestic and global business development and manages the new products. Product Innovations are important for SMEs and MNCs in Malaysia. Given the importance of social media, the dimensions and their synergistic role in ensuring product innovation and organizational performance in Malaysian manufacturing industries are yet to be explored and established. Hence in this study will be addressed by producing a comprehensive model within Malaysian content. This study has identified the dimensions of the proposed model for social media, innovation of product and performance of business.* **Methodology:** *The unit of study will be organizations. The goal of population is manufacturing companies in Malaysian. Sample size will be obtained from the lists member from FMM and SME Corp in Malaysia which including of manufacturing companies. In this research will be close a survey questionnaire. For testing model and its related hypothesis, this study will applied a survey questionnaire to seek the respondents' idea about the effect of customer motivation on product innovation and business performance. The questionnaire of study would be email to Managers from different functional units. A simple random sampling method will be used in this study. The preliminary 50 items survey questionnaire will be e-mailed randomly to various manufacturing organizations. Hair, et al. (2010), the number of sufficient respondent can be between 5 to 10 respondents for each measured items. In this study, there are 30 items. Therefore, the responds for this research is approximately 305. Samples will be selected from seven states (Selangor, Penang, Johor, Sarawak and Negari Sembilan, Melaka, Pahang) of Malaysia because heavily populated and rather various manufacturing industry in order to let the results to be generalized to a larger population. Structural Equation Modeling (SEM) will be applied for this research to analyze the measurement and structural models.* **Findings:** *Social media websites can be engaged in activities of co-creation which results in more benefits for the company, the initial effect of social media on the innovation's success is uncertain though.numerous benefits from using social media in product innovation, such as better product ideas, an increase in customer orientation, quality improvements, a reduction of time and costs of product development time, and improved product adoption, leading to growth of market share, margins and revenue. The findings of this research will bring in new insights into the practices on Malaysian manufacturing company. The research outcome will also assist the companies to use social media in innovation. Finally, companies can also inspire to understand to having innovation can bring profits to the company.* **Contribution:** *Grounded on the research gaps in this study, it is apparent that there is a need to discover and determine the dimensions of Social media on product innovation and business performance that are applicable in Malaysian manufacturing industry.this study tested the effect of customer motivation on product innovation and business performance. This is an important contribution because the concurrent examinations of multiple dimensions of social media, product innovation and business performance will provide an all-inclusive understanding of the research framework and make progress from the current knowledge concerning the correlations among the three social media, product innovation and business performance.*

**Keywords:** Customer motivation, Collaboration with customers, Electronic Word of Mouth, Manufacturing Sectors in Malaysia

Abstract ID: AIMC-2017-EBM-203

## HUMAN RESOURCE PRACTICES AND TURNOVER INTENTIONS: MEDIATING ROLE OF AFFECTIVE COMMITMENT IN HOTEL INDUSTRY, MALAYSIA

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### Abstract

**Introduction:** *Employees are considered to be the crucial part for any organization to get competitive edge in today's dynamic work environment. When employees leave the organization, it leaves detrimental effects on the organization success and growth. Furthermore, employees' turnover demoralize the employees who are left behind in the same organization. It is very important for the organization to retain the employees in order to success, growth and long term survival.* **Methodology:** *The aim of this study is to explore the impact of HR*

*practices (motivation enhancing practices) on turnover intentions directly and through affective commitment in hotel industry of Malaysia. Limited research have been carried out in hotel industry particularly. The unit of analysis for this study is managerial level. A total of 560 questionnaires were distributed and data were collected. This study employed Structural equation modelling (AMOS) to investigate the relationship between HR practices and turnover intentions directly and indirectly through affective commitment. Findings: Results depicted that HR practices have negative impact on turnover intentions directly and affective commitment had mediated the relationship between HR practices and turnover intentions. Contribution: Finding of this study is important for HR managers and hotels management in devising a strategy and policy to retain the top performing employees as replacement of such employees are hard and can have detrimental effects on the organizational success, growth and survival.*

**Keywords:** Human Resource Practices, Turnover Intentions, SEM, Malaysia

Abstract ID: AIMC-2017-EBM-204

**DOES PUBLIC SERVICE MOTIVATION ENHANCE EMPLOYEES' PERFORMANCE? LESSONS FROM FEDERAL PARASTATALS IN NIGERIA**

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**Abstract**

**Introduction:** *Public service motivation theory suggests that attraction to policy making, commitment to the public interest, social justice, civic duty, compassion, and self-sacrifice are important consideration in explaining employee's performance. To test this theoretical perspective in non-western context, the present study examined the effects of public service motivation dimensions on employee's performance. Methodology:* Two hundred and thirty eight Frontline employees from a large Federal parastatals in Nigeria participated in the present study. The study utilized predictive analytics software to test the theoretical model. **Findings:** *There was empirical evidence to confirm the postulated hypotheses. In particular, the results showed that commitment to the public interest, attraction to policy making, self-sacrifice, social justice, compassion, and civic duty were all positively related to employees' performance. Contribution:* *Based on this findings, the implications of the results are discussed. Specifically, it is recommended that management of Federal parastatals in Nigeria can enhance employee's performance by improving public service motivation at work. This could be possible by creating a positive work environment that that allow employees to feel that they are recognized and valued by their organisations.*

**Keywords:** employees' performance, public service motivation, public interest, social justice, civic duty, compassion, self-sacrifice

Abstract ID: AIMC-2017-EBM-208

**THE PULL FACTOR OF ZOO NEGARA. A COMPARATIVE STUDY.**

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**Abstract**

**Introduction:** *In recent times with the growing demand for kids to want video games and other entertainment, many parents take their children to the entertainment centres and shopping malls. The visits to the zoos now will depend on the curiosity of knowledge to know the animals and the attractive entertainment while visiting the zoo. There must be a pull factor to attract visitors or face the problem of low popularity and finally lack of funds to sustain the upkeep of the endangered, extinct and other animals which are kept in the zoo for human knowledge Methodology:* *The paper will look into the factors of marketing and innovation of Zoo Negara compared with reputable zoos especially the Singapore Zoowhere it is one of the attractions which is must visit in Singapore. The marketing will explore how the zoo attracts people to visit latest innovations will help to increase the visitors per year.*

*Comparative studies will show where Zoo Negara could improve and wether it would be viable to implement those ideas in Malaysia plus to give input on other ideas which has not been explored. If the attractiveness is improving there will be profitability.*

**Findings:** *According to the financial statement of Zoo Negara, the staff expenses are approximate RM 5.8 million in year 2014. However, the number of employees including executive directors during the financial year*

is 154 people. This includes expenditure related to staff training, staff activities and staff incentives. Based on the annual report 2014, in order to enhance staff knowledge and generate new ideas for Zoo Negara, the staffs were sent overseas for training and observations. The incentives for staff in the year 2014 included awards and allowances such as laundry allowance, meal allowance and special allowance for its staffs. (Annual Report 2014) **Contribution:** As in year 2013, Zoo Negara had a surplus balance of approximately RM 1.9 million, but in year 2014, Zoo Negara had a deficit of RM 271,320. This critical decline was due to insufficient cash receipts for their cash payments. One of the crucial factors that drove up their payments were the Panda projects which incur high expenses to the Zoo Negara. Yet, this might bring a huge impact to Zoo Negara in long-term. The costs to care a Panda is very expensive (Mott, 2006), therefore Zoo Negara should have find ways to reduce the expenses of taking care of Panda. As Panda require more keeper time (Mott, 2006), hence Zoo Negara has to put more effort in finding lower salaried expert keeper. Meanwhile, Panda have very specialized food needs (Mott, 2006), so Zoo Negara should try to seek sponsors from the food suppliers or source for lower priced suppliers.

The staffs cost in Zoo Negara has represented a huge portion in their payments. They should lower the cost spend on overseas training not for enhancement of knowledge and innovation but instead they should try to encourage such activities from within the organization or within Malaysia. For instance, Zoo Negara also spent much on staffs' recreation, incentives, and allowance. This is also one of the factors that led them to high staff cost. Therefore, they should control the cost on all these by reducing those cost according to the staffs' position and performance.

**Keywords:** Zoo Negara, pull factor, marketing, innovation and profitability

Abstract ID: AIMC-2017-EBM-211

## **GOVERNMENT PROGRAM ON NON-CASH TRANSACTION AND CREDIT CHANNELING IN INDONESIA**

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### **Abstract**

**Introduction:** This study is based on the start of evolution of payment system that is driven by technology development, which can be seen in recent change of use of cash transaction to be non-cash transaction in Indonesia. Where the other hand, lending to the public have not been up that led to questions about the society productivity

The purpose of this paper is to test impact of Indonesia's government program through non-cash transaction on credit channeling, which in the future can illustrate effectiveness of government's program of non-cash transactions on productivity of community through a number of loans extended by the bank.

**Methodology:** This study represents the government program of non-cash transactions through the transaction number of credit card, debit card, e-money, clearing, and Real Time Gross Settlement. By using multiple linear regression, the impact of these representatives on commercial bank credit channeling are tested. **Findings:** The result confirms that only credit card, debit card, and Real Time Gross Settlement affect the credit channeled. However, all transactions affect altogether on credit channeling, which confirms that government program on non-cash transaction has been done successfully. **Contribution:** Previous studies examine the direct source of fund for banks, which will be released in the form of lending for the society, but ignores the payment system evolution that changes the source's behavior. This paper contributes to the literature by examining and representing the impact of technology development on payment system, society's behavior, government's response, and shows their effect on bank's intermediary function in the form of credit, which further stimulates the economy

**Keywords:** Evolution of payment system, money multiplier, credit channeling, non-cash transaction

Abstract ID: AIMC-2017-EBM-218

### **CORPORATE SUSTAINABILITY REPORTING OF MAJOR COMMERCIAL BANKS IN ASIA**

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#### **Abstract**

**Introduction:** Corporate reporting requirement for banking institutions is definitely rise in the ASEAN region, which is covering the disclosure of sustainability statement. Increased reporting in the region enable companies to be aware of future sustainability challenges that often hardest hit them such as climate change. There has different reporting requirement among the countries in Asia that should be obey by the firms. However, to be globally standard in disclose the corporate sustainability reporting, develop a corporate sustainability reporting scores for banks in Asia is necessary by employing the international sustainability guidelines for the banking sector that issued by international corporations. Additionally, this study will propose recommendation for a new corporate sustainability reporting checklist in Asia. **Methodology:** To compare the results among the countries, this study will conduct a comparative study among commercial banks in each Asian country. The evaluation of the reporting scores consist of top 100 ranked commercial banks in Asia by using content analysis approach which is computed attributes generate from the guidelines chosen by using a score sheet that comprising questionnaire (rubric scale). **Findings:** This study could enhance the understanding of the banking sustainability principle and reveal the level of disclosure of corporate sustainability reporting scores among the commercial banks in Asian countries, which is the gap and lack of disclosure, can be seen clearly. **Contribution:** The result in this study is useful to the practitioner and policy makers to improve their disclosure statement and find out more about the lack of attributes present in this study.

**Keywords:** sustainability, corporate reporting, commercial bank, disclosure

Abstract ID: AIMC-2017-EBM-226

### **MODEL OF CUSTOMER LOYALTY: AN EMPIRICAL STUDY AT COFFEE TOFFEE**

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#### **Abstract**

**Introduction:** The main objective of this research to built a emprical model of Consumer Loyalty of the Coffee Toffee Company in Jakarta. **Methodology:** The samples used in this research is 370 consumers who came in the period December 2016, data used are secondary data collected by direct observation and by giving questionnaires to customers who come to the subject of research. The approach of the modeling and solution techniques are used as an tools of analysis in this research is using Structural Equation Model (SEM) **Findings:** TCustomer loyalty empirical model built through service quality, unique selling points, and promotions, but promotion have dominant effect on customer loyalty **Contribution:** The contribution of this research is promotion become very importance for Coffee Toffee Company for building customer loyalty beside service quality and unique selling points. The novelty of research is unique selling point influences customer loyalty on coffee toffee cafe has rarely be researched in previous studies.

**Keywords:** Service Quality, Unique Selling Point, Promotion, Consumer Loyalty

Abstract ID: AIMC-2017-EBM-227

### **BUILING CUSTOMER LOYALTY**

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#### **Abstract**

**Introduction:** As according to bank function as body is effort running role of intermediary, channeling of credit represent one of the dominant bank business activity. Therefore it is not strange if interest income of credit become the source of biggest earnings of banking. Credit as especial business activity of banking ever contain risk which big relative. Incidence of non personal loan credit or have problem (loan problem) and loss because giving of credit (lose loan) representing credit risk, to influence story level health of bank and decreasing it interest income of credit which ought to be accepted.

The purpose of this research are to know marketing communications banking in Indonesia for the debtor of credit of middle and small enterprise (MSE). Knowing credit debtor relationship of MSE woke up by banking in Indonesia. Knowing influence of marketing communications and debtor relationship to credit loyalty of MSE banking in Indonesia.

**Methodology:** Method of Research used are method of descriptive and explanatory survey. Unit analysis is credit debtor of MSE credit at banking in Indonesia of the size sample equal to 257 MSE. The tools of analysis in this research is structural equation model (SEM). **Findings:** Finding of this research is that debtor relationship and marketing communication have an effect on credit debtor loyalty of MSE, but debtor relationship of MSE have dominant effect. **Contribution:** Novelty in this research is MSE debtor at banking in Indonesia has rarely be researched in previous studies. The contribution of this research is the debtor relationship is very importance for building debtor loyalty of banking in Indonesia, especially the sustainability of the payment of installment.

**Keywords:** Marketing Communications, Relationship, Loyalty

Abstract ID: AIMC-2017-EBM-230

## IMPLEMENTATION OF DATA LEAKAGE FOR THE CLOUD SECURITY IN UNIVERSITY TEKNOLOGI MALAYSIA(UTM)

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### Abstract

**Introduction:** Cloud computing has become a technology adjusted in many organizations. It will have a major impact on the educational environment in the future. It is remarkable substitute for educational institutions, particularly under limited resources to work with information efficiently without spending more on computers and other devices. University can take advantage of cloud-based applications provided by different providers and make it easier for staff and their students to perform a variety of academic responsibilities according to their own needs. While there are many dangers and challenges associated with cloud and services. In this paper I will review what cloud computing and infrastructure and what it will provide in the field of education, especially how it is beneficial in higher education. In this paper, we also have to mention what the different challenges and risks involved in the implementation of cloud computing. There are several countermeasures to manage the risks and challenges. The purpose of this research is to assess how cloud security risks, data leakage and threats most commonly discussed today are affecting current and prospective cloud users' decisions on adoption. **Methodology:** This study has used quantitative research using surveys. Quantitative data are collected and will be analyzed using SPSS Software. Once data are being retrieved from the respective respondents, the data will be analyzed using statistical method.

The pilot study was conducted to test the reliability of the designed questionnaire. Questionnaires were distributed among the respondents. All the responses were collected and used to ascertain whether the respondents understand the questionnaires, simulated an adequate response to the questions and fulfilled the purpose of the study. Respondents will be encouraged to query the questionnaires and to highlight any questions that they did not understand. Thus, the necessary alteration was made based on their commentaries.

The data collected has captured by SPSS software Version 20 for data statistical analysis. Next the captured data have cleaned to ensure all the input of data is correct and relevant according to the design requirement. Data that has been cleaned should be validated and analysed. The findings from the analysis have be studied for further discussion and justification, in accordance to the main objective of the study. The final phase is the documentation of all the meticulous work performed in this study. The findings generated from the analysis were recorded and the information gathered during the entire study was organized in a report.

For data loss prevention Cloud Security to be effective, industry must decide on the right strategy, engage the right people, target the right data, and employ the right technology. This section covers respondent's response towards User's Perspectives on the implementation of strategy approach model for preventing data leakage from the insider in UTM by using Cloud Security System. The perspective of respondents in Figure 1 on the implementation of strategy approach model for preventing data leakage from the insider in UTM by using cloud security System is great and acceptable. **Findings:** Correlation analysis is used to describe the strength and direction of the linear relationship between two variables. Pearson's correlation coefficient ( $r$ ) is used to measure the strength of the relationship between the two variables whereby there are three (3) independent variables and one (1) dependent variable. This test is important to check whether the hypotheses suggested can

be accepted or not. Based on the results derived from Table 3, it shows that there are positive correlations between the three (3) independent variables and one (1) dependent variable. It can be interpreted as:

a. The correlation between the people and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM is significant ( $p$ -value = 0.000) with strong positive ( $r = 0.747$ ).

b. It can be seen that the correlation coefficient ( $r = 0.778$ ) between the process and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM indicating a strong relationship with ( $p$ -value = 0.001).

c. There is a significant ( $p$ -value = 0.000), positive with strong correlation ( $r = 0.771$ ) between the technology and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM.

From this result, it can be said that all three (3) correlations test ( $r$  value) is positive with strong relationship. Table 4 is a summary of the hypotheses and the results. According to the  $r$  value, process has the highest value of correlation, 77.8%, followed by technology, 77.1% and the lowest value of correlation is 74.7% for people. Since the relationship is strong, thus the model is accepted. **Contribution:** This research is also important in assisting the management to understand how the strategic implementation approach can prevent data leakage in the organization. Accordingly, this research is also important in helping IT implementer and the enforcer to improve organization processes which is one of the key intangibles of awareness, to develop new policies as well as the controls and testing exercise. Furthermore, the developed model for the strategic implementation approach of cloud system will enrich the current information system and also contribute to the information security domain. This research may also help the policy maker to adhere to the government and industry rules that mandate controls on information in general.

Generally, this research has fulfilled the research objectives which were to understand the behaviour of the data leakage that caused data loss and lead to data leakage, to identify cloud security elements that prevented data leakage and to design a model for data leakage prevention from unauthorized parties by implementing strategic implementation approach using the awareness, and to evaluate the model in UTM using the cloud security System.

**Keywords:** Cloud computing , Security risks, Data leakage, Information Technology.

Abstract ID: AIMC-2017-EBM-231

## **AWARENESS IMPLEMENTATION DATA LEAKAGE FOR THE CLOUD SECURITY**

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### **Abstract**

**Introduction:** Cloud computing has become a useful technology in many organizations. It has changed the scenario of full scale and use of vibrant virtual property as a service all the way through the Internet. Moreover, most educational institutions around the world have become very dependent on Information Technology for the tune-up of their business needs. Cloud computing services are increasingly prepared to use internet technologies in universities for staff and their students. While there are many dangers and challenges associated with cloud and services. This paper try to mention what the different challenges and risks involved in the implementation of cloud computing. There are several countermeasures to manage the risks and challenges. The purpose of this research is to assess how cloud security risks , data leakage and threats most commonly discussed today are affecting current and prospective cloud users' decisions on adoption. **Methodology:** This study has used quantitative research using surveys. Quantitative data are collected and will be analyzed using SPSS Software. Once data are being retrieved from the respective respondents, the data will be analyzed using statistical method.

The first phase of the research process is the Information Gathering. Literature survey helps in providing precise and clear definition of the problem statement. Based on the problem statement, the research questions are identified along with the corresponding research objectives.

The second part is the development of research questionnaires based on the mentioned factors, to measure and to evaluate the process and technical control for the data leakage preventions in order to identify the cloud security risk . Once the questionnaire has been designed, research population and sampling were identified. The greater the sample size, the more definite it can reflect the population.

The final phase is the documentation of all the meticulous work performed in this study. The findings generated from the analysis were recorded and the information gathered during the entire study was organized in a report.

**Findings:** This proposed model has been evaluated through a survey with three (3) hypotheses which were developed from the model, and the following are the results based on the findings:

a. H1: People have a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM.

b. H2: Process has a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM. c. H3: Technology has a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM.

Overall, the test showed that all hypotheses have strong and positive influences to strategic implementation approach the awareness in cloud security system in UTM. Regression analysis is to discover the influence of the independent variables on the dependent variable. The test was able to analyse the association with one dependent and many independent variables statistically. Based on the test, it shows that 66.4% of the variations in strategic implementation approach for awareness of cloud security were explained by the regression model using People, Process and Technology as a predictor.

Reliability analysis allows the researcher to study the properties of measurement scales and the items that compose the scales. Variables resulting from test instruments are declared to be reliable only when they provide stable and reliable responses over a repeated running of the test. The questionnaire used in this research will be considered reliable if its repeated application results in consistent score.

To test the influence of the independent variables on the dependent variable, multiple regressions had been conducted. It is able to analyze the association with one dependent and many independent variables statistically.

**Contribution:** This research focused on the problem of cloud security which was caused by unauthorized parties. Therefore, to fulfil the first objective, extensive reading of related literature review was done to understand the internal behaviour of the organization. The analytical assessments were performed by using Software Package SPSS to answer the research questions and therefore, the research objectives set in this study were achieved. Reliability and Regression analysis is to discover the influence of the independent variables on the dependent variable. The cause of leakage was identified, and the focused was on finding the means to prevent the unauthorized disclosure and insider threat. Thus, it is concluded that all the stated independent variables (People, Process and Technology) have influence to the dependent variables (Strategic Implementation).

**Keywords:** Cloud computing , Security risks, Data leakage, Information Technology, Business, Organization.

Abstract ID: AIMC-2017-EBM-233

## **IMMOVABLE PROPERTY MANAGEMENT PROBLEMS IN LOCAL AUTHORITIES –A REVIEW**

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### **Abstract**

**Introduction:** Asset management in Malaysia was not encouraging and has led to high maintenance costs. The local government is responsible for managing the physical assets of the public in the process of delivering quality service to the public. If government spending increases, the effective asset management is urgently needed by the Malaysian government. Effective asset management is urgently needed so that it can be implemented within a reasonable budget. **Methodology:** Therefore, this paper provides a thorough understanding and knowledge about issues of current problems relating to immovable asset management planning at the local government of Malaysia. Failure to effectively manage government assets has led the government to face a number of obstacles and challenges for the public. Maintenance culture in the local government of Malaysia is considered a peripheral function and should be used as part of the project. Practical management of existing assets at this time is based on the maintenance work, where work is done on an ad-hoc basis without systematic planning by the local government. **Findings:** This practice is not only not solve the problem but also costly and cause problems such as lack of expenses budget, shorten the duration of assets and also affects the effectiveness of the service. Among the reasons that led to asset management is weak is the lack of staff, insufficient funds for maintenance of infrastructure, as well as factors such as the level of efficiency of the contractor, incompetent personnel, inadequate equipment, procedures work are not effectively and bad leadership. **Contribution:** This research will improve the effectiveness and efficiency of public asset management practices of local governments in Malaysia in an effort to enhance the quality of public services. In addition, the study also identified the process of local government areas of asset management, asset and inventory system, holding of public assets, assets supervision and law, the effectiveness of asset management, human resources and organizational management.

**Keywords:** Asset management, expenses, immovable asset, local authority



Abstract ID: AIMC-2017-EBM-240

## RELATIONSHIP BETWEEN RETURN OF STOCKS LISTED IN AMMAN STOCK EXCHANGE AND TRADING HOURS

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### Abstract

**Introduction:** Relationship between return of stocks and trading hours gained the interest of researchers in the last decade. This study analyzes the relationship between trading hours and stocks return for 22 traded shares of the company listed in ASE (Amman Stock Exchange) and cover the time period from 1/12/2005-30/12/2006. This study investigates the relationship of hourly data. **Methodology:** There are two trading hours daily in ASE (Amman Stock Exchange), they have been splitted into four time intervals; first half of the first hour (10:00-10:30), second half of the first hour (10:30-11:00), and the first half of the second hour (11:00-11:30), and the second half of the second hour (11:30-12:00). The study uses the Generalized Autoregressive Conditional Heteroscedasticity (GARCH) model, to test the time effect on the stock return at a particular period of time.

The research paper study the empirical data to measure the time effect on the stock return, do exist in the three markets, vis. a. vis Services, Manufacturing and Banking. Empirical result shows that the time effect on the stock return, do exist in the three markets. The huge amount of data and the difficulty of dealing with it was one of the limitation of this study.

**Findings:** The recommendations of the study can be summarized as follow:

1- In banking market at the first half of the first hour, the investors can buy stocks and sell them at the second half of the first hour.

2- In the manufacturing market at the first half of the first hour, the investors can sell stocks and buy them at the second half of the first hour and at the second hour.

3- In the services market at the second half of the first hour, and the second half of the second half of the second hour the investors can sell stocks, while the analysis result shows no relation between stocks return and trading hours in the first half of the first hour.

**Contribution:** The recommendations of the study can be summarized as follow: First, in banking market at the first half of the first hour, the investors can buy stocks and sell them at the second half of the first hour. Second, in the manufacturing market at the first half of the first hour, the investors can sell stocks and buy them at the second half of the first hour and at the second hour. Third, In the services market at the second half of the first hour, and the second half of the second half of the second hour the investors can sell stocks, while the analysis result shows no relation between stocks return and trading hours in the first half of the first hour, and first half of the second hours.

Finally, The huge amount of data and the difficulty of dealing with it is one of the limitation for this study

**Keywords:** RETURN OF STOCK -EXCHANGE MARKET- GARCH MODEL

Abstract ID: AIMC-2017-EBM-242

## THE DISCLOSURE OF AUDITED FUND CAMPAIGN ACCOUNTING IN INDONESIA

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### Abstract

**Introduction:** Indonesia formed General Elections Commission (KPU) to regulate fund campaign report. Based on the regulation enacted the research will examine the

disclosure of audited fund campaign accounting will enhance transparency and accountability in fund campaign reporting in Indonesia in 2014. Therefore the purpose of the research trying to find any weaknesses that can be highlight and to do better.

**Methodology:** This study employed qualitative data collected by audited fund campaign report to analyze the fund campaign accounting. The audited fund campaign report is reported on 15 procedures by the auditors. The research note and count the mistake and disclosure regarding this issue.

Qualitative data gather from focus group discussion and interviews to obtain detailed information. **Findings:** The research finding are 41 mistakes from 10 political parties. Only two political parties do not make the mistake. The weakness comes from many forms. The mistakes on fund campaign reporting from the political parties is analyzed by goodness of fit test (chi-square). The research found that the total mistakes on fund campaign reporting by political parties are not the same. Based on the result and weakness, **Contribution:** KPU

need to make it better understanding to political parties by doing training and assisting. The standards of implementation on KPU regulation need to impose so that the quality of fund campaign accounting could be improved. The time frame to report should also be considered.

**Keywords:** audited fund campaign report, campaign, KPU regulation

Abstract ID: AIMC-2017-EBM-245

### THE NEXUS BETWEEN FINANCIAL LIBERALIZATION AND ECONOMIC GROWTH IN ASEAN-6

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**Co-Authors:** SONIA KUMARI SELVARAJAN

#### Abstract

**Introduction:** *There is a bulk of academic debates centred around the effects of financial liberalization policies on economic growth (Law & Habibullah, 2009); a stable financial system offers a favorable environment for financial institutions to function effectively and efficiently, thus promoting economic growth (Levine, 2005; Ang, 2009), while a poorly behaved financial systems ultimately affect economic growth and reduce economic opportunities (Čihák, et al., 2013).. Although the role of financial system in promoting economic growth has been well researched, there is an impending question of why do some countries remain financially under-developed? **Methodology:** Econometric assessments of financial liberalization should ideally be capable of uncovering the relevant long-run parameters as well as the short-run link between liberalization and growth (Cheng et al., 2014; Kim, Lim, and Suen, 2014). To assess the relationship between economic growth and financial liberalization, the panel technique that explicitly separates trend effects of financial liberalization from short-run impact is employed. The autoregressive distributed lag (ARDL) model is specified for each country, pooling them together in a panel, and testing the cross-equation restriction of a common long-run relationship between the two variables using the pooled mean group (PMG) estimator of Pesaran, Shin, and Smith (1999). In this context, the impact of liberalization shows an in a delay of a specific time period. Therefore, Pesaran and Smith (1995) introduce the ARDL method, which is a co-integration technique to analyze the lagged values. An autoregressive distributive lag (ARDL ( $p, q, q, q$ )) dynamic panel specification is applied for this estimator. Additionally, vector error correction model (VECM) is employed, whereby the short run dynamics of the variables in the system are subjective to the deviation from equilibrium. **Findings:** The PMG estimation and based on a panel of countries over a time period, two financial openness proxies is employed interchangeable; domestic private credit and stock market findings. The analysis yields two main findings. Firstly, stock market capitalization is beneficial to economic growth in the short and long-run. This conclusion suggests that the stock markets are crucial for economic growth and it may be assumed that investing in the emerging countries stock market promotes the possibility for this mechanism to increase economic growth. Given this finding, policymakers should consider decreasing its barriers to liquidity in the stock market, improving the confidence level and awareness of potential investors in the market, as well as to encourage small and medium companies to participate in the stock market (Dökmen et al. 2015). Next, this study finds coexistence of short-run adverse and long-run beneficial effects of domestic private credit on economic growth, confirming that there are short-run pains and long-run gains in the process of financial globalization. The results suggest that a flexible private credit system may improve its ability to manage risk and detect more profitable investments, thus, preserving economic volatility in the long-run. **Contribution:** As far as this study is concerned, there is no past literature that has evaluated the effects of financial liberalization on economic growth in ASEAN-6. In view of this, this study is motivated to fill the gap in existing literature by examining the effects of financial liberalization towards economic growth, particularly in ASEAN-6 countries.*

**Keywords:** Financial Liberalization, Economic Growth, ASEAN-6

Abstract ID: AIMC-2017-EBM-246

### DOES ECONOMIC LIBERALIZATION FOSTER MALAYSIAN ECONOMIC GROWTH? – THE CONVERGENCE CLUB OF MALAYSIA AND ASEAN

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#### Abstract

**Introduction:** *The first objective of this paper is to examine the dynamic impact of economic liberalization (financial and trade liberalization) on Malaysian economic growth over the study period of 1970 to 2014.*

*Development of policies such as the AEC, ASEAN Free Trade Area (AFTA) and ASEAN Investment Area (AIA), regional economic integration is accelerating in South East Asia; not leaving behind the less developed member countries such as Cambodia, Lao PDR, Myanmar and Vietnam (CLMV) (Thanh, 2008). The second objective of this paper is to assess the possibility of the existence of income convergence club between Malaysia and other ASEAN counterparts. **Methodology:** Using the annual data covering the period of 1970 to 2014, the analysis is based on the bound testing approach of cointegration by Pesaran et al. (2001). GDP per capita is the proxy for growth while trade shares represent trade liberalization. Domestic private credit and M2 are proxies for financial liberalization. The advantage of the method is the ability to estimate the long-run and short-run relationships between trade liberalization, financial liberalization and economic growth simultaneously. Furthermore, this method does not require all variables to be integrated in the same order of ARDL and it is most efficient in the case of smaller sample data sizes. Next, this paper employs the Phillips and Sul (2007) methodology to analyze if ASEAN countries form clubs of convergence. Trade shares is used as a proxy for trade liberalization while domestic private credit is a proxy for financial liberalization. The benefit of the method is the test does not depend on a particular assumption regarding trend stationary of the variable tested. Furthermore, this method outperforms the standard panel unit root tests. **Findings:** The empirical evidence suggests that both trade and financial liberalization play a significant role in Malaysian economic growth. The error correction term shows that there are long-run relationships among the variables. The application of Philips and Sul method has shown that Malaysia converges with other ASEAN countries with regards to financial and income convergence. Trade convergence shows a formation of three clubs and Malaysia is shown to be in the first club. The findings indicate that among ASEAN countries, Malaysia, alongside Singapore and Vietnam, belongs in the group where trade is most liberalized. The result highlights the importance of trade and financial liberalization in enhancing economic growth of Malaysia. The stable relationship between the variables is considered a necessary condition for the formulation of trade and monetary policy strategies. Additionally, the convergence club findings shown in this paper further support the notion that economic liberalization promotes economy growth. Therefore, a strong commitment in continuation of liberalization policies is recommended to promote a sustained economic growth. **Contribution:** Malaysia is continuously undertaking domestic reforms and participating in numerous free trade agreements to further liberalize her economy. This recent trend puts Malaysia on an attractive pedestal as it offers a point of entry for foreign investors into the market. Furthermore, the setting of ASEAN Economic Community (AEC) as well as Trans-Pacific Partnership Agreement (TPPAs) offers the motivation for this paper to embark upon investigating the impact of economic liberalization on the Malaysian economy. While past studies have tended to investigate the mechanism of convergence club, little studies have linked economic liberalization and convergence. Thus, this study is the first to assess the possibility of the existence of income convergence club between Malaysia and other ASEAN counterparts.*

**Keywords:** Trade Liberalization, Financial Liberalization, Economic Growth, Convergence.

Abstract ID: AIMC-2017-EBM-254

## **THE IMPACT OF EVENT ATMOSPHERE ON TOURIST' LOYALTY TOWARD SPORT EVENTS IN WEST SUMATERA**

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### **Abstract**

**Introduction:** *The combination of sports and tourism has formed a new global trend phenomenon. They have not only provided an economic stimulus along with social and cultural benefits to the community, but also played a role in increasing the tourism appeal to nonlocal visitors. Considering the significance of the sport events to its hosting and visitors, attracting and keeping a flow of visitors has been of great importance for both the organizers and destination marketing organizations. In this respect, identification of repeat visitors who are psychologically committed to the events are a practical means for ensuring a consistent number of visitors to the event. The purpose of this study was to investigate sports tourists' perceptions of event atmosphere in relation to their loyalty while attending international sport events in West Sumatera. **Methodology:** At first, exploratory research was performed by means of literature survey. This enables us to be familiar with concepts and terminology of event atmosphere and tourist' loyalty. In the second stage, descriptive research by means of survey performed on a representative sample of current sport tourist. This enables us to obtain sport tourist' opinions on event atmosphere attributes and their loyalty intentions for that sport event. Subjects for this study*

including competitive sport tourists that attended Padang International Dragon Boat festival XI that was held in Padang, West Sumatera, on June 2013 and Tour de Singkarak that was held in West Sumatera on July 2013. The questionnaire of 27 variables, which were , administrated through advanced data analysis utilities of SPSS 16 for Windows. First, factor analysis for event atmosphere scale is performed. Secondly, the reliability of those factors are investigated. Also the reliability analysis is performed for dependent variable, which is tourist'loyalty. Thirdly the correlation analysis is performed to find out if the hypothetical relation between independent and dependent variable exist.

**Findings:** The study results revealed that event atmosphere had a significant positive direct effect on tourist'loyalty. Additionally, the findings also revealed that these sport tourists do state that (1) they will positively promote the sport events, (2) they will recommend it to a friend, (3) that they are resistant to other destination offers and, as a consequence, (4) that they will repurchase more than once the sport events in a near future. **Contribution:** This study found that sport tourists who focus his attention to the game are likely to have high expectation about facilities. Hence, management need to be aware of the important of some technical attributes such as easy access to parking lots, cleanliness of the event site, available restrooms and site, proper signage for site direction, and safe and well-maintained equipment and facilities. According to Kaplanidou and Gibson (2010), aspects of disorganization and lack of signage were noted as particular dislikes of a sporting event. So it is highly recommended that event organizer should pay attention to the detail of the event organization to enhance effectiveness and efficiency. Organizers need to enhance quality of entertainment, availability of type of food / refreshments, availability of various souvenirs/ product. Related to quality of entertainment, food and souvenirs, which management can not fully controlled, they need to arrange collaboration with other parties which have capability to provide unique and fresh entertainment, to create atmosphere that could enhances visitor experiences and contributes to attaining visitor' loyalty. Hence, event organizers need to ensure high quality of event atmospheres in order to convince sport tourists that this sport event is worth to attending for.

**Keywords:** Sport Event , Event Atmosphere, Tourist' Loyalty

Abstract ID: AIMC-2017-EBM-260

## **THE EFFECT OF SERVICE LEADERSHIP ON ADAPTIVE SELLING, CUSTOMER ORIENTATION, IN-ROLE PERFORMANCE AND SERVICE RECOVERY PERFORMANCE**

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### **Abstract**

**Introduction:** Due to the important role of customers in today's world and the increasing need to be aware of all aspects concerning customers by having access to adequate information about services and the various channels for delivering those services, it is necessary to consider the problem of how to communicate with customers and to maintain long-term relationships, including the factors that affect the stability and profitability of hotels. The purpose of the present research was to evaluate the effect of adaptive selling on the relationship between service leadership and customer orientation, in-role performance and service recovery performance.

**Methodology:** A descriptive survey was used as the research method, with a questionnaire as the data collection tool. By using a simple random sampling method, 93 persons were chosen from among 145 managers and employees of the services sector of two-star and higher-rated hotels in the city of Esfahan. **Findings:** The analysis was carried out using the structural equation modelling method through the application of the LISREL software. The results showed that service leadership had a significant and positive effect on adaptive selling, customer orientation, in-role performance (job performance) and service recovery (organizational citizenship behaviour), while adaptive selling had the least effect, and customer orientation had the greatest effect among the variables. Suggestions for future research were also presented. **Contribution:** Therefore, it was concluded that "adaptive selling has a significant and positive impact on service recovery performance", and this was consistent with results of the research conducted by Wang et al. (2015).

**Keywords:** Adaptive selling behaviour; customer orientation; organizational citizenship behaviour; job performance; service recovery performance; in-role performance

Abstract ID: AIMC-2017-EBM-262

**THE EFFECT OF SERVICE LEADERSHIP ON ADAPTIVE SELLING, CUSTOMER ORIENTATION, IN-ROLE PERFORMANCE AND SERVICE RECOVERY PERFORMANCE**

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**Abstract**

**Introduction:** *Due to the important role of customers in today's world and the increasing need to be aware of all aspects concerning customers by having access to adequate information about services and the various channels for delivering those services, it is necessary to consider the problem of how to communicate with customers and to maintain long-term relationships, including the factors that affect the stability and profitability of hotels* **Methodology:** *A descriptive survey was used as the research method, with a questionnaire as the data collection tool. By using a simple random sampling method, 93 persons were chosen from among 145 managers and employees of the services sector of two-star and higher-rated hotels in the city of Esfahan. The analysis was carried out using the structural equation modelling method through the application of the LISREL software.*

**Findings:** *The results showed that service leadership had a significant and positive effect on adaptive selling, customer orientation, in-role performance (job performance) and service recovery (organizational citizenship behaviour), while adaptive selling had the least effect, and customer orientation had the greatest effect among the variables.* **Contribution:** *this paper contribute in the field of management*

**Keywords:** Adaptive selling behaviour; customer orientation; organizational citizenship behaviour; job performance; service recovery performance; in-role performance

Abstract ID: AIMC-2017-EBM-264

**EVALUATING THE EFFECT OF STOCK LIQUIDITY & LIMITATION OF ORDERS ON FUTURE FLUCTUATIONS CASE STUDY: PETROCHEMICAL COMPANIES ADMITTED IN TEHRAN STOCK EXCHANGE**

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**Abstract**

**Introduction:** *This research intends to investigate the effect of stock liquidity and limitation of orders on future fluctuations of petrochemical companies admitted in the Tehran Stock Exchange, for a five-year period.*

**Methodology:** *: Using combined (panel) data method, time series data is analysed on a monthly basis from the records presented by the Stock Exchange. The hypothesis is evaluated by the panel data econometric method, and by using the EViews7 software.* **Findings:** *The results indicate a significant relation between relative liquidity and future fluctuations of stock prices. A significant relation is also observed between sales order limits and future fluctuations.* **Contribution:** *Fluctuations in share prices are considered normal and essential, to an extent in all stock exchange bureaus. Share prices are affected by various intra-organisational and inter-organisational factors. In case these factors are identified, shareholders can select the best shares by evaluating their own shares and those owned by others in the market; then, they can take the necessary steps to maintain, sell or replace these shares.*

**Keywords:** Stock liquidity; price fluctuation; transaction rates; purchase and sales; proposed price variances

Abstract ID: AIMC-2017-EBM-279

**INITIAL PUBLIC OFFERINGS (IPO) PERFORMANCE DURING HOT AND COLD ISSUE MARKET IN PAKISTAN**

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**Abstract**

**Introduction:** *The main aim of the study is to investigate the characteristics of both hot and cold issue markets phenomena in Pakistan during the period 2000-2015. In effect, this study examines IPOs underpricing and underperformance phenomena during hot and cold issue market on the Karachi Stock Exchange (KSE) of Pakistan.* **Methodology:** *This study used quantitative approach to detect the hot and cold issue market in Pakistan. The hot and cold issue periods are segregated based on IPO's volume series. Moreover, lead-lag*

relationship and positive correlation between IPO's volume and initial returns are used to confirm the IPO's cyclical phenomena in Pakistan. **Findings:** The significant positive correlation and lead-lag relationship between initial returns and IPO's volume series confirms the existence of hot and cold issue markets in Pakistan. The periods in between 2003/2007 and 2014/2015 are classified as hot issue market. However, the periods in between 2000/2002 and 2008/2013 are classified as cold issue market. The result found that hot market IPOs in the short-run shows on average higher underpricing (high returns) than cold issue market. However, hot market IPOs over the longer horizon shows on average high underperformance (negative returns) than cold market IPOs. The result is consistent with the prediction of windows of opportunity hypothesis and signaling hypothesis. **Contribution:** This study extends the literature of IPO's cyclical phenomena pertinent to Pakistan. In fact, this is the first study that examined the IPO's hot and cold issue market phenomena in Pakistan

**Keywords:** Initial public offerings (IPO), underpricing, underperformance, hot market, cold market

Abstract ID: AIMC-2017-EBM-280

### LONG-RUN UNDERPERFORMANCE OF INITIAL PUBLIC OFFERINGS (IPO) IN PAKISTAN

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**Co-Authors:** Suresh Ramakrishnan, Kiran Alim, Muhammad Faizan Malik

#### Abstract

**Introduction:** The aim of the study is to examine the puzzling phenomena of IPO's long-run performance (underperformance) in Pakistan. **Methodology:** The long-run performance are measured by using cumulative average returns (CARs), buy-and-hold adjusted returns (BHAR) and wealth relative (WR) based on equally weighted (EW) scheme. Moreover, this study conducts the cross-section pattern analysis in order to assess the underline theories and hypotheses of IPO's underperformance. **Findings:** The results show that in Pakistan IPOs are significantly under-performed in the long-run, whereas 3-year equally weighted average CAR, BHAR and WR are -reported 25.08%, -49.20 and 0.7093, respectively. The magnitude of this underperformance is consistent with most reported studies in different developed and emerging markets. The results of the cross-sectional pattern analysis strongly support the divergence of opinion and overreaction hypotheses. However, this study found very little or no support for the windows of opportunity hypothesis. **Contribution:** This study extends the IPO's literature pertinent to emerging markets by examining the underperformance phenomena in Pakistan.

**Keywords:** Initial public offerings, underperformance, divergence of opinion hypothesis, overreaction hypothesis.

Abstract ID: AIMC-2017-EBM-281

### MEASURING ONLINE SERVICES OF BANGLADESHI COMMERCIAL BANKS AND ITS IMPACT ON CUSTOMER LOYALTY MD. BASHIR UDDIN (CORRESPONDING AUTHOR) PHD FELLOW (G1412751) DEPARTMENT OF ECONOMICS AND MANAGEMENT SCIENCE INTERNATIONAL ISLAMIC UNIVERSITY MALAYSIA (IIUM), MA

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#### Abstract

**Introduction:** Abstract

Internet banking has become one of the most popular services utilized by the Bangladeshi retail banking customers in recent years. Different bank providers are working continuously to add or improve their internet banking services in order to make their bank a better choice among their customers as well as to retain them. Despite its attractiveness, customer loyalty towards internet banking website has become an issue due to firm competition among the banks in Bangladesh.

As the development and validation of a customer loyalty model in internet banking website context in Bangladesh had yet to be addressed by past studies, and model will develop in this study based on information system marketing literatures to investigate on the customer loyalty towards internet banking website.

*Objectives of the study*

As in progressively focused markets, having the capacity to construct customer loyalty is viewed as the key figure winning piece of the overall industry and building up an economical competitive advantages (Lin and Wang, 2006). The essential goal of this examination is to research the level of clients' reliability to web banking

site in Bangladesh. Taking after the examination inquiries to be replied in this study, the objectives of the study are addressed as follows:

1. To review literature about the measuring online banking services in Bangladesh.
2. To recognize and recognize the factors that affect customer loyalty to an online banking website in Bangladeshi commercial Bank.
3. To examine the important factors that brings more influence to internet banking website loyalty among consumers in Bangladesh.
4. To determine if there exists any relationship between measuring services and loyalty of customers online banking system in Bangladesh.

**Methodology:** Research Methodology:

This part first presents the research design, conceptual model and hypotheses to be tested. Then the examination strategy including the survey plan and estimation of the exploration factors (including service quality, perceived value, trust, habit, reputation and customer loyalty), inspecting and information investigation techniques are portrayed. The exploration embraced in this study is a graphic study where the study is attempted to portray the responses to inquiries of the components in deciding client dependability towards web banking site in Bangladesh and, which of the elements assume the most critical part to accomplish client loyalty. Cross-sectional study was led by means of survey study to take a depiction of the population at a point in time as the examination is concentrating on in view of existing banking client and not concentrating on the effect of prior and then afterward a client getting to be web banking client.

Structured survey was created to acquire the reactions from web banking clients about their sentiments on different research factors. An aggregate number of 140 online banking clients (test estimate) have been randomly chosen from various public and private commercial banks in Bangladesh. The analysts established the survey which comprises of fundamentally two sections, 1) Respondent's demographic data and 2) Factors identified with consumer satisfaction and loyalty. 31 related things were taken as autonomous factors and general client loyalty as the needy variable. At that point the information was gathered through overview by utilizing that survey. The collected data were analyzed by using SPSS software.

**Findings:** N/A **Contribution:** N/A

**Keywords:** Keywords: online banks, service quality, Bangladesh, Loyalty

Abstract ID: AIMC-2017-EBM-284

#### **AN EVALUATION OF THE MAJOR DETERMINANT FACTORS AFFECTING EXCHANGE RATE VOLATILITY: A COMPARISM OF THREE MAJOR CURRENCIES.**

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FEDERAL POLYTECHNIC DAMATURU

**Co-Authors:** ISAH MOHAMMED DAMAGUM

#### **Abstract**

**Introduction:** The movements of exchange rate overtime can be determined by certain factors. These factors remain significant as they are associated with macroeconomic variables used to explain and determine the rate of change or movements of exchange rate which impacted on the overall macroeconomic situation in countries around the world. **Methodology:** To achieve the objective, research methods like literature review, comparison of statistical data as well as regression analysis was used. **Findings:** These factors remain significant as they are associated with macroeconomic variables used to explain and determine the rate of change or movements of exchange rate which impacted on the overall macroeconomic situation in countries around the world.

**Contribution:** this study is to evaluate the extent to which the Determinants of the exchange rate impact on US dollar to Nigerian Naira, the US dollar to UK pound sterling and US dollar to Euro over the last thirty years.

**Keywords:** exchange rate, and fluctuations in exchange rate levels

Abstract ID: AIMC-2017-EBM-286

#### **THE EFFECT OF IT GOVERNANCE INITIATIVE ON EFFECTIVE IT GOVERNANCE AND ORGANIZATIONAL PERFORMANCE IN MALAYSIAN MANUFACTURING COMPANIES**

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**Co-Authors:** (Associate Professor Dr. Sreenivasan Jayashree ;BENTOLHODA ABDOLLAHBEIGI)

#### **Abstract**

**Introduction:** Recently, information technology governance has become a critical issue for many companies in various industries; this is even more important in large enterprises due to the more complex business processes, more specified tasks and departments. Many companies suffer from extra costs of IT and other processes due to failure in efficient alignment between IT and business strategies which in turn, leads to a low performance of the company (Ali and Green, 2012). To overcome this problem, they need to have an effective IT governance to make the IT resources management more valuable, less substitutable, rarer, and less imitable. To do so, firms need to use appropriate mechanisms for IT governance in order to increase its effectiveness (Ali and Green, 2012). The aim of this research is to examine the role of Information Technology Governance Initiative on effective IT governance and Organizational Performance in manufacturing Companies in Malaysia. In fact, there are limited studies about IT governance in Malaysia (Noor Azizi Ismail, 2008; Suhaimi Ismail et al., 2007, Tan, et al, 2011) and a seemingly lack of awareness studies on IT governance from the Malaysian perspective.

**Methodology:** This study tries to focus on Managers working in manufacturing companies. However the questionnaire of study will be email to human resource department to find out that who is in charge for the type of information is needed in manufacturing organization in Malaysia. Samples will be selected from seven states of Malaysia because heavily populated and rather various manufacturing industries in order to let the results to be generalized to a larger population, and the main reason for the selection of seven states is because Malaysia's manufacturing industries are largely concentrated in these states. The majority of manufacturing organizations are established in (Selangor (29.7%), Penang (13.6%), Johor (12.6%), Sarawak (10.3%) Negari Sembilan (7.0%) Melaka (4.6%) and Pahang (4.6%) (statistic.gov.my, 2014). This is a combination of exploratory and descriptive research that aims to investigate the determinants of Malaysian IT governance and its influence on organizational performance. This research will apply a correlation (quantitative method) study to examine variables obtain from the lists member from the "Federation of Malaysian Manufacturer" (FMM, 2014) and SME Corp Malaysia. This study applied a simple random sampling. For this study, AMOS was selected to perform SEM.

**Findings:** Findings: Information technology (IT) has significantly influenced how organizations conduct business. To highlight this fact, organizations continue to make significant investments in IT despite the recent economic downturn. The reliance on IT by organizations points to the need for better management, control and governance of these IT investments. Consequently, IT Governance (ITG) plays a significant part in ensuring that those investments deliver value and minimizes risk. this study observed that with IT becoming more pervasive in business processes, IT governance is increasingly important as it affects the performance of a business in terms of its profitability and quality of its products. There is great need for new use of IT by people in all areas of an organization. IT governance is linked to corporate governance. Top performing organizations govern IT differently from least performing organizations. There is a need to re-think on IT governance by setting a vision; making the right decision, assessing and managing risks, and fostering clear account abilities and desirable behaviors. also the research has shown that organizations with proper ITG will result in at least 20 percent higher returns on assets than organizations with weaker governance. Furthermore, better governance of IT lead to improved IT outcomes. The popularity of information technology (IT) usage among companies has called for a specific focus on IT governance. IT governance is important because it ensures sustainable system operations and reduces the organization's vulnerability to crises resulting from system failures.

**Contribution:** Information technology (IT) governance is relatively new in Malaysia. In fact, there are limited studies about IT governance in Malaysia. In fact, there are limited studies about IT governance in Malaysia (Noor Azizi Ismail, 2008; Tan, et al, 2011) and a seemingly lack of awareness studies on IT governance from the Malaysian perspective. This study should help clarify for IT managers, practitioners. Establishing a model of Information Technology Governance Initiative on effective IT governance and Organizational Performance in the industry of interest should help managers to better understands how Information Technology Governance Initiative and effective IT governance fit together in Organizational Performance. Information Technology Governance initiative is very important in manufacturing sectors. Also the topic of research has considerable significance in Malaysia. In fact, there are limited studies about IT governance in Malaysia and a seemingly lack of awareness studies on IT governance from the Malaysian perspective. A significant contribution of this research is the construction of a theoretically based model which assimilates the Information Technology Governance initiative, effective IT governance and Organizational Performance.

**Keywords:** IT governance in Malaysia, Importance of IT governance, IT governance initiatives, effective IT governance



Abstract ID: AIMC-2017-EBM-288

**THE IMPACT OF TRANSFORMATIONAL LEADERSHIP AND TEAM INNOVATION ON TEAM PERFORMANCE: EMPIRICAL EVIDENCE FROM MALAYSIA**

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**Co-Authors:** Daisy Mui Hung Kee; Tan Ai Wah

**Abstract**

**Introduction:** *Leadership and innovation are inseparable as the topical interest among nascent researchers in the management and entrepreneurship literature. The discussions on these topics are regarded as significant to the dynamic workforce and act as a competitive advantage of an organization. Nevertheless, in the real world, the effectiveness of employees' performance are considered as unsatisfactorily and revealed that there is a room for improvement. Accordingly, previous literature had noted that Transformational leadership and Team Innovation are among the key solutions to improve this predicament.* **Methodology:** *With this connection, this study proposed to test the relationship between Transformational leadership and Team Performance, and how Team Innovation mediates such relationship. A total of 197 samples were collected from employees working in Multinational Companies (MNC) in Penang, Malaysia. Data were analyzed using the Statistical Package for the Social Sciences (SPSS) version 23.* **Findings:** *The findings indicated that Transformational leadership had a significant positive impact on Team Performance. A test of mediation effect also confirmed that Team Innovation had mediated the relationship between Transformational leadership and Team Performance.* **Contribution:** *The major implications of these findings are further explored. In short, the discussion of the findings shed light on the importance of specific leadership styles to encourage employees to engage in innovation and subsequently will improve their performance productively. In particular, this paper also contributes to the leadership literature by suggesting the need for team leaders to inspire and empower their followers, as well as providing a comprehensive guide for future leadership research. Indeed, this paper is among the pioneer to study these variables in MNC Companies in Penang area.*

**Keywords:** Transformational leadership, Team Innovation, Team Performance, Multinational Companies.

Abstract ID: AIMC-2017-EBM-289

**EFFECTS OF ENTREPRENEURIAL ORIENTATION ON START-UP SUCCESS: A GENDER PERSPECTIVE**

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**Abstract**

**Introduction:** *This paper examines the extent to which gender influence the practice of Entrepreneurial Orientation (EO) on Start-Up Success. This study was conducted among Spin-off and Symbiosis Company (SSC) from all sectors in Peninsular Malaysia. Despite the remarkable research on EO and Start-up firms, there is a missing link on how gender provides different perspectives of EO practices among SSC, especially in Malaysia case study. Thus, by highlighting such limitation, this paper hypothesized that different genders might possess different sets of EO practices, as well as how gender is related to the Start-Up Success of SSC.* **Methodology:** *This study adopted a quantitative approach and cross-sectional study using questionnaires. Adopt and adapt technique were used to design the questionnaires to ensure the practicality in Malaysian-context. A total of 120 SSC were chosen as samples and Structural Equation Modeling (SEM) was employed to examine the relationships among the constructs.* **Findings:** *The statistical results showed that EO is statistically related to Start-Up Success and unveiled the magnitude of change that gender seizes in improving the relationship between EO practice and Start-up Success.* **Contribution:** *The major implication of this study presents the unique contribution of gender in motivating SSC owners to engage in EO. Consequently, the Start-up Success can be enhanced as the SSC owners are aware of potentials of EO in securing positive outcomes. Also, the difference of gender perceptions in business provides variety of untapped opportunities in terms of entrepreneurial-related practices as different gender perceived different needs and capabilities. Future research is suggested to further explore this phenomenon and develop a comprehensive model on the gender analysis. In brief, the discussion in this paper would help to strengthen the body of knowledge on Entrepreneurship and act as a future reference on SSC, EO, and Start-up Success.*

**Keywords:** Gender Perspectives, Entrepreneurial Orientation, Spin-off and Symbiosis Company, Technopreneurs, Start-up Success.

Abstract ID: AIMC-2017-EBM-291

## CONSTRUCTING PROFILE AND UNDERSTANDING THE PERCEPTIONS OF MALAY COPRENEURSHIP IN JOHOR BAHRU

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### Abstract

**Introduction:** Copreneurship or married couple sharing business together has not been getting adequate attention in research area particularly in Malaysia. Based on the limitation of research on this group, this study aims to construct the profiles of copreneurship and to understand the perceptions of copreneurs about sharing household and business together. **Methodology:** This study adopted mixed methods research which involved 189 copreneurs in Johor Bahru. Questionnaires had been distributed to 99 male copreneurs and 90 female copreneurs, while focus group discussion (FGD) were conducted on five male copreneurs and five female copreneurs. **Findings:** According to the copreneurs' perceptions and perspectives, copreneurship could be classified as a successful type of business and as a means to improve the family's socioeconomic status. Other than that, it could strengthen the bond between family members besides cultivating the spirit of entrepreneurship among children. There had been a high percentage of openness, positive attitudes, and tolerance among copreneurs although this figure was slightly tainted by some negative perceptions such as divorce and internal conflict. **Contribution:** This study discovered the strengths and weaknesses of copreneurship that could be developed as a guideline to improve the family's socioeconomic status among families in Malaysia, particularly in Johor Bahru.

**Keywords:** copreneurship, husband, wife, family business, Johor Bahru

Abstract ID: AIMC-2017-EBM-300

## TRADING FRICTION AND ASSET PRICING IN INDONESIAN STOCK EXCHANGE (IDX)

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### Abstract

**Introduction:** The previous understanding concerning liquidity was started by the presence of equilibrium concept from Walras that known as "Walrasian Friction Auctioneer". The next development regarding the formation of balance price stated that balance in reality does not always happen (Demsetz, 1968). The balance can be obtained by agreeing on a certain price as cost of immediacy. Stoll (2000) called it as trading friction. The main purpose of this research is to measure trading friction for high frequency financial data at Bursa Efek Indonesia (BEI) and to adjust trading friction to estimate expected return in three factor model. **Methodology:** Trading friction and asset pricing will be tested in some samples from the go-public companies in Indonesia Stock Exchange. This research will use secondary data which are order data, intraday price, stock market index, interest rate of Indonesian Bank, trade volume, trade quantity, market capitalization, tick size and book to market value.

The samples were chosen purposively. All of the population in observation period was sorted based on the market capitalization and tick size. We determinate 50 stocks that have highest value of market capitalization, which represent four tick size categories in 2006 and five categories of tick size in 2007 and 2008. Order data and transaction will be collected only from the regular market. Our research data consist of three months in 2006 and 2008 (August, September, October) and two months in 2007 (July and August). The average number of trading days for 3 months of 38 stocks in 2006 is 51 days with 541.875 transactions. In 2007, the average numbers of trading days for 2 month of 43 stocks are 41 days with 804.785 transactions. In 2008, the average number of transactions days for 3 months of 50 stocks that researched in 50 days with 1.719.175 transactions.

**Findings:** The average trading frictions in Indonesia Stock Exchange through testing of 131 research samples, which have high market capitalization, is 1%. The friction of 1% per year is a friction generated by testing samples that are relatively liquid. As well as noise, trade frictions reflect the market risk (systematic risk) not idiosyncratic risk (unsystematic risk). Although not visible, noise can move the market even cause stock prices deviate from its fundamental value. Trade friction of 1 % per year may influence the market and lead to price changes (asset pricing). According to the results of data processing, trading friction can significantly affect the market which leads to the increased market risk, especially in the period leading to the crisis (in 2007) and in the period of crisis (in 2008), it is proved by the positive difference between the beta before and after adjustment. The increased beta stocks due to adjustment by the friction can explain the return. The increased beta at the

time of crisis is consistent with what is stated by Pedersen (2005) that in a crisis situation (in 2008), the risk (which is proxied by beta) increases to a significant at a 1%. **Contribution:** The main purpose of this research is to develop model of asset pricing by using three factor model of Fama and French (1993) by loosening assumptions about frictionless, riskless and perfectly liquid stock. The use of three factor model based on the consideration that this model is believed to be able to explain return stock because it has entered firm size variable and book to market equity ratio (B/M) besides of market index. Friction adjustment at three-factor model is expected to provide scientific contribution especially in developing model of asset pricing both theoretically and empirically.

**Keywords:** Liquidity, trading friction, asset pricing, half spread, proportional half spread, real friction, informational friction, three factor model

Abstract ID: AIMC-2017-EBM-309

#### **INSTAGRAM AND TOURISM PROMOTION**

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#### **Abstract**

**Introduction:** Instagram is a social media which one popular at last decade. Instagram on mobile phone display or on the computer version presents the appearance of a photo or video (short duration) and concise information. With a concise presentation makes instagram to be more informative and simple at the same time favored users. This is the reason instagram be a promotion media for a particular company. It also includes the promotion of tourism. **Methodology:** The purpose of this study is to identify user interests instagram to see travel accounts and the response to that account. Furthermore, the extent to which those accounts could encourage users to visit or travel to the destinations promoted. The objects of this study are students, who have instagram account and have been used in at least the last six months. The tool used is a questionnaire distributed online by utilizing the google form. The results of this study are presented in the format of descriptive statistics and describe reasons the respondents. **Findings:** The results show that instagram be one of the effective media to promote tourism, particularly at teenagers and young age. **Contribution:** This contributes to the stakeholders to capitalize on instagram as media promotion of tourist destinations.

**Keywords:** Instagram, Tourism, Promotion

Abstract ID: AIMC-2017-EBM-310

#### **VENTURE OPPORTUNITY PROFILE THROUGH ENTREPRENEURIAL PROCESS IN STARTUP COMPANY**

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#### **Abstract**

**Introduction:** Business opportunities is the heart of entrepreneurship. For startup companies, ideas, creativity, experience and expertise of entrepreneur should be to open a opportunity from internal side. Opportunities may also arise from external side that occur out of control entrepreneur as their varying circumstances of chaos, the void in the market, technological and regulatory changes. The research objective is to describe the profile of business opportunities in start-up companies as part of the entrepreneurial process by evaluating several criteria **Methodology:** This research is a case study on startup company using qualitative research method. Data are collected through in-depth interviews with semi-structured format and secondary data is related to the theme of the research are used to support this research, such as scientific journals about entrepreneurship, The framework of this research is built on the belief that the core of the entrepreneurial process is a business opportunity. Screening on business opportunities in FTIP to be tested by the research variables : Industry and Markets, Economics, Harvest Issue, Competitive Advantage, Management team, fatal Flaw Issue, Personal Criteria, Strategic Differentiation. From the results of this study showed the company profile called Venture Opportunity Profile (VOP) . The results of the VOP can be used to construct a more credible business planning, so as to assist the parties as, corporate management, business angel, venture capital firms and investors for easier decision-making process and avoid the potential for a greater failure **Findings:** Venture Opportunity Profile (VOP) of External Aspects

### 1. Industry and Market

Based on the analysis, health food industry was to have great opportunities today and in the years to come. Interestingly this industry for value-added products give health solutions however are made and packed with good taste and easily consumed.

### 2. Harvest Issue

Start-up company has not seen and was instrumental in the health food industry. The market share is still small in Jakarta. compared to the national market share. Another thing that causes FTIP not been considered because FTIP in technology, distribution, and customer base does not have the uniqueness and excellence that allows the attention of the food industry. Then Capital market conditions in Indonesia there is currently not providing support for startup companies like FTIP. However, to obtain funding from investors and other banks already possible

### 3. Fatal Flaw Issue

Based on the analysis, the criteria Fatal Flaw issue as a whole there is no potential for fatal errors that cause businesses may harm the company

### VOP of Internal Aspects

#### 4. Economics

Although respondents expressed that investment has not given the expected results, but at this time, The investors still keep investing in healthy foods for get gain in the future

#### 5. Competitive Advantage

Based on the analysis, the overall advantage Competitive criteria, to control costs tend to already be done by FTIP. By setting up production schedules and delivery of regular, FTIP has the ability to control the flow of charge. As for marketing with the use of social media strategy, marketing costs can also be controlled. Meanwhile, from the entry barrier, becoming one of weakness. Products are sold is a simple product made with raw materials available, and sold freely without regulation or a patent on the product.

#### 6. Management Team

Based on the analysis, the criteria for the overall management team, FTIP have a management team who have experience of the skills and educational backgrounds. Coordination between sections is done through information channels in a mobile phone, so it tends between the teams know what is done by his staff. In the case of disclosure of information, the employee psychological considerations of business failure is not open to all the staff only to the staff core course material for evaluation. In terms of management integrity FTIP regarded as an important thing, and tend to try to implement, although not consistently.

#### 7. Personal Criteria

Based on the analysis, the overall criteria of personal criteria, there is still a gap between expected by the beginning of the company founder attempt to stand with current business activity. Some programs are still not implemented because of the current activity to maintain FTIP plenty busy in order not to fail. For risk management, FTIP tend to have a procedure to perform calculations and decide all the risks that arise. However, intuition factor is also used. While in terms of managing stress on a business trip in FTIP, all respondents already do two main things: open communication to people nearby, and the second try for a moment out of the routine with relaxation and meditation.

#### 6. Strategic Differentiation

Based on the analysis, the overall criteria of Strategic Differentiation is the strength of FTIP in winning the competition. Company tend to try to services as well as possible, because all respondents agreed that, the excellent services will make the increase in sales. Company tend to already have the ability look trends and consumer needs for products sold. FTIP has a way of working flexible and results-oriented solutions. This way of working is a demand and corporate strategy are considered in accordance with the conditions of the current company. However FTIP realize that not all things can not be waged flexibly to specific parts such as finance. In terms of managing failure, all respondents tended to convey FTIP already have a way to evaluate and immediately find a solution although not yet have a standard procedure

**Contribution:** PT Fruters Indonesia Perkasa as unit of Analysis of research , founded 2015. So far have not done other study the same. Results of Venture Opportunity Profile can be used by management to conduct an assessment and as a reference for the preparation of the business plan document

**Keywords:** Opportunity, Startup, Entrepreneurial process, Venture,

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### THE ROLE OF ENGLISH IN FDI-GROWTH NEXUS

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#### Abstract

**Introduction:** *This paper investigates the link between English language proficiency, foreign direct investment (FDI) and economic growth in a cross country analysis of 61 developing countries for the period 1976-2013.*

**Methodology:** *The empirical results, based on threshold regression analysis are in line with literature where FDI itself exerts no direct impact on growth. Findings:* *The effect is however vary with the proficiency of English language, which will be utilised for communication in the economic interaction. Contribution:* *This suggests that countries with better mastery of the communication language would gain significantly from the presence of FDI even with the absent of a common native language.*

**Keywords:** foreign direct investment, language, English proficiency

Abstract ID: AIMC-2017-EBM-323

### IMPLEMENTATION OF DATA LEAKAGE FOR THE CLOUD SECURITY IN UNIVERSITY TEKNOLOGI MALAYSIA(UTM)

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#### Abstract

**Introduction:** *Cloud computing is a system of processing sources located just about anywhere that may be shared. Thus by applying cloud computing technological advancement we are able to get over each one of these brief comes and maintain a central program where all the regulators can look into the training and learning program from each and every factors and continue monitor and guide it.*

*They not only look into the needs the industry but also create sure quality education and learning is offer to every university student and also his presence, class activities can be effectively maintained without worrying for the facilities issue. Cloud Computing is nowadays a trendy topic. Currently, many industry are interested in using Cloud Computing abilities, but they do not know where to expect changes when selecting for the Cloud Computing concept. This need is mainly urgent in the cloud place where most research are currently dealing with Cloud Computing technologies.*

*This research tried to treat these inadequacies because it sought to discover cloud security guidelines and operations at education industry moreover to how these industry are currently dealing with cloud security. By creating a natural picture of what the University does nowadays to manage cloud security, this research starts to emphasize sections of, need that industry should address and |aspects of strength that can be built upon for the long run.*

**Methodology:** *This study has used quantitative research using surveys. Quantitative data are collected and will be analyzed using SPSS Software. Once data are being retrieved from the respective respondents, the data will be analyzed using statistical method . The pilot study was conducted to test the reliability of the designed questionnaire. Questionnaires were distributed among the respondents. All the responses were collected and used to ascertain whether the respondents understand the questionnaires, simulated an adequate response to the questions and fulfilled the purpose of the study. Respondents will be encouraged to query the questionnaires and to highlight any questions that they did not understand. Thus, the necessary alteration was made based on their commentaries.*

*The data collected has captured by SPSS software Version 20 for data statistical analysis. Next the captured data have cleaned to ensure all the input of data is correct and relevant according to the design requirement. Data that has been cleaned should be validated and analysed. The findings from the analysis have be studied for further discussion and justification, in accordance to the main objective of the study. The final phase is the documentation of all the meticulous work performed in this study. The findings generated from the analysis were recorded and the information gathered during the entire study was organized in a report.*

*For data loss prevention Cloud Security to be effective, industry must decide on the right strategy, engage the right people, target the right data, and employ the right technology. This section covers respondent's response towards User's Perspectives on the implementation of strategy approach model for preventing data leakage*

from the insider in UTM by using Cloud Security System. The perspective of respondents in Figure 1 on the implementation of strategy approach model for preventing data leakage from the insider in UTM by using cloud security System is great and acceptable.

The implementation of strategic approach in cloud system is strengthen with the frequencies (mode) 7 (strongly agree) and median 6 (very agree). This value indicated most of the respondents strongly agreed that the strategy implementation approach for cloud System must incorporate people, process and technology to preventing data leakages. **Findings:** Correlation analysis is used to describe the strength and direction of the linear relationship between two variables. Pearson's correlation coefficient ( $r$ ) is used to measure the strength of the relationship between the two variables whereby there are three (3) independent variables and one (1) dependent variable. This test is important to check whether the hypotheses suggested can be accepted or not. Based on the results derived from Table 3, it shows that there are positive correlations between the three (3) independent variables and one (1) dependent variable. It can be interpreted as:

- a. The correlation between the people and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM is significant ( $p$ -value = 0.000) with strong positive ( $r = 0.747$ ).
- b. It can be seen that the correlation coefficient ( $r = 0.778$ ) between the process and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM indicating a strong relationship with ( $p$ -value = 0.001).
- c. There is a significant ( $p$ -value = 0.000), positive with strong correlation ( $r = 0.771$ ) between the technology and the Strategic Implementation Approach for cloud System in order to prevent data leakage in UTM.

From this result, it can be said that all three (3) correlations test ( $r$  value) is positive with strong relationship. Table 4 is a summary of the hypotheses and the results. According to the  $r$  value, process has the highest value of correlation, 77.8%, followed by technology, 77.1% and the lowest value of correlation is 74.7% for people. Since the relationship is strong, thus the model is accepted.

The analytical assessments were performed by using Software Package SPSS to answer the research questions and therefore, the first research objectives were achieved. In this study, the findings and analysis based on the survey and interview are presented. It leads to the expected outcome of the study which is developing a model for preventing data leakage by implementing Cloud Security strategic approach in the UTM. This can be seen through all the variables identified which are confirmed and strongly agreed by the respondents. Thus, it is concluded that all the stated independent variables (People, Process and Technology) have influence to the dependent variables (Strategic Implementation). This proposed model has been evaluated through a survey with three (3) hypotheses which were developed from the model, and the following are the results based on the findings:

- a. H1: People have a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM.
- b. H2: Process has a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM
- c. H3: Technology has a significant relationship with Strategic Implementation Approach for Cloud security system in order to prevent data leakage in UTM.

Overall, the test showed that all hypotheses have strong and positive influences to strategic implementation approach the awareness in cloud security system in UTM. Regression analysis is to discover the influence of the independent variables on the dependent variable. The test was able to analyse the association with one dependent and many independent variables statistically. Based on the test, it shows that 66.4% of the variations in strategic implementation approach for awareness of cloud security were explained by the regression model using People, Process and Technology as a predictor. A general equation was formed from this test to predict dependent variable Approach (Strategic Implementation Approach for cloud security) from the independent variable (People, Process and Technology).

**Contribution:** This research contributed directly to the area of strategic implementation approach of awareness, particularly to researchers who wish to do further study in this area. It has also provided useful references for the management to plan strategic implementation approach of awareness for their organization, on best practice method to prevent data leakage, intentionally or unintentionally. The research also identified practical strategies for protection of information that is sensitive and critical for the organization by utilizing awareness to its maximum capabilities. Awareness also helps to identify defective organization processes. This research is also important in assisting the management to understand how the strategic implementation approach can prevent data leakage in the organization. Accordingly, this research is also important in helping IT implementer and the enforcer to improve organization processes which is one of the key intangibles of awareness, to develop new policies as well as the controls and testing exercise. Furthermore, the developed

model for the strategic implementation approach of cloud system will enrich the current information system and also contribute to the information security domain. This research may also help the policy maker to adhere to the government and industry rules that mandate controls on information in general.

Generally, this research has fulfilled the research objectives which were to understand the behaviour of the data leakage that caused data loss and lead to data leakage, to identify cloud security elements that prevented data leakage and to design a model for data leakage prevention from unauthorized parties by implementing strategic implementation approach using the awareness, and to evaluate the model in UTM using the cloud security System.

**Keywords:** Cloud computing , Security risks, Data leakage, Information Technology.

Abstract ID: AIMC-2017-EBM-329

### REVITALISING EMPLOYEE'S VOICE IN CORPORATE SOCIAL RESPONSIBILITY: AN ANALYSIS OF THE TRADE UNION MOVEMENT IN MALAYSIA

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**Co-Authors:** Siti Suraya Abd Razak

#### Abstract

**Introduction:** This paper will look at employee voice, in particular trade union as the mainstream of the voice mechanism to the employees' interests in CSR practice. Trade union, representing employees' bargaining power in the voice system is not encouraged in Malaysia by looking into the relevant legislative provisions for unionism. It is necessary to mandate certain practice in CSR in safeguarding employees' interests as they are one of the key stakeholder of organisation and society. Restoring trade union movement is recommended for preserving and promoting employees as the stakeholders' rights and interests. **Methodology:** This research will be conducted through literature review and collecting information on how legitimated the legal system in Malaysia has rendered employee voice mechanism in trade unionism. Relevant legislations, Trade Union Act 1959 and Industrial Relation Act 1967 will be interpreted in showing the degree of legitimation of the voice system. Interpretation of law is the approach of CDA (Critical Discourse Analysis) aiming to reveal ideology of the power holders in the society. Issues such as power dominance, social inequality and injustice can be applied in this approach. **Findings:** This research will show the findings that restrictive and limited law in Malaysia has impeded Trade Union movement and rendered employees' as the group for capitalists' deprivation. This is not a good practice in CSR whereby employees' interests and benefits are not looked into by the organisations in Malaysia. CSR is lopsided to appeal more to the investors and community for projecting positive corporate image in the public. CSR is served more like a propaganda rather than corporate responsibility to the society without considering employees' welfare and benefit as their rights and interests. **Contribution:** This research is the topic area of two of the authors' thesis, one in employee voice and the other in trade unionism in Malaysia. This research will contribute to academic literature in the two areas of research in Malaysia and provide understanding in employees' rights and welfare that should be legitimated in the society.

**Keywords:** Employee Voice, Workplace Communication, Trade Union, Corporate Social Responsibility

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### TIME FOR EMPLOYEE'S GREEN BEHAVIORS AND ENVIRONMENT SUSTAINABILITY

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**Co-Authors:** Dr. Siti Hasnah Hassan

#### Abstract

**Introduction:** Natural environment drives organizational environment, firms are dependent upon increasingly insufficient resources. Presently many environment sustainability issues have impact on organizations e.g. energy cost and climate change. In business world, there is positive trend among organizations starting reporting over performance of environmental sustainability keeping their role as Corporate Social Responsibility (CSR) alive. Extant literature review suggests that there is needed research to be conducted to explore about interrelationship of Employee's Green Behaviors (EGBs) and Environment Sustainability (ES). After having deep extant literature review, it is obvious that determinants of employee green behaviors are need to be elaborated. Ones & Dilchert (2013) has also suggested working over it employing taxonomies of EGBs, Theory of Planned Behaviors & voluntary workplace Green Behaviors of individual employees. **Methodology:** Self-administered questionnaires will be used to gather data from employees of manufacturing and service

industry. In order to analyze the collected data, Regression Analysis and Correlation Coefficient will be employed to check hypotheses. Statistical package of Social sciences (SPSS) will be used for data analysis. Population of our study constitutes employees working in banking sector of Pakistan. Convenience sampling technique was used to gather data through self-administered questionnaire. Data was collected from employees of MCB Bank Ltd and HBL located in vicinity of District Attock. In order to check adequacy of sample and data, Kaiser-Meyer-Olkin measure of adequacy was employed. Reliability Test was run to know internal reliability of items used in questionnaire on the basis of Cronbach's Alpha value. Correlation coefficient and Regression analysis were employed to check association of employee's green behavior with environment sustainability in organization. Google application will also be used to get data online from employees. **Findings:** Results reveal that there is direct positive relationship between employee's green behavior and environment sustainability. Five dimension-working sustainable, conserving, avoiding harm, influencing others and taking initiative also have significant association with environment sustainability. This study emphasizes towards revised planning of training and development model in order to be enhanced environment sustainable and corporate social responsible entity in competitive world. **Contribution:** After having deep extant literature review, it is obvious that determinants of employee green behaviors are need to be elaborated. Ones & Dilchert (2013) has also suggested working over it employing taxonomies of EGBs, Theory of Planned Behaviors & voluntary workplace Green Behaviors of individual employees.

**Keywords:** Employee Green Behaviors, Green HRM, Corporate Social Responsibility, Environment Management, Service Sector, Training and development Model

Abstract ID: AIMC-2017-EBM-339

## SUSTAINABLE DEVELOPMENT OF ISLAMIC MICROFINANCE A WAY OUT FOR POVERTY REDUCTION

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### Abstract

**Introduction:** Micro finance is working around the world with this vision which is yet to achieve by the most developing countries. The success rate of alleviating poverty through micro finance is quite promising (Rabiul et al, 2014; Halima et al 2015a; Aslam et al 2014, Chowdhury, 2014). This paper describes Islamic compliant micro finance products in the context of sustainable poverty reduction approach. We find significantly higher compliance rates for the Islamic-compliant contracts (profit-sharing and joint venture) than for the traditional contract (interest-based). We believe that there is a great promise for these types of loans in the micro finance context, for both Muslims and non-Muslims. **Methodology:** This is designed to be an analytical paper and used secondary data regarding the IMF (Islamic Microfinance) and other related subject matters from various sources. The paper followed the qualitative approach in analyzing the prospects and hurdles of developing IMF in Bangladesh, whereas some descriptive statistical data was used to analyze growth performance and comparative performance analysis. **Findings:** Microfinance is also related to the skill development and saving as a whole. Conventional microfinance institutions assess different factors before the loan proposal is passed. The entrepreneurial skills of the debtors and the people must be economically active. But in reality, most of the poor people do not have these skills particularly in Muslim countries. Islam differentiates the people from two different perspectives where one is Masakeen and another one is Fuqara. Masakeen are these people who are able to satisfy their needs with their available resources all the years and Fuqara on the other hand are these people who have lack of enough substances to satisfy their basic need for the day. In Islam providing microfinance to the Faqeer is not prevented to the skilled and specialized people. Faqeer are considered to provide sadaqah and Zakat. Moreover this is an Islamic tool that is used for social inclusion. State provides different direction to implement different regulation regarding meeting the basic needs of basic needs of Faqeer and Masakeen are suggested to give Zakat according to their ability and Islami Shariah and others form of voluntary charity after their certain needs are fulfilled. **Contribution:**

Micro finance was a great achievement to fight against poverty but due to some shortfalls it is argued that the Micro finance could not achieve the result expected from it. There are many reasons behind it, some of which are higher interest, fund diversion, lack of personal development etc. IMF emerges as new concept within the purview of Micro finance which showed a comparative better position in fighting against poverty specially to eradicate poverty in Muslim majority areas. Moreover through its products and moral development program the concept can just not only reduce the poverty level but also can lead to sustainable long term development. Therefore, this is said to be a proper time to implement Shariah based micro finance repeatedly



*that will graduate the poor from vicious cycle of poverty and provide them financial benefits to enhance their livelihoods.*

**Keywords:** Islamic Microfinance (IMF); Sustainable Development; Poverty Alleviation; Bangladesh.

Abstract ID: AIMC-2017-EBM-340

## **CYBERCRIME EFFECT ON THE E-COMMERCE ATTRACTIVENESS**

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### **Abstract**

#### **Introduction:**

*The country focus for this study is Bangladesh that offers promising growth of e-commerce categorically during the last few years, also creates safe haven for the cyber criminals. Identity theft, online predatory crimes and unauthorized computer access (Das, 2015) are common cybercrimes of the country. Although few researchers have started to explore the state of e-commerce in Bangladesh, but there is a research gap to learn the effect of cybercrime on customers' perceived attractiveness of e-commerce as a shopping alternative. E-commerce is one of the greatest sources for customer convenience; but it is simultaneously generating intimidation to customers in the form cybercrime. Cybercrime is conducted via the internet or some other computer network. The objective of the paper is to explore the effect of cybercrime on consumer online purchase behavior.*

**Methodology:** *It was hypothesized that, cybercrime determinants inhibit customers' online purchasing tendency. Based on cognitive dissonance theory, the paper builds a model around the hypotheses in order to illustrate the factors and determinants affecting consumers' online participation. Volunteer final year university students conducted a survey through Google docs using structured questionnaires. For the primary data, survey responses of random online buyers of Dhaka city of Bangladesh have been collected. The survey was conducted via Google Docs. The primary data collection started on November 14, 2015 and ended on June 1, 2016. The survey had 309 responses, out of which 276 functional responses were accepted with an acceptance rate of 89.32%. For secondary data, related published articles, research papers, journals and book chapters were used, though direct work was difficult to find.*

**Findings:** *The results of the study indicates that, direct and passive experience with cybercrime not only ceases the likelihood of customers to purchase online from the predator site, but does have unfavorable impact on overall customers towards online shopping. The impact of victimization experience varies from customer to customer and common customer reactions towards online sites are reporting the predator sites and sharing bad reviews with friends and families and visiting only the trusted websites. The key discouraging criteria for reducing the attractive of e-commerce to customers, specifically stopping to buy from a particular site are ghastly experiences.*

*It was found that, persecution experience leads two-thirds of the surveyed customers to abandon online shopping and the maximum abandon comes from f-commerce (face book). While the direct impact of product forgery, merchandise fraud and cyber harassment reduces the appeal of e-commerce for the victims of cybercrime; it creates a huge depressing impact on overall cyber community. Even the fear of persecution led the potential customers to avoid shopping from predator sites and to have negative impression about overall attractiveness of e-commerce. Cyber-privacy is one pre-requisite of the potential victims to ensure smooth online transactional experience. Hence, the findings support both the hypotheses.*

**Contribution:** *By conducting an investigation of the impact that cyber crime infuses on the perceived attractiveness of e-commerce, the paper attempts to contribute hands-on approach to the existing literature. Throughout the paper, the impact of security issues was analyzed on consumers' online purchase behavior with the help of a qualitative analysis of moderate size population from Bangladesh.*

*The e-commerce is shaped by the functioning of online stores, which depend heavily on the interest of online customers towards e-shopping. The online start-ups should facilitate data sharing under stricter cyber-protection in order to implement the countermeasures to serve the customers at the optimum manner. The findings can apply to the e-commerce entrepreneurs to enhance their customer management efficiency. The results can also be applicable for corporations, banks, insurance companies and government departments operating online. The study also opens the door for perking up overall customer service experience with e-commerce.*

**Keywords:** Cybercrime; Online Shopping Behavior; Merchandise Fraud; Cyber Harassment; Product Forgery

Abstract ID: AIMC-2017-EBM-343

### IS INFORMATION AVAILABLE THROUGH ALTERNATIVE SOURCES?

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STIE YKPN Yogyakarta

**Co-Authors:** Krismiaji

#### Abstract

**Introduction:** *It is very common that an entities, including universities, provide their customers with information through their official website. Unfortunately, it is frequently happened that particular information cannot be found in the official web. Therefore, users have to seek such information through external sources of information, e.g. social media, blogs, forums, and other websites. This research will measure how much information is available externally. Methodology:* There are two research questions: 1) how much formal information are available through external sources; and 2) are there any additional information that are available in external sources but not available in formal sources. This research implements Transactive Memory System to measure the information available in an official website of a university and compare it with similar information that can be found in unofficial sources of information that available in the Internet. This external sources of information could be social media channel, Facebook, LinkedIn, Twitter, blogs, webs, etc. Respondents of this research are 48 Masters' degree students. They are asked to compare information that are available in two university webs with similar information that are available through external sources of information. Information are traced using menus and links in the official websites. As an additional comparison, the information that are available in external sources will also be measured. **Findings:** Findings of this research are as follows. First, there are more than 62% of formal information that is available in the university webs, can be found externally. That means that most important information are available publicly. Second, there are some valuable information that can be found through external sources but not available in official web. **Contribution:** This research contributes some extension to Wagner (1985) findings of Transactive Memory Systems, that individual or groups can gather information through alternative media. People do not remember all the information that they need, but they know how to retrieve that information.

**Keywords:** transactive memory systems, external sources of information, social media

Abstract ID: AIMC-2017-EBM-347

### EFFECTIVENESS OF TECHNICAL ANALYSIS SIGNALS AROUND THE EARNING ANNOUCEMENTS IN MALAYSIAN STOCK MARKET

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Kolej Sunway Kuching

**Co-Authors:** Mohamad Jais

#### Abstract

**Introduction:** *Technical analysis is an analysis that widely applied by the investor in the stock market. Contradicting with the weak form market efficiency, technical analysis is using the past market data such as stocks price, volume and chart pattern to predict the future price movement. However, various corporate announcements could cause the market to react. Thus, this study aimed to examines the effectiveness of technical analysis signals before and after earning announcements dates in Malaysian stock market. Methodology:* In doing so, this study applied and tested four technical indicators, namely Simple Moving Average (SMA), Relative Strength Index (RSI), Stochastic (K line), and Moving Average Convergence/Divergence (MACD) in Malaysian stock market. The sample of this study consisted of 30 largest capitalization companies from the main market of Kuala Lumpur Stock Exchange (KLSE). Meanwhile, the sample period covered from 2nd January 2014 to 31st March 2016. **Findings:** This study found that Moving Average Convergence/Divergence (MACD) significantly produced higher returns as compared to the other technical indicator before the earning announcement dates in financial year 2014 and 2015. The combined indicator of MA-MACD also found to have higher return in financial year 2015. The findings conclude that the technical analysis signals can be used to generate returns before earning announcement dates. **Contribution:** This study found that the technical analysis signals can only been used as an informative signals to track the stock price movement round the earning announcement date. Besides, this study also contributes to the existing research by applying the combined indicator in analysis. This study concludes that the selection of technical indicator is an important matter for the stock price analysis around the earning announcement dates.

**Keywords:** Simple Moving Average (SMA), Relative Strength Index (RSI), Stochastic (K line), Moving Average Convergence/Divergence (MACD), Technical Analysis

Abstract ID: AIMC-2017-EBM-354

### **WORKPLACE BULLYING AND TASK PERFORMANCE: A STUDY ON SALESPEOPLE IN RETAIL INDUSTRY**

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**Co-Authors:** Daisy Kee Mui Hung

#### **Abstract**

**Introduction:** Occupational stress has been known as major cause of safety and health issues among salespeople in retail organizations. Despite this, numerous studies have indicated the importance of factors and outcomes of occupational stress in several occupations, a knowledge gap on occupational stress remains a hot topic of interest for academics and practitioners. This study aims to examine the workplace bullying as a factor and task performance as the outcome of occupational stress among salespeople in the retail industry in Malaysia. **Methodology:** A quantitative method was used in the present study. Questionnaires were distributed to salespeople in large-scale retail organization. **Findings:** Data from 222 salespeople suggest that workplace bullying was positively related to occupational stress and in turn it affects employee performance. **Contribution:** These findings contribute to understanding how workplace bullying affects the occupational stress and how stress may affects performance of salespeople. Implications were presented for employers and employees who should be viewed with caution, in turn, to reduce the occupational stress at the workplace.

**Keywords:** Workplace Bullying, Occupational Stress, Task Performance, Salespeople, Retail Industry

Abstract ID: AIMC-2017-EBM-365

### **THE EFFECT OF POLITICAL ELECTIONS ON STOCK MARKET VOLATILITY IN MALAYSIA**

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#### **Abstract**

**Introduction:** During the past general elections held in Malaysia, evidence from previous studies showed there was significant election effect in stock volatility. In this study, we focus on the election effect in the Malaysian stock market during the 12th and 13th general election. Unlike previous studies that covered past general elections, we only focus on the most two recent general elections are in our concern due to the close fight faced by the two major political parties. We show that the political uncertainty surrounding elections can significantly affect the investors responds in the stock market. **Methodology:** Employing the Exponential Generalized Autoregressive Conditional Heteroskedasticity (EGARCH) model developed by Nelson (1991), this study utilizes stock return volatility as an indicator to measure the impact of general election on Malaysian stock market. This study uses daily closing values of FTSE Bursa Malaysia Hijrah Shariah Index, FTSE Bursa Malaysia KLCI Index, FTSE Bursa Malaysia Top 100 Index, FTSE Bursa Malaysia EMAS Shariah Index, FTSE Bursa Malaysia EMAS Index, FTSE Bursa Malaysia Mid 70 Index and FTSE Bursa Malaysia Small Cap Index. The sample period covers from 21 May 2007 to 31 December 2015, with a total of 2,248 observations, which covers the 12th and 13th Malaysian general election. In order to achieve the objective, this study segregates the data according to pre-general election period and post-general election period. Unlike previous studies, the selection of event window in this study is in line with the Malaysian general election process. The pre-general election period refers to the duration from the day of dissolution of the parliament until the day before voting, while the post-general election period refers to the duration from the day after voting until the first parliament assembly. **Findings:** We find significant election effect in stock volatility but not in stock returns. Specifically, the stock volatility for all selected stock indices is significantly higher during pre-general election periods but only two stock indices (FTSE Bursa Malaysia Hijrah Shariah Index and FTSE Bursa Malaysia Top 100 Index) recorded lower stock volatility in the post-general election periods. Notably, political uncertainty due to close fight between two major parties during the 2008 and 2013 general election had a significant role in influencing the stock volatility prior to election. Furthermore, this study also finds that Shariah-compliant indices have lower stock volatility compare to other indices. We also find that index with greater market capitalisation is associated with lower stock volatility during general election. Our findings have important implications for investors who are exposed to volatility risk. Investors who wish to hedge the political risk may shift to large company stock and Shariah-compliant stock during general election period. Investors should also be cautious because the high volatility is not compensated with significant abnormal return. **Contribution:** First, the sample period in this study is designed according to election process which is different with previous studies that focused on the day of

*election or fix event windows. Second, this study examines the election effect on seven benchmark stock indices in Malaysia (including Shariah-compliant indices) to determine the impact of election on indices with different market capitalisation. Third, the MSCI World Index and Emerging Market Index are included to control for global and emerging market effect. This study has significant implication to investors as the findings can be of interest to adjust their portfolio during general election.*

**Keywords:** General Election, Volatility, Malaysia Stock Market

Abstract ID: AIMC-2017-EBM-367

### **CAUSES AND SOLUTIONS OF “TRAGEDY OF THE COMMONS” IN NATURAL RESOURCES MANAGEMENT OF MUNCAR COASTAL AREAS**

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**Co-Authors:** Emma Yunika Puspasari; Nur Anita Yunikawati; Thomas Soseco; Bagus Shandy Narmaditya; Ni'matul Istiqomah

#### **Abstract**

**Introduction:** *This study aims to find out what are the causes of the decline in fish catching in Muncar which is a major producer of fishes in Banyuwangi and if “tragedy of the common” happened there as well as how the right policies to deal with this. **Methodology:** This study used a qualitative approach with a phenomenological interpretative paradigm. **Findings:** After interviewing stakeholders in this area, it can be concluded that there was an over exploitation and the growing number of fishing fleet that belongs to fishing skipper and fishing technologies that are not environmentally friendly. The crisis of fish resources and conflicts between fishermen on the coast of Muncar are caused by unclear rules regarding the ownership of natural resources, especially fish resources along the coast Muncar. The development of infrastructure development in the district was not equipped with a good supply of utilities, lack of sanitation systems for the disposal of household waste as well as the planning of industrial zones that have not been well planned. It can be concluded that in Muncar there is “tragedy of the commons” and the solutions offered for this is a collaborative management model, combining elements of the community (fishermen, fish traders retail, fish processors home industry, cold storage, processing canned fish) and government, known as the co-based community management that avoids excessive dominant role of the party in the management of coastal and marine resources. **Contribution:** This is the first research conducted in Muncar, East Java, Indonesia related to tragedy of the commons and solution to overcome this problem.*

**Keywords:** Tragedy of the commons, coastal areas, phenomenological approach, natural resources management, fish catching, fisherman

Abstract ID: AIMC-2017-EBM-370

### **PRACTICAL APPROACH OF CAUSATIVE FACTORS OF COST OVERRUN IN BUILDING PROJECTS OF SINDH PROVINCE**

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**Co-Authors:** Abd Haid Bin Abdullah; Sasitharan Nagapan; Sajjad Mangi; Kaleemullah

#### **Abstract**

**Introduction:** *Cost overrun is cost of the project exceeds the approved cost of the project at the time of tender. Cost overrun or budget overrun is the main problem in the construction of building projects in Sindh Province of Pakistan. **Methodology:** To attain the main objective of the research deep literature review was carried out and total 64 factors of cost overrun were identified in construction industry. A questionnaire was developed and distributed among 9 well experienced experts having more than 25 years in building projects. Collected data was analysed by average index method. **Findings:** main and causative factors of cost overrun were financial difficulties faced by client, slow information between parties, change in price of material, delay of design, poor site management, cash and payment problem faced by contractor and delay in decision making. **Contribution:** this research can help petitioners of building projects to overcome these main and causative factors of cost overrun or budget overrun*

**Keywords:** cost overrun, causative factors, building projects, Sindh province

Abstract ID: AIMC-2017-EBM-371

**THE EFFECT OF BUSINESS ENVIRONMENT ON TECHNOLOGY ORIENTATION AND SMES PERFORMANCE: A PROPOSED FRAMEWORK**

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**Co-Authors:** Norshahrizan Nordin; Suriani Sukri

**Abstract**

**Introduction:** *The importance of technology orientation and business environment has been recognized in achieving sustainable SMEs performance. Therefore, to achieve a sustainable performance which is the main objective SMEs, technology orientation has been initiated to be important ground of business performance through their strategic orientation.* **Methodology:** *A conceptual framework is being proposed to investigate the influence and relationship between technology orientation and SMEs performance and to investigate the moderating role of business environment on technology orientation and SMEs performance as a result of inconsistency findings from the previous study.* **Findings:** *The study provided preliminary insight into a broad landscape and call for further analyses relating to technology orientation, business environment and SMEs performance.* **Contribution:** *The contribution of this study is beneficial for SMEs by explaining how firms can find solution toward attaining sustainable performance.*

**Keywords:** Technology orientation, Business environment, SMEs Performance

Abstract ID: AIMC-2017-EBM-377

**THE EFFECT OF INTERPERSONAL COMMUNICATION SKILLS AND WORK MOTIVATION ON PERFORMANCE OF MARKETING EMPLOYEE**

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UIN Sunan Gunung Djati Bandung

**Co-Authors:** ;

**Abstract**

**Introduction:** *Marketing is an important aspect maintaining in the competitive advantage of an organization. To improve and maintain performance of the employee marketing, it should be done with improved the capacity and capability of employees. This research used for investigate the influence of interpersonal communication and work motivation on performance of marketing employee.* **Methodology:** *This research uses a quantitative approach method with path analysis method. This research uses survey techniques with the main data collection tool in the form of a questionnaire. The research was conducted at the Jabar Banten Syariah Bank Branch Bandung, with amount of respondents as many as 33 people* **Findings:** *The test results showed that partial and simultaneously, interpersonal communication and work motivation and significant positive effect on performance of marketing employee. The results showed that the value of the determinant obtained for 0808, this means that the variables of interpersonal communication and motivation are able to explain the performance of marketing employee by 80.8%, while 19.2% is influenced by other variables that are not included in the model. Epsilon factors suspected to affect performance of marketing employee. Including factors is leadership, organizational culture, facilities and infrastructure in the works, and others.* **Contribution:** *This research result is the empirical fact that performance of the marketing employee can be improved through the development of interpersonal communication capacity of employees and strengthening of motivation to work*

**Keywords:** employee performance, interpersonal communication skills, motivation

Abstract ID: AIMC-2017-EBM-384

**WHY ARE YOU HAPPY WITH IMPULSE BUYING? EVIDENCE FROM INDONESIA**

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**Co-Authors:** Wiwik Handayani<sup>1</sup>; Muslich Anshori<sup>2</sup>; Indrianawati Usman<sup>3</sup>; Sri Wiwoho Mudjanarko<sup>4\*</sup>

**Abstract**

**Introduction:** *Examines variables affecting Impulse buying can affect the happiness. Supposedly experience and a pleasant shopping atmosphere will affect the next impulse buying and impulse buying influence on happiness* **Methodology:** *Methodology survey in the form of shopping center visitors. Variable visitor survey were women clothing store and age above 17 years. The hypothesis testing was conducted by using Structural Equation Modelling.* **Findings:** *The test results indicated the hypothesis 1 stating that the experiential marketing influenced the impulse buying and hypothesis 2 stating that the shopping enjoyment affected the impulse buying*

were accepted. Further, hypothesis 3 was also accepted, stating that the impulse buying influenced happiness.

**Contribution:** Knowing happiness visitor behavior of women in shopping

**Keywords:** Experiential Marketing, Shopping Enjoyment, Hedonic Value, Impulse Buying, Happiness, Quantitative Method

Abstract ID: AIMC-2017-EBM-385

**THE INFLUENCE OF EDUCATORS AND FINANCIAL BEHAVIOUR TOWARDS FINANCIAL WELLNESS AMONG UNDERGRAD STUDENTS OF PUBLIC UNIVERSITIES IN MALAYSIA**

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UNIVERSITI MALAYSIA SABAH

**Co-Authors:** Imbarine Bujang, Abd. Aziz Karia

**Abstract**

**Introduction:** *The aim of this study is to examine the influence of educators and financial behaviour towards financial wellness of undergrads in Malaysia.* **Methodology:** *500 copies of questionnaires were disseminated, however, only 454 usable copies were subsequently recollected. The data were then analyzed using PLS-SEM.* **Findings:** *The results suggest that educators and financial behaviour influence were able to explain and predict financial wellness of undergrads students in Malaysia.* **Contribution:** *As more and more youth entangle with financial mismanagement nowadays, this study extends the literature by providing insights into the subject of financial wellness of undergrads that could help stakeholders to take necessary steps to tackle this issue properly.*

**Keywords:** Financial wellness, financial behaviour, educators, undergrads, PLS-SEM

Abstract ID: AIMC-2017-EBM-386

**STRIKING A TRADE DEAL WITH PRESIDENT TRUMP? AN ASSESSMENT OF THE POTENTIAL OF A BILATERAL FREE TRADE AGREEMENT (FTA) BETWEEN THE REPUBLIC INDONESIA AND THE UNITED STATES OF AMERICA**

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STIE YKPN Business School

**Co-Authors:** Patrick Ziltener (University of Zurich, Switzerland)

**Abstract**

**Introduction:** *US President Donald Trump announced that he would strike numerous bilateral trade deals, as opposed to multilateral accords like the TPP. This research study investigates empirically the economic potential of bilateral Free Trade Agreement (FTA) between Indonesia and United States of America.* **Methodology:** *The research methodology: The goal is to calculate the maximum savings potential for exporters. The savings potential is defined as duties that has been paid by any WTO countries exporter to another country based on the combination of its exports and the duties that not reduce at FTA based. The "maximum savings" is the from the presumption of all export products from the country origin will have zero tariff to enter another country who have an FTA By using this measurement, country could have ex ante scenarios close to the real calculation tariff without FTA. The data will be collected from the UNCOMTRADE and applied tariff rate (ATR) from the WTO. In this research study the level of analysis will be the Harmonized System Code (HS Code) 6 digit level.* **Findings:** *The research findings shows that duties of foodstuffs (HS Code 16-24) Indonesian import from the US is the biggest duties compare to others import item products. On the other side the biggest duties export from Indonesia to U.S is mainly textile (HS Code 50-63). Therefore the potential savings from striking a trade deal would be considerable for both side countries.* **Contribution:** *This research study will give more insight about the potential saving for mutual trade bilateral agreement for both countries. Once both countries agree on trade deal, it would encourage more export, raise the competitiveness level for some companies then lead to the economic growth.*

**Keywords:** Bilateral Free Trade Agreement (FTA), Indonesia, United States of America,

Abstract ID: AIMC-2017-EBM-387

**MEDIATING EFFECT OF PERCEIVED SAFETY ON SATISFACTION SERVICE RECOVERY OF DOMESTIC AIRLINE PASSENGER IN NIGERIA**

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**Co-Authors:** Sany Sanuri Mohd Mokhtar

**Abstract**

**Introduction:** *Aim of the study was to investigate how passengers perceived justice effect satisfaction with service recovery in the domestic airline industry with the introduction of perception of safety emotion as a mediator that enhances satisfaction with recovery process.* **Methodology:** *PLS (SEM) was adopted to test the conceptual model, using 500 domestic airline passengers.* **Findings:** *Perceived justice and perceived safety emotions together affect passenger evaluations of recovery process. Only two dimensions of perceived justice through perceived safety emotion directly and indirectly influence satisfaction with recovery process.* **Contribution:** *The present study wanted to lengthen the present literature by considering the effects of perceived justice and perceived safety emotion on satisfaction service recovery, and also how perception of safety mediates and add to satisfaction with recovery process in real assessment of passenger perception to failure situation.*

**Keywords:** Service recovery, Perceived justice, Perceived safety, Emotion, Satisfaction service recovery

Abstract ID: AIMC-2017-EBM-395

**LEADERSHIP STYLE AND ORGANISATIONAL PERFORMANCE: A STUDY ON QUANTITY SURVEYING PRACTICE**

**Corresponding Author:** Fara Diva Mustapa

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**Co-Authors:** Tan Ivy; Muzani Mustapa

**Abstract**

**Introduction:** *There has been a drastic growth in the number of quantity surveying consultants in Malaysia that creates highly competitive atmosphere to the whole industry. This means that the principle of the firm needs to take the lead to manage its firm to success. This is due to the fact that a leader is like the head of the train, directing their company's growth to sustain and stand out in the market. Thus, the leadership style will affect the organisational performance. The objectives of this study are to identify the perceptions of employees towards their supervisors' leadership behaviour and to determine the relationship between the leadership styles with the Quantity Surveying firm's performance.* **Methodology:** *This study was carried out through questionnaire due to the research nature and large sample size. The respondents for this study covers the Quantity Surveying firms with special attentions to the Managing Director and their technical staffs. Separate set of questionnaire has been distributed among respondents to gain the perception of the both the QS firm's managing director and their technical staffs on their supervisor's leadership style and performance measurement. Acquired data was analysed using frequency analysis, mean analysis, and correlation value with the aid of SPSS version 22.0.* **Findings:** *The analysis shows that task-oriented leadership style was the dominant leadership style practice in the QS firms. In the performance measures, the finding reveals that the QS practice were mastered in the service flexibility and service quality. However, innovation and market orientation were the weakness of the QS practice. In overall, both of the task and relation leadership behaviour have strong positive relationship with the firm's performance. In conclusion, both of the task and relation leadership style significantly affects the performance of a firm.* **Contribution:** *This study was conducted in the hope that it can assist the employer in understand their employee perceive their supervision, and hope to address the organisation to better communicate and increase their competitive advantage and raise their performance level.*

**Keywords:** leadership style, organisational performance, QS firms

Abstract ID: AIMC-2017-EBM-404

**ANALYSIS OF THE EFFECTS OF SERVICE QUALITY ON CUSTOMERS' SATISFACTION LEVEL OF YOGYAKARTA BRANCH BRI SYARIAH**

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**Co-Authors:** Misnen Ardiansyah; Yuli Andriansyah

**Abstract**

**Introduction:** This research was intended to reveal and analyze the effects of service quality consisting of six dimensions, i.e., compliance, assurance, reliability, tangibles, empathy and responsiveness on customers' satisfaction level of Yogyakarta Branch BRI Syariah. **Methodology:** The population of study were the whole customers having the account and savings in Yogyakarta Branch BRI Syariah, distributed in the whole branch offices in Yogyakarta area. A sample consisting of 200 customers were drawn by means of probability sampling technique using simple random sampling procedure. The variables in this research were service quality as the Exogenous Variables (independent variable) consisting of six dimensions dan customers' satisfaction as the Endogenous Variables (dependent variable). Questionnaires using Likert of 1-5 scale were used to measure the variables consisting of compliance, assurance, reability, tangibles, empathy, responsiveness and customers' satisfaction was measured by the modified points adjusted to the developed materials of the research. The instruments were tested for their validity and reliability by means of corrected item-total correlation ( $r$ -test) that should be greater than  $r$ table value and positive and the coefficient of Alpha Cronbach should be greater than 0.60. The statistical analysis used in this research was Structural Equation Modelling (SEM) aided with AMOS 22 program. **Findings:** Findings of the research showed that all the dimensions of service quality had positive and significant influences on the customers' satisfaction with the following statistic coefficient: Compliance (path coefficient = 0.188, C.R.= 2.370, and  $p = 0.018$ ); Assurance (path coefficient = 0.168, C.R.= 2.090, dan  $p = 0.037$ ); Reliability (path coefficient = 0.159, C.R.= 1.966, and  $p = 0.049$ ); Tangibles (path coefficient = 0.205, C.R.= 2.309, and  $p = 0.021$ ); Empathy (path coefficient = 0.176, C.R.= 2.131, and  $p = 0.033$ ); and Responsiveness (path coefficient = 0.236, C.R.= 2.317, and  $p = 0.021$ ). **Contribution:** The findings of the research contribute to current development in marketing of Islamic banks in Indonesia as a growing market. The results can be implemented in the form of policies by bank managers to ensure consumer loyalty to Islamic banking products.

**Keywords:** Service Quality; Customers Satisfaction, Islamic Bank

Abstract ID: AIMC-2017-EBM-409

#### AN ISLAMIC ECONOMIC PERSPECTIVE OF PUBLIC FINANCE IN INDONESIA BASED ON AD-AD-DĀWUDĪ'S THOUGHT IN KITĀB AL-AMWĀL

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#### Abstract

**Introduction:** *Kitāb al-Amwāl of Ad-Dāwudī has been a classical treatise in Islamic economic studies on public finance. However its practical analysis for context of modern Indonesia and other muslim countries is very limited. For this reason, this paper discusses Ad-Dāwudī's thought on public finance based on the source of income of a nation, its distribution, and basic ethical assumption underlying his thought. The paper also analyses current relevance of Ad-Dāwudī's thought for Indonesia fiscal policy with a hope of potential application.* **Methodology:** This paper was based on qualitative research using literature review to analyse economic thought of Ad-Dāwudī in his *Kitāb al-Amwāl*. The approach used was normative socio-historic approach to elaborate idealism in the practice of public finance based on Islamic teaching. The findings were then implemented in Indonesian context to descriptively analyse the relevance of current government budget with the public finance thought of Ad-Dāwudī. **Findings:** The results show that Ad-Dāwudī divided sources of national income to recurring and non-recurring type. Furthermore he emphasize the role of zakah for social and economic purposes. For government spending, Ad-Dāwudī noted national defense, administrative of public duties and development as main types of spending. Ad-Dāwudī also noticed the importance of government duties to the people so that national budget should be spent in best ways to ensure welfare.

*In relation to Indonesia fiscal policy, Ad-Dāwudī's thought has common onthological ground in he form of taxes and other retribution collected by government. On the other hand, government spending for defense and military, civil servants and public facilities is also in line with Ad-Dāwudī's thought. Furthermore, Ad-Dāwudī's thought can also be merged to Indonesia fiscal policy from ownership perspective, ant-corruption plicy, social solidarity, and poverty alleviation.*

**Contribution:** *The paper provides usefull guidelines for government officer to be more responsible in collecting of national income and distribution of its benefit to the people. Integrity, accountability, professionalism, and transparancy are the keys for providing public services to ensure welfare. Furthermore, the research also contributes in studies of classical thought in Islamic economics and its implementation for current affairs of muslim society.*

**Keywords:** Islamic economic thought; Ad-Dāwudī; Kitāb al-Amwāl; fiscal policy



Abstract ID: AIMC-2017-EBM-413

**EMOTIONAL INTELLIGENCE AS THE ANTECEDENT OF BENEVOLENT LEADERSHIP AND THE ORGANISATIONAL OUTCOMES: A STUDY IN HOTEL INDUSTRY**

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**Abstract**

**Introduction:** *Since its inception, the conceptualisation of benevolent leadership is in the midst of consolidation. Research studies that addressed the antecedents of benevolent leadership are still scarce. Hence, the purpose of this study is to examine the effectiveness of benevolent leadership in encouraging voluntary extra-role effort and improving the turnover issues in the hotel industry of Malaysia. Specifically, this study proposed emotional intelligence as the antecedent of benevolent leadership and organisational commitment as the mediator of the relationship between benevolent leadership and organisational citizenship behaviours. Social exchange theory is applied in explaining the proposed mediation effect.*

**Methodology:** *This study adopted quantitative method in analysing the data. Judgment sampling was used for sample selection. The data was collected from 163 employees and 104 supervisors from four-star and five-star hotels in Klang Valley. Supervisors are required to respond to the measurement items of emotional intelligence and employees are required to rate their leaders' benevolent leadership and their own organisational commitment and organisational citizenship behaviours. Structural equation modelling (CB-SEM) was used for the hypotheses testing. **Findings:** *The results indicated that emotional intelligence of supervisors is not significantly related in the present study to benevolent leadership. In addition, it was found that organisational commitment fully mediated the relationship between benevolent leadership and organisational citizenship behaviours. The results show that benevolent leadership has been proven to have significant relationships with the positive organisational outcomes such as organisational commitment and organisational citizenship behaviours. **Contribution:** *This study is one of the pioneer studies of benevolent leadership being conducted in a multicultural context. Up to today, Eastern and Western scholars have yet to reach a consensus in defining benevolent leadership. This study contributes to the consolidation of benevolent leadership construct. Theoretical contribution has been made by exploring the antecedent of benevolent leadership and examining organisational commitment as a mediator. The results also offer suggestions for managers in hotel industry that benevolent leadership should be promoted to encourage employees' commitment and make extra contribution to the organisation.***

**Keywords:** Benevolent Leadership; Emotional Intelligence; Organisational Commitment; Organisational Citizenship Behaviours; Hotel Industry

Abstract ID: AIMC-2017-EBM-417

**SPIRITUAL MOTIVATION, WORK CULTURE AND WORK ETHOS AS PREDICTORS ON MERCHANT SATISFACTION THROUGH SERVICE QUALITY OF STREET VENDORS IN MARKET OF BADUNG BALL, INDONESIA**

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University of Batam

**Co-Authors:** I Wayan Catrayasa

**Abstract**

**Introduction:** *Riel notes of growth in the economy of street vendors in the Market of Badung, Bali showed considerable potential numerical data from year to year. The increase in the number of merchants with rising levels of income gives its own color characteristics of street vendors. Denpasar, Bali is a trade that is quite well known in this country. Bali is reasonable considering the regional areas of national and international tourist visits where the positive compensation that occurs to most people are the workers in the informal sectors. One of the informal sector existing are street vendors. On the basis of spiritual motivation, work culture and work ethos, and then supported by the level of service quality and customer satisfaction provide motivation to the author to conduct research by lifting the title in the research is "Spiritual Motivation, Work Culture And Work Ethos As Predictors on Merchant Satisfaction Through Service Quality of Street Vendors in Market of Badung-Bali."*

**Methodology:** *The population is a collection of the whole object to be measured in the study (Cooper and Schindler, 2003: 179). The population in this research are all entire street vendors in the Market of Badung, Bali. Therefore, the size of the population in this research is unknown, so the sampling technique used in the category of non-probability sampling (Sekaran, 1992: 235; Black and Champion, 2001: 233; Cooper and Schindler, 2003: 198). In accordance with the specific sample characteristics is required, is the entire workers,*

then sampling technique selected non-probability technique is judgmental (purposive). This technique is selected to ensure that only the samples that have certain elements that have been established by researchers who will be taken as samples (Black and Champion, 2001: 264). Sample is an element of the population selected to represent the population in the research (Cooper and Schindler, 2003: 82). In this research, sample size adapted to the analysis model used is Structural Equation Model (SEM). In this regard, the sample size for SEM used the model estimates the maximum likelihood estimation (MLE) is 100-200 samples (Hair et al., 1998: 605; Ghazali, 2004: 17), or as much as 5-10 times the number of parameters estimated (Ferdinand, 2000: 44). In this research the number of respondents who obtained 200 respondents. The amount qualified to be used as a sample of 140 respondents.

**Findings: 1.** *Effect of Spiritual Motivation latent variables to the Service Quality latent variables (Kual) are significantly positive.*

2. *Effect of Work Culture latent variables to the Service Quality latent variables are significantly positive*
3. *Effect of Work Ethos latent variables to Service Quality latent variables are significantly positive.*
4. *Effect of Spiritual Motivation latent variables to Merchant Satisfaction latent variables are significantly positive.*
5. *Effect of Work Culture latent variables to Merchant Satisfaction latent variables are significantly positive*
6. *Effect of Work Ethos latent variables to the latent variables Satisfaction Merchant are significantly positive.*
7. *Effect of the Service Quality latent variables to Merchant Satisfaction latent variables are significantly positive.*
8. *Square Multiple Correlation which each value for Service Quality = 0.476, for Merchant Satisfaction = 0.608 values Square Multiple Correlation to the Service Quality variables  $R^2 = 0.476$  identical to  $R^2$  in SPSS by 0.476, the amount of Determination is the value of Square Multiple Correlation to the Service Quality variables times 100% =  $0.476 \times 100\% = 47.6\%$ . Thus it can be stated that the changes in Service Quality is affected by Spiritual Motivation, Work Culture and Work Ethos 47.6%.*
9. *Merchant Satisfaction  $R^2 = 0.608$  then the magnitude of determination =  $0.608 \times 100\% = 60.8\%$ . Thus it can be stated that the Merchant Satisfaction changes affected by Spiritual Motivation, Work Culture, Work Ethics, and Service Quality amounted to 60.8%.*

**Contribution: 1.** *Due to the Service Quality variables times 100% =  $0.476 \times 100\% = 47.6\%$ . Motivation are affected by Spiritual, Cultural Work and Work Ethos 47.6%. For Merchant Satisfaction magnitude determination =  $0.608 \times 100\% = 60.8\%$  Thus it can be stated that the Merchant Satisfaction changes affected by Spiritual Motivation, Work Culture, Work Ethos and Merchant Satisfaction by 60.8%. > Service Quality 47.6%, Suggested that the Street Vendor to improve Service Quality.*

2. *Due to the Service Quality is the variable between (intervening) Spiritual Motivation and Work Ethos with Merchant Satisfaction, it is necessary to attempt to manage Service Quality in order to Spiritual Motivation, Work Culture and Work Ethos contribute significantly to the Merchant Satisfaction.*
3. *Due to the Spiritual Motivation, Work Culture, Work Ethos, and Service Quality together new effect by 76.8% to Merchant Satisfaction, of course, there are other variables that need to be observed and implemented in order to increase Merchant Satisfaction..*

**Keywords:** Spiritual Motivation, Work Culture and Work Ethos, Quality Service, Merchants Satisfaction.

Abstract ID: AIMC-2017-EBM-419

## **WORK MOTIVATION AND LEADERSHIP ON THE PERFORMANCE OF EMPLOYEES AS PREDICTORS OF ORGANIZATIONAL CULTURE THROUGH IN BROADCASTING COMMISSION OF INDONESIA RIAU ISLANDS PROVINCE**

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University of Batam

**Co-Authors:** Nurhatsiyah and Feri Gustiawan

### **Abstract**

**Introduction:** *The existence of Indonesia Broadcasting Commission (KPI / KPID) as an independent state agency that has the authority to supervise the broadcast content broadcasters has not been able to eliminate all forms of violence completely against women and children in the broadcast media, especially television. Formulation of the problem: Is the motivation to work as a predictor of organizational culture? Is the leadership as predictors of organizational culture? Is the work motivation, leadership as predictors directly to the work*

culture? Is the motivation to work as a direct predictor of the performance of employees? Is the leadership as predictors directly to employee performance? Is the work motivation, leadership as predictors directly to employee performance? Does organizational culture effect on employee performance?

**Methodology:** The population is a collection of the whole object to be measured in the research (Cooper and Schindler, 2003: 179). The population in this research are all employees within KPID Riau Islands. The large number of population are as many as 101 people. According to the characteristics, the required sample, that is all structural employees, the technique of non-probability sampling selected is a technique judgmental (purposive). This technique is selected to ensure that only the samples that have certain elements that has been set by researchers who will be taken as a sample (Black and Champion, 2001: 264) Samples is an element of the population selected to represent the population in the research (Cooper and Schindler, 2003: 82). In this research, sample size adapted to the analysis model used is Structural Equation Model (SEM). Related to that, the sample size for SEM using the model estimation Maximum Likelihood Estimation (MLE) is 100-200 samples (Hair et al., 1998: 605; Ghozali, 2005: 17), or as much as 5-10 times the number of parameters estimated (Ferdinand, 2000: 44). In this research the number of respondents who earned as much as 101 respondents, then the amount of the sampled using the census as many as 101 respondents

**Findings:** 1. Effect of Work Motivation latent variable against Cultural Organization latent variables are significantly positive.

2. Effect of Leadership latent variables to the Cultural Organization latent variables are significantly positive.

3. Effects of Work Motivation latent variables against Performance latent are marginal positively.

4. Effect of Leadership latent variables to the Performance latent variables are negative not significant.

5. Effects of Organizational Culture latent variables to the Performance latent are significant positively.

6. From the output Square Multiple Correlation which value each for Cultural Organization = 0.888, for Performance = 0, 985 as shown in Table 22 above. According to Ferdinand (2002: 114) values Square Multiple Correlation variable Cultural Organization  $R^2 = 0.888$  identical to  $R^2$  in SPSS by 0.888 then the magnitude of Determination are the value of Square Multiple Correlation variable Cultural Organization times  $100\% = 0.888 \times 100\% = 88,80\%$ . Thus it can be stated that the organizational culture changes are affected by work motivation, amounting to 88.8%. For Performance  $R^2 = 0,985$  then the amount of determination  $985 = 0,985 \times 100\% = 98.5\%$ . Thus it can be stated that the performance changes are affected by Motivation, Leadership, and Organizational Culture by 98.5%.

**Contribution:** From all the analysis above we can conclude all the indicators for work motivation, Leadership, Cultural Organization and Performance are Valid and significant, even if partially tested there were not significant, negative and marginal, but if tested simultaneously effect would be positive and significant. These findings illustrate that the empirical facts prove the existence of different of backgrounds member commission led KPID recruited from various background of scientific disciplines and experience (journalists, broadcasters, academics, mubbaligh) so that contribute as measured by partial result in effect on culture of significant work, not significant, there was a negative marginal and insignificant. However, if tested simultaneously on these variables produce significant effects.

**Keywords:** Work Motivation, Leadership, Organizational Culture, Performance

Abstract ID: AIMC-2017-EBM-420

## THE CONSEQUENCES OF OWNERSHIP CONCENTRATION AND BOARD COMPOSITION ON DISCLOSURE QUALITY IN A CONTEXT OF MINORITY EXPROPRIATION

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STMIK Pringsewu

**Co-Authors:** Fauzi, Mohamad Ali Abdul-Hamid

### Abstract

**Introduction:** The critical issue in ownership concentrated was agency conflicts between controlling shareholders and minority shareholders (Type II agency conflict). Indeed, it could lead to the expropriation by the controlling shareholder when investors' protection is weak. This study examines the relationship between ownership concentration and board composition on disclosure quality in a context of highly concentrated companies, which arising the expropriation of minority shareholders by controlling shareholders.

**Methodology:** A set of Indonesia listed Companies with purposive judgment sampling has been investigated to analyse the relationship for the year 2008 -2014. Disclosure Quality has been measured by disclosure index according transparency and disclosure rank by Standard & Poor. Using OLS regression method to analysis

**Findings:** The findings show the presence of positive relationship between board composition and disclosure quality in concentrated Indonesia companies. While, independent commissioners are insignificant with

disclosure quality. The result provides interesting findings to the existing knowledge that ownership concentration is significantly negatively in the context of concentrated ownership companies. This finding also gives empirical evidence that the independent commissioners have to consist of members with skill and experience that can improve the efficiency of information disclosure. **Contribution:** The result provides interesting findings to the existing knowledge that ownership concentration is significantly negatively in the context of concentrated ownership companies. This finding also gives empirical evidence that the independent commissioners have to consist of members with skill and experience that can improve the efficiency of information disclosure. This evidence also gives contribution to policy maker and regulator for improving requirement of disclosure to reduce the expropriation of minority shareholders

**Keywords:** Ownership Concentration, Board Composition, Disclosure Quality

Abstract ID: AIMC-2017-EBM-427

**TOURISM ECONOMICS AND THE ROLE OF INTERNATIONAL TRADE AND INVESTMENT FLOWS IN DEVELOPING COUNTRY: THE EVIDENCE FROM INDONESIA PANEL DATA ANALYSIS**

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**Co-Authors:** Anna Gustina Zainal; M Fikri Akbar

**Abstract**

**Introduction:** The purpose of this study is to analyse international tourism investment, and trade on Indonesia tourism sector **Methodology:** using gravity model and panel least square 6 countries of panel data from 1990 to- 2015 as samples data of countries to/from Indonesia are taken. **Findings:** The results showed that economic determinant factors such as economic distance, GDP per capita of the tourist's home country, the Indonesia tourism price, tourism competitor prices, exchange rates, number of population, outflow of tourism goods/services in previous period, Indonesian tourism price in tourists origin countries, investments (physical) Indonesian tourism, and inflow of tourism goods/services in previous period are affected to the flows of.

Using Panel Least Square method, the research also found that Indonesia tourism flows had impacted to the demand and supply. Whereas, the number of visits by foreign tourists, and foreign tourists consumption per visit are the most impact to demand side of tourism in Indonesia outflow; and total of goods/services of the Indonesian tourism affect supply side.

Finally, the research concludes that Indonesia is not a major tourist destination of the world, compared with other Asean countries such as Thailand, Singapore, and even Malaysia **Contribution:** The research found that Indonesian tourism is only substitution of tourism in these countries, because the substitution of destinations depend on the similarity of its tourism attributes, patterns of consumption of tourists, or geographical proximity. However, with the advantage in price making Indonesia tourism as one of international attractions for travelers, especially when currencies in such countries rose.

**Keywords:** demand and supply estimation, trade, investment, and economics of tourism

Abstract ID: AIMC-2017-EBM-430

**TOURISM ECONOMICS AND THE ROLE OF INTERNATIONAL TRADE AND INVESTMENT FLOWS IN DEVELOPING COUNTRY: THE EVIDENCE FROM INDONESIA PANEL DATA ANALYSIS**

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**Abstract**

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visit are the most impact to demand side of tourism in Indonesia outflow; and total of goods/services of the Indonesian tourism affect supply side. The research concludes that Indonesia is not a major tourist destination of the world, compared with other Asean countries such as Thailand, Singapore, and even Malaysia.

**Contribution:** Indonesian tourism is only substitution of tourism in these countries, because the substitution of destinations depend on the similarity of its tourism attributes, patterns of consumption of tourists, or geographical proximity. However, with the advantage in price making Indonesia tourism as one of international attractions for travelers, especially when currencies in such countries rose. Beside that the economy leakage arising from trading transactions of goods/services due to the dominance of tourist such as standardization rules on goods/tourism services must be provided by travel service providers in order to meet the needs of foreign tourists.

**Keywords:** demand and supply estimation, trade, investment, and economics of tourism

Abstract ID: AIMC-2017-EBM-432

## **CORPORATE GOVERNANCE PRACTICES AND FIRM'S CAPITAL STRUCTURE**

**Corresponding Author:** Dr. Hassan Mohamed Hafez

Community College in Dammam - University of Dammam

**Co-Authors:** None

### **Abstract**

**Introduction:** There is a growing body of literature that recognises the importance of corporate governance practices on capital structure decisions. However, previously published studies are not consistent and only a few writers have been able to draw on any systematic research into emerging markets trying to quantify this relation and to acquire bits of knowledge of into the effect of corporate governance practices component on firms' capital structure and the endless purpose for this. The reason for this study is to fill this gap through the application of listed firms in the Egypt stock market as a case of emerging markets. **Methodology:** Panel data on listed firms in EGX 100 covering all industries will be examined by utilizing E-views software. The descriptive statistics was constructed to compare Mean, maximum, minimum and standard deviation with previous studies done in developing countries. Ordinary Least square (NLS and ARMA) multiple regression for each dependent variable was used to test for the resulting main explanatory model after conducting Multi-Collinearity measure the correlation of independent variables with themselves. Moreover, Hausman test is used to evaluate the fixed and variable effect of the panel data. Accordingly, Ordinary Least square multiple regression will be utilized to analyse the effect of internal and external corporate governance indicators on capital structure decisions along with Control variables.

Three models have been developed to test relationship between corporate governance and Capital structure decisions, the short term debt, the Long term debt and the total debt model (dependent variable). Furthermore, the independent variables are the institutional investors, board size, external auditor, governmental ownership and the ownership concentration. For the control variables, is profitability ratio, firm size and dividend pay-out ratio.  $\alpha$  is the intercept.  $\beta$  represents the slope coefficient.  $\epsilon$  error term and firm is represented by  $i$  and  $t$  represent time horizon.

**Findings:** Long term debt model (Panel EGLS method) as a proxy to capital structure decision; empirical results showed that both internal (ownership concentration) , and external (external auditor) corporate governance practices have a statistically significant impact on capital structure decision.

Short term debt model as a proxy to capital structure decision; empirical results showed that both internal and external corporate governance practices have a statistically significant impact on short term debt as a proxy of capital structure decision.

Total long term debt model empirical results showed that an internal CG indicator (Firm size) has statistically significant relation impact on capital structure decision.

What is surprising is that those empirical results are not consistent to other studies done on other emerging economies.

prior studies has examined institutional investors indicator as only a proxy of internal corporate governance indicator that has statistically significant relation with capital structure in UAE firms (Al-Najjar, B. and Hussainey, K., 2011b). Another study by Sheikh and Wang (2012) examined a sample from Karachi Stock exchange showed that board size, managerial ownership and outside directors has significant relation with capital structure decision.

This study concludes that corporate governance practices are derived by internal and external indicators under the Egyptian case.

**Contribution:** *The major value of this study is to present a comprehensive understanding of the impact of corporate governance practices will evidently force the capital structure decision of the listed Egyptian firms to be efficient. Since developing countries have a noteworthy issue concerning the wasteful and inadequate stream of information asymmetry, the capital market in Egypt is still relying on equity market as the bond market is undeveloped. The rise of business failure, privatization foreign and local investments have direct effect on expanding the need to good corporate governance practices. Therefore, this will leads to make the financing choice be irregular.*

**Keywords:** capital structure, corporate governance, emerging markets, Egyptian capital market.

Abstract ID: AIMC-2017-EBM-436

#### **ANALYSIS OF THE FOREIGN TOURIST'S ATTITUDE TO THE ELEMENTS OF THE DEVELOPING OF TOURISM IN MEDAN, INDONESIA**

**Corresponding Author:** Dita Amanah

State University of Medan

**Co-Authors:** Ratih Hurriyati; Vanessa Gaffar; Fauzia Agustini; Dedy Ansari Harahap

#### **Abstract**

**Introduction:** *Medan as the third largest city in Indonesia has many attractive tour spot which visited by many tourist. But unfortunately, there are still many tour objects get less attention from the Medan's Government that couldn't be a superior tour object in Medan. Furthermore, the Government of Medan also considered to be less keen to exploit the things that can be potential of a tour of Medan. The factors of obstacle in the development of tourism business activity in Medan City consist of the field of promotion, infrastructure and the management of tour object in Medan. In connection with the previously description, researcher interested to examine the foreign tourist's attitude to the tourism development effort in Medan based on the ten elements of tourism development.*

**Methodology:** *This research used the Multiattribute Attitude Model (MAM) to measure the consumer's attitude. There are 10 (ten) attributes that constitute the elements of tourism development in Medan, there are tour object in Medan, the attraction of tour object, the road condition in Medan, the telephone network in Medan, means of transportation in Medan, the hotel service in Medan, system of transport stripe in Medan, the security system in Medan, the hospitality of the society in Medan, the cleanliness of environment in Medan. Statistical Package for the Social Science (SPSS) also used to facilitate the analyzing of data. **Findings:** *Based on this model of multi-attribute the consumer has trust (believe, bi) and evaluation (evaluation, ei). Believe is a possibility which believed of the relationship between an object with it's characteristics that are relevant. Evaluation reflects how good the consumer to evaluate a feature. From the multiplication between believe and evaluation for each attribute (model multi-attribute), it is found that the hospitality of the Medan society is the highest value of attribute (16.38) compared with other attribute that are first order (1). While the attributes of the road condition in Medan is an attribute to the tenth (10) with the lowest value (-0.47). **Contribution:** *This foreign tourist attitude need to be researched because it can affect their behavior to make a return visit to the city of Medan. This study also determine the most influence factors that would be elements of the developing of tourism in Medan.***

**Keywords:** Attitude, Tourist, Developing of Tourism, Multiattribute Attitude Model (MAM)

Abstract ID: AIMC-2017-EBM-438

#### **THE IMPACT OF WORD OF MOUTH AND UNIVERSITY REPUTATION IN DETERMINING THE STUDENT DECISION TO STUDY IN ISLAMIC UNIVERSITY OF NORTH SUMATERA, INDONESIA (A CASE ON FACULTY OF ECONOMICS)**

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Islamic University of North Sumatera

**Co-Authors:** Ratih Hurriyati, Vanessa Gaffar, Dita Amanah

#### **Abstract**

**Introduction:** *Student need a decision to continue study in the desire university. Further, students require some consideration in selecting the university and will choose the university based on needs. The fact that nowadays competition is so tight, cause the university to realize that maximizing performance could create a competitive advantage and that will be the university unique factor from others (competitors). One of them is to have a strong reputation in a public mind. Good reputation will create belief in public mind and reflect the quality of the university. Other factor is word of mouth (WOM). WOM is the action of giving information from a consumer to another for brand, product and service. WOM is one of several ways of effective promotion that delivered*

idea, belief and experience with each other. Based on the previous description, the author interest to examine the impact of WOM and university reputation on student decision to study in Islamic University of North Sumatera.

**Methodology:** This study used a multiple regression analysis to examine the influence of each independent variable (WOM and University Reputation) to dependent variable (student decision) either partially or simultaneously. Data were collected by using questionnaire and analysed by SPSS (Statistical Packages for the Social Science) program. **Findings:** Partially, the university reputation, obtained the value of  $t$  value  $>$   $t$  table that is  $8,204 > 1,654$ . It means that the variable of university reputation has positive and significant impact on the student decision to study in Islamic University of North Sumatera. Otherwise the word of mouth has not positive and significant impact on the student decision to study in Islamic University of North Sumatera ( $t$  value  $<$   $t$  table that is  $1,377 < 1,654$ ). **Contribution:** This study contributes to the problems that the two independent variables (WOM and University Reputation) never been studied before in determining the student decision to study in Islamic University of North Sumatera, Indonesia. This study also determine the most influence factor (WOM or University Reputation) for student to study at the Islamic University of North Sumatera.

**Keywords:** Word of Mouth, University Reputation, Student Decision, Islamic University of North Sumatera, Indonesia

Abstract ID: AIMC-2017-EBM-439

## CORPORATE GOVERNANCE PRACTICES AND FIRM'S CAPITAL STRUCTURE

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### Abstract

**Introduction:** There is a growing body of literature that recognises the importance of corporate governance practices on capital structure decisions. However, previously published studies are not consistent and only a few writers have been able to draw on any systematic research into emerging markets trying to quantify this relation and to acquire bits of knowledge of into the effect of corporate governance practices component on firms' capital structure and the endless purpose for this. The reason for this study is to fill this gap through the application of listed firms in the Egypt stock market as a case of emerging markets **Methodology:** Panel data on listed firms in EGX 100 covering all industries will be examined by utilizing E-views software. The descriptive statistics was constructed to compare Mean, maximum, minimum and standard deviation with previous studies done in developing countries. Ordinary Least square (NLS and ARMA) multiple regression for each dependent variable was used to test for the resulting main explanatory model after conducting Multi-Collinearity measure the correlation of independent variables with themselves. Moreover, Hausman test is used to evaluate the fixed and variable effect of the panel data. Accordingly, Ordinary Least square multiple regression will be utilized to analyse the effect of internal and external corporate governance indicators on capital structure decisions along with Control variables.

Three models have been developed to test relationship between corporate governance and Capital structure decisions, the short term debt, the Long term debt and the total debt model (dependent variable). Furthermore, the independent variables are the institutional investors, board size, external auditor, governmental ownership and the ownership concentration. For the control variables, is profitability ratio, firm size and dividend pay-out ratio.  $\alpha$  is the intercept.  $\beta$  represents the slope coefficient.  $\epsilon$  error term and firm is represented by  $i$  and  $t$  represent time horizon.

**Findings:** Long term debt model (Panel EGLS method) as a proxy to capital structure decision; empirical results showed that both internal (ownership concentration) , and external (external auditor) corporate governance practices have a statistically significant impact on capital structure decision.

Short term debt model as a proxy to capital structure decision; empirical results showed that both internal and external corporate governance practices have a statistically significant impact on short term debt as a proxy of capital structure decision.

Total long term debt model empirical results showed that an internal CG indicator (Firm size) has statistically significant relation impact on capital structure decision.

What is surprising is that those empirical results are not consistent to other studies done on other emerging economies.

prior studies has examined institutional investors indicator as only a proxy of internal corporate governance indicator that has statistically significant relation with capital structure in UAE firms (Al-Najjar, B. and Hussainey, K., 2011b). Another study by Sheikh and Wang (2012) examined a sample from Karachi Stock

exchange showed that board size, managerial ownership and outside directors has significant relation with capital structure decision.

This study concludes that corporate governance practices are derived by internal and external indicators under the Egyptian case.

**Contribution:** The major value of this study is to present a comprehensive understanding of the impact of corporate governance practices will evidently force the capital structure decision of the listed Egyptian firms to be efficient. Since developing countries have a noteworthy issue concerning the wasteful and inadequate stream of information asymmetry, the capital market in Egypt is still relying on equity market as the bond market is undeveloped. The rise of business failure, privatization foreign and local investments have direct effect on expanding the need to good corporate governance practices. Therefore, this will leads to make the financing choice be irregular.

**Keywords:** capital structure, corporate governance, emerging markets, Egyptian capital market.

Abstract ID: AIMC-2017-EBM-441

## THE REVIEW OF DISINTERMEDIATION STRATEGIES IN TWO SIDED MARKETPLACE

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### Abstract

**Introduction:** Many new successful companies such as Go-Jek, Airbnb, Uber and Buka Lapak are gaining massive amount of user in a very short range of time. Each of these companies, provide their user a different kind of services to help their user find the right parties. Those are sample of companies used the two-sided market places system.

Two-sided marketplaces are the type of companies that connect external parties starting from —vendors such as seller, host, and driver, and at the same time customers such as buyer, renters and service user, to interact and transact inside the marketplace they had developed. Although it is widely used, two-sided marketplace often risk disintermediation which happens when users may rely on the marketplace to find each other but then perform related future transactions—or even the current transaction—without the platform’s involvement and without paying any fees the platform may charge.

**Methodology:** This research used descriptive research method, where it will obtain answers which are related to opinions, feedback or one’s perception so that the result should be in form of qualitative description. This paper assesses all of the factors that trigger disintermediation to happen in the marketplace, how sensitive the price fee, or premium determines the level of potential disintermediation might occurs, and also a set of strategies that can be implemented in order to reduce it. Furthermore, the theory being used in assessing these factors includes, Customer Lifetime Value, Customer Relationship Management, and Disintermediation theory. **Findings:** The theories have led this paper to choose the recommendation to the research question as: immediately asses the kind of disintermediation occur, other psychological factors can be the solution or ways to better shaped the platform, and always learn the pain point of buyer and seller. **Contribution:** In order to prevent disintermediation from happening, or at least minimize it, the company can do some strategies include exceptional payment and customer service for the buyer side, also empower seller and give them feedback and reputation system. And above all, the two sided market platform must learn why people are leaving their platform and fix the weakest link in their process. By implementing this strategy, instead of caging the user, the company provides them more features to maintain their loyalty. These strategies can be implemented through Customer Relationship Management application within the business activities.

**Keywords:** Disintermediation, Two-Sided Platforms, Marketplace, CRM, E-commerce.

Abstract ID: AIMC-2017-EBM-452

## CUSTOMER’S INTENTION TO USE ISLAMIC PERSONAL FINANCING AMONG SECONDARY SCHOOL TEACHERS

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### Abstract

**Introduction:** Customer’s Intention to Use Islamic Personal Financing among Secondary School Teachers



**Methodology:** *The Theory of Reasoned Action* was used as a basis for this study. A survey approach has been adopted in this study while the data are collected via structured questionnaires. **Findings:** The finding show a significantly positive correlation between attitude, social influence, religious obligation, corporate image and knowledge. However, further analysis revealed only attitude, social influence and religious obligation give a significant and positive impact on customer's intention to use Islamic personal financing. The paper reported a new finding on the area of Islamic banking sector. Valid constructs had been developed in this study and a new variable i.e knowledge was utilized. **Contribution:** The paper aims to examine the relationship of attitude, social influence, religious obligation, corporate image and knowledge; and to investigate the determinants of customer's intention to use Islamic personal financing by measuring the following factors: attitude; social influence; religious obligation, corporate image; and knowledge, on the intention to use Islamic personal financing. The Theory of Reasoned Action (Azjen and Fishbein, 1975) was used as a basis for this study. A survey approach has been adopted in this study while the data are collected via structured questionnaires. The questionnaire was distributed to 350 respondents of secondary school teachers from seven schools selected by random number generator in Alor Setar, Kedah. A structured question was designed where the data were analyzed by using t-test, ANOVA, correlation and multi regression analysis using SPSS program. The data for this study are collected via structured questionnaires which are completed by 350 secondary school teachers in Alor Setar, Kedah. The finding show a significantly positive correlation between attitude, social influence, religious obligation, corporate image and knowledge. However, further analysis revealed only attitude, social influence and religious obligation give a significant and positive impact on customer's intention to use Islamic personal financing. The paper reported a new finding on the area of Islamic banking sector. Valid constructs had been developed in this study and a new variable i.e knowledge was utilized. Therefore, this study provided great contributions, implications and has recommended for financial institutions on how to improve Islamic personal financing.

**Keywords:** Customer's Intention, Islamic Banking, Education Institutions, Islamic Personal Financing, Secondary School Teachers

Abstract ID: AIMC-2017-EBM-453

#### THE DETERMINANT OF ISLAMIC BANKING PRODUCTS' KNOWLEDGE AMONG UNDERGRADUATE STUDENTS (COB) IN UUM, KEDAH

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#### Abstract

**Introduction:** *Islamic banking industry is considered one of the fastest growing industries for over several decades. Apart from the Muslim populations, non-Muslim populations have also started to be more aware of the existence and advantages of Islamic banking. Educational sector has also recognized Islamic banking as one of the programs or subjects that should be taught to the student. This hopefully will increase the awareness and knowledge on Islamic banking among the students and eventually in the society.* **Methodology:** A survey approach has been adopted in this study while the data are collected via structured questionnaires. The questionnaires were completed by 372 students of Universiti Utara Malaysia (UUM), Sintok Kedah. **Findings:** The finding shows that all independent variables are correlated significantly with product knowledge. In addition, further analysis using multiple regression analysis revealed that all independent variables give a significant and positive impact on product knowledge of UUM's Muslim undergraduate students. **Contribution:** The result of study contributed to the knowledge of Islamic banking product knowledge. It is implied that the higher educational institution need to intensify their efforts to further improve the effectiveness of education about product in Islamic banking. The paper reports a new finding on the area of Islamic banking product knowledge. Valid constructs had been developed in this study and a new variable i.e. religiosity was utilized and it was found influence with the Islamic bank product knowledge.

**Keywords:** Product Knowledge, Product and Services, Islamic Banks, Islamic Banking Principles, University Utara Malaysia (UUM) students

Abstract ID: AIMC-2017-EBM-463

## PRELIMINARY STUDY ON CONSUMERS ATTITUDE TOWARDS FINTECH PRODUCTS IN MALAYSIA

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### Abstract

**Introduction:** Financial Technologies of better known as “FinTech” is an innovative service which provided financial services via new technologies. Mobile-based payment is the most typical service in China, Korea and UK (Kim et al., 2015) There been a rapid growth on financial technology industry in Malaysia after the establishment of Financial Technology Enabler Group who responsible to formulate and enhance regulatory policies in Malaysia. However there is lack of studies for FinTech industry on consumers attitude in Malaysia. Hence this study is to investigate the capability and potential of FinTech for consumers in Malaysia.

Although FinTech is newly emerged in the local financial setting, however, to what extend FinTech is beneficial to Malaysian consumers is still remained unexplored. There are extremely little studies performed for the Malaysian Fintech industry. To the best knowledge of academic researchers, local business practitioners (new entrants, start-ups, investors, potential venture capitalists) and policy makers, the studies that related to the overall potential of FinTech for the consumers in Malaysia are fundamentally and virtually unknown and scarce. According to Fred David(1989), Technology acceptance model(TAM) explained the acceptances of consumers toward new technology. Since that FinTech is still a new technology paradigm in Malaysia, thus, the main objective of this study is to (1) review the existing literature pertaining to FinTech and (2) to highlight the address consumers attitude towards FinTech products in Malaysia.

**Methodology:** Research on Fintech is a cross-disciplines study involving the finance and business segment and directly linked to the internet of things (IoT), software technologies and internet communication technologies (ICT) industry. Thus, the empirical research methods will be employed to achieve the objectives of this study, especially to gauge the perception and attitude of the Malaysian consumers towards the concept of FinTech and its alternative products and services. As for this paper, a triangulation method is being suggested to measure the perception and awareness of Malaysian consumers towards the concept of FinTech and its alternative products and services. This form of methodologies aims to present the process of providing answers for the research questions by achieving the research objectives. **Findings:** There is growth in FinTech industry over the recent year however there is lack of study in this topic. The researchers expect the finding to explain the differences between FinTech and conventional banking service and to create a knowledge base for FinTech Industry in Malaysia. It will also address the attitude of Malaysia consumers towards FinTech products. **Contribution:** This study will be useful for future researcher in FinTech domain. It will help to create a knowledge base towards behaviours at FinTech products in Malaysia. The study will able to help benefits the economic growth and enhance the development of digital economy in Malaysia as whole.

**Keywords:** FinTech; Consumers attitude; traditional banking; financial services ;Technology acceptance model(TAM)

Abstract ID: AIMC-2017-EBM-467

## EFFECTS OF THE SOCIAL MEDIA CONTENT STRATEGIES (SCONES) TO BRAND PERFORMANCE OF MALAYSIAN SMALL MEDIUM ENTERPRISES (SMES)

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### Abstract

**Introduction:** SMEs are the backbone of Malaysia’s economy and accounted for 32.7% of GDP and provided a total of 4,854,142 job opportunities in Malaysia (SMECORP, 2013). There are many challenges faced by the SMEs in order to promote their businesses due to inability to appoint a marketing manager to implement marketing activities (Berthon, Ewing, & Napoli, 2008; Moss, Ashford, & Shani, 2003). Social media is one of the potential solutions to the challenges of marketing for small business. Although firms increase their social media activity, many still unaware of the importance message content in achieving desired outcomes for their brands (Gensler, Völckner, Liu-Thompkins & Wiertz, 2013). In fact, there is a limited and inconclusive finding on the effects of message content in the literature and in the social media environment (Gensler, Völckner, Liu-Thompkins & Wiertz, 2013; Paquette, 2013). This presents a challenge to marketers who seek to build a large following on social media as many factors may create undesired brand performance outcomes such as message

content and message type. **Methodology:** The unit of analysis in this study is 200 individual SME from various industries based on SME Corp business directory and have experience using social media for at least three years (Hassana, Nadzimb, Shiratuddin, 2015). Data will be analysed by employing Smart Partial Least Squared (PLS) version 2.0 software, a structural equation modelling technique that employs a component based approach (Chin, 1998). **Findings:** Outcome of this study is expected to assist SMEs to prepare clear strategies which specify most effective message formats and appeals in enhancing brand performance. **Contribution:** A social media content strategy and method of measuring brand performance will be proposed to help marketers optimize their efforts and effectively improve interaction and engagement on their fan pages, generating improved brand performance.

**Keywords:** Social media, message content strategy, brand performance, small medium enterprises, Malaysia

Abstract ID: AIMC-2017-EBM-472

## THE INTENTION OF ACCOUNTING STUDENTS IN PURSUING PROFESSIONAL QUALIFICATION

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### Abstract

**Introduction:** Globalization and advancement of information technology had revolutionized the business environment in this twenty-first century. This has created an evolution in the accounting world and accounting education. The changes that occurred in the environment of business as well as the economic condition indicates that the nature of duty of accountants has changed significantly. Malaysia still has a long journey to reach its mission to have 60,000 qualified accountants by year 2020. This scenario has motivated this study in examining the accounting students' intention to pursue accounting professional qualification and their perceptions towards professional qualification and accounting profession. **Methodology:** This research is quantitative in nature, using adapted questionnaire to collect data from the respondents consisting of accounting students in a public university. The students were in their third and final year whom are eligible to sit for professional qualification exams. Statistical Package for the Science Social (SPSS) Software version 20.0 was used to analyse descriptive data. In measuring their intention, students were given three types of intentions; Certainly, Probably and Unlikely. A total of 36 items measure students' perceptions towards professional qualification and accounting profession using Likert scale from Strongly disagree (1) to Strongly agree (5).

**Findings:** In the initial question of asking whether students want to pursue accounting professional qualification, results show that only one third of the respondents have the intention to pursue the professional qualification (Certainly). Almost half of respondents are not sure whether they want to pursue or not (Probably). There are several professional programs that were offered by the professional bodies all over the world; however the results indicate that if the respondents want to pursue the professional qualification, most of them will choose ACCA, followed by CIMA and ICAEW. It is also revealed that these students have good perception on the credibility of accounting profession; there is a high agreement that 'Professional titles are highly and internationally recognized' and 'Professional qualifications are highly valued'. However, they also have some negative perceptions. They think that it is not easy to pass the professional examinations; they will face some distraction and hurdles in obtaining professional qualification.

**Contribution:** The findings of this study may become a good reference for accounting professional bodies in Malaysia to know the perception of accounting students towards professional qualification. This can be an alarming signal for the professional bodies to develop numerous strategies to tackle or grab the attention of accounting students in pursuing their professional qualification. Malaysia had a target to have 60,000 qualified accountants by year 2020 and it is still far to be achieved. This research can help the professional bodies to identify the actual factors that may influence the intention of accounting students in pursuing the professional qualification. This can reduce the risk of losing accounting students' interest to become qualified accountants in the future.

**Keywords:** Accounting students, accounting professional qualification, intention to pursue

Abstract ID: AIMC-2017-EBM-477

## WHY MALAYSIA CAN BECOME NO.1 MEDICAL TOURISM DESTINATION?

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**Abstract**

**Introduction:** Malaysia is one of the most popular tourist destinations. With the ease of global travelling, individuals can become "medical tourists" to visit Malaysia for better quality and lower costs of medical services. Therefore, this paper aims to review the factors such as hospital staff, country, tourism and health services, insurance and cost saving, perceived satisfaction and intention for medical treatments. **Methodology:** Self-administered questionnaire will be used to collect data from travellers in Malaysia. Target respondents will be intercepted in several tourism spots for data collection using convenience sampling technique. Several data analysis techniques such as normality test, reliability and validity test, descriptive analysis and multiple regression will be used to test the relationships between hospital staff, country, tourism and health services, insurance and cost saving, perceived satisfaction and intention for medical treatments. A pilot study was conducted for the questionnaire validation. **Findings:** The pilot study found that the five dimensions of medical tourism in Malaysia were identified, namely, hospital and staff, country factor, tourism and health services and cost saving. The Cronbach's alpha values are well above the threshold level of 0.6, thus all indicators are equally reliable. **Contribution:** The expected findings will enable policy-makers of Malaysia to re-brand the nation as a global medical tourism hub.

**Keywords:** medical tourism; health care

Abstract ID: AIMC-2017-EBM-480

**AN EMPIRICAL STUDY ON FACTORS AFFECTING E-COMMERCE ADOPTION AMONG SMES IN WEST MALAYSIA**

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**Abstract**

**Introduction:** Small and Medium Enterprises (SMEs) plays a major role in most of the developing countries. This is because they are able to raise the economy of the nation. Besides, e-Commerce also becomes an important topic in various fields of research due to it is able to bring lot of benefits to the developing countries. However, the adoption of e-Commerce on SMEs appears to be slowed in the developing countries due to several factors. Therefore, this research proposes a parsimony framework to investigate the factors that are able to influence the e-Commerce adoption among the SMEs in West Malaysia. **Methodology:** Quantitative survey method is used in this research. The respondents are the SMEs manufactures from the West Malaysia whereby their information are retrieved from the government agencies of SME Corporation Malaysia. Four months were used to perform the data collection process. A total of 1200 self-administered set of questionnaires were distributed to the respondents, but only 310 sets of data were received. From the collected data, only adopters are selected while non-adopters and potential adopters are excluded. Therefore, 217 sets are used for the data analysis (18% of the respondent rates) **Findings:** There are three factors will be considered in this research, namely: Perceived Barriers, Organization Readiness and Competitor Pressures. Questionnaires were used and distributed to the SMEs for data collection. SmartPLS is used to analyze the data. The results showed that Perceived Barriers is negatively significant influence on the adoption for the medium sized SMEs, but it does not influence on the adoption for the small sized SMEs. As for Organization Readiness, it shows a big difference between the small sized SMEs and the medium sized SMEs. For Competitor Pressures, it is important for both small and medium sized SMEs. **Contribution:** As for contributions, the results can be served as the benchmark values for e-Commerce adoption and diffusion research in other developing countries. Besides, it is also to encourage more explorations on different kind of factors and variables in order to strengthen the adoption research. This research provides the stakeholders a holistic view along with adequate tools. The views can be used as the guidelines for them to re-shape the e-Commerce application in order to fit into the needs of their organization.

**Keywords:** Adoption, e-Commerce, Small and Medium Enterprises, Developing Countries

Abstract ID: AIMC-2017-EBM-482

### THE EFFECT OF SELF DETERMINATION MOTIVATION AGAINST LEARNING INTENSITY

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#### Abstract

**Introduction:** *The behavior of a person is affected by good motivation from within himself or from outside himself. Likewise with learning. Learning behavior was motivated by a desire from within oneself or by the demands outside of the doer. Motivational Researches in learning intentions have been carried out but the intention is not always manifested in actual behavior that is learning. This study aims to determine the effect of motivation in learning intensity.* **Methodology:** *The data in this study were taken through a questionnaire that was distributed to students of EconomicsFacultyin Gunadarma Universitygrades three and four. The number of samples was 469 respondents. The theory of motivation in this research is the theory of self-determination motivation. To illustrate the effect of internal motivation, external motivation and amotivation to the intensity of learning is used a Structural Equation Modelling* **Findings:** *The results showed that there is no influence internal motivation, external motivation and amotivation partially or jointly, to the intensity of student learning.* **Contribution:** *There are few researches on relationship between learning motivation and learning intensity. This research can be used as a reference to comprehend about learning motivation among students .*

**Keywords:** internal motivation, external motivation, amotivation, intensity

Abstract ID: AIMC-2017-EBM-484

### A MODEL OF THE RELATIONSHIP BETWEEN BEHAVIORAL INTEGRITY, MORAL DISTRESS, AND WORK-FAMILY CONFLICT OF NURSE WORKERS IN ACEH, INDONESIA

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#### Abstract

**Introduction:** *According to Tyas, Tita, and Silvia (2015), more women seek for careers outside the house to utilize their educational qualification and leisure time that women have as compared to if they are unemployed or only sitting at home. Today, more women are working in various fields and have their own career path, including women in Aceh which was very different as of or prior to 1970s, where they were reluctant to leave the house for a career, as the responsibilities of feeding the family were relied upon men's shoulder, especially for married men. All of these can trigger the work-family conflict (WFC). This study is aimed at analyzing the relationship between behavioral integrity, work-family conflict, and moral distress among female workers in Aceh Province of Indonesia.* **Methodology:** *The unit of analysis in this study were all nurses who work at the hospital. Using the cluster method in data collection, the samples were similar to a census, all population treated as the respondents. Data were retrieved through the questionnaire distribution to 127 nurse workers at the hospital as the respondents. Data were analyzed using Structural Equation Modelling (SEM) with the Analysis of Moment Structure (AMOS) program.* **Findings:** *The analysis showed that behavioral integrity, work-family conflict, and moral distress were interrelated significantly, whereby the moral distress plays the biggest influence on work-family conflict of the nurses.* **Contribution:** *Moral distress may mediate the relationship between behavioral integrity (BI) and the employee performance. Leaders need to be very clear with their instruction and expectation and communicate well with the employees, otherwise it may create the ineffectiveness of the work, resulting confuseness and stress among the workers (Eathough et al., 2011). BI is indeed a necessary behavior that every leader in an organization needs to have. In addition, leaders with a good BI will likely be able to reduce the number of WFC occurrence among the employees; if moral distress among the staffs is also low, the likelihood WFC will happen is also very low. In the context of Aceh, work-family conflict is often experienced by women workers due to the household tasks and responsibilities often come together with work duties as an employee and both duties require equal attention. All employers that employ women workers need to address all the issues pertaining to these three variables in order to create harmonies in families and society as well as in the organization or workplace.*

**Keywords:** Behavioral integrity, moral distress, work-family conflict, employee management, female worker, Indonesia

Abstract ID: AIMC-2017-EBM-485

## CHALLENGES AND SOLUTION OF NIGERIAN NON-INTEREST ISLAMIC BANKING

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### Abstract

**Introduction:** *The banking system is extremely important for every country economic growth and development. The accepted view of every commercial conventional banking is based on predicated on intermediation and make their net profit in the course of their two main operations which includes receiving cash deposits from their customers in which the banks pay them interest after, which is called bank liability and giving out personal and corporate loans in which the banks received interest from them as their income. This explains into the source of determining the margin of interest flanked by borrowing and savings rates. This explains that conservative banking arrangement is built on interest in which their activities and development is based on interest pays and charge. Therefore the expansion of banking opens a new boundary for conventional banks to develop their activities ahead of their traditional business to source their income through non interest income. Going by the name non-interest revenue is incomes that do not begin or has to do with interest on any transactions. The expansion of Islamic bank revenue advanced the sector productivity and decreases the danger of the borrowing procedure by more diversification of banking action (Hakimi, Hamdi and DJelassi, 2012)".* **Methodology:** *Research Methodology*

*The methodology used in the preparation of this paper is to study the library with the document content analysis method. Additional information is obtained from various documents and references to the official website of the relevant agencies. The study also uses content analysis method to data obtained from the literature scholar, newspaper and website in question. The information obtained is used to view the Challenges and prospects of Nigerian Non-interest Islamic banking.*

*After basic examination of the devastating effects of the challenges, the author considered proffering answer for the problem as a result of which some observation were made with some companies' managers, employees and environmentalists. The author utilizes these as a part of expansion desk research to build up the paper. Effort was made to concoct workable recommendations that can spare the unsafe circumstance.*

### **Findings:** Findings

*In the process of the research, the Challenges and prospects of Nigerian Non-interest Islamic banking, the following are the findings arrived:*

#### 1. Religious and Cultural Differences

*One of the main problems of Nigerian non interest banking is religion and cultural barriers in the country. Nigerian is a country mixed with different beliefs norms and culture. This religious and cultural issue is a serious issue that needs efficient solution for Nigerian non interest banking to continue moving forward. This is because others beliefs that are not Muslims have the perception that if they participate in Islamic banking like they become muslims or they are helping Islamic religions, this misperception cause major setback of non-interest banking in nigeria.*

#### 2. Inadequate Human Resources

*The continued existence of Nigerian Islamic banking is extremely depends on sufficiently well equipped and experienced personnel, in training, research, teaching in Islamic mode of finance and also with wealth of knowledge of both conventional and Islamic finance also economics. Research and development, teaching, merely a handful of universities based to have various programmed concerning Islamic mode of finance, teaching and carry out massive studies on both Islamic and conservative banking. The findings of their research are both personnel and capital improvements with the need to improve the institutional survival in Nigeria. The rational of teaching research is to developed well equipped personnel because having indigenious personal will be cost effective compare to haring of personnel from outsides the country.*

#### 3. Inadequate of Financial Innovations

*Due to technological improvements the customer's needs always increase, and the financial markets is changing rapidly, therefore there is need for Islamic banks to design their financial services as well as their products that will tailored their customers' requirements, needs or their test. More so there is lack of monetary modernization for Nigerians Islamic institutions, also setback in executing new products or services due to principles or guidelines laid by Islamic shariah. Due to these makes non-interest banking flexible to innovations.*

#### 4. Lack of adequate knowledge

*Insufficient knowledge of non-interest baking will obstruct its expansion in Nigeria. Due to low understanding of Islamic banking principles, activities, services as well as their products to the general community influence the system development in the country. Therefore the investors and the consumers of non interest banking are very*

*anxious about the achievements of Nigerian non-interest banking. Most of other people are having mistaken believe or perception towards Islamic banking, which comprises non-interest banking is not advantageous since it cannot charge or pays interest, non-interest banking is only takes place in Muslims dominated areas, Islamic banking is provided by Muslims only.*

5. *Double taxation issue*

*The Nigerian tax decree needs some alteration to think of interest free banks services into the account, or else there is serious threat due to multiple taxation which would be charge on non-interest banks due to assets accumulation tax, stamp duty tax and various tax from state governments that are charges on their funds transfers. Non-interest banking faced a marvelous problems based this in which their financial activities is based on assets.*

6. *Competition*

*Non-interest banking is an organization that has surprisingly developed and growth globally. But non-interest banking is now having heavily rivalry in financial markets in nigeria and some conventional banks are currently change to full fledge of non-interest transactions and some open are offerings non-interest banking windows. These banks are more progress in fully activities of financial dealings that will amplify rivalry confronting non-interest banking.*

7. *Shari'ah Related Issues*

*This is because non-interest banking is based on religious aspects, any financial or transactions improvements in the system must tally with shariah complaints. Therefore due to the fact that any new innovations on their products cannot be implement unless there is improvement from shariah advisory commission board also is not contradicted to Islamic laws. Therefore this is a major challenge that delays Islamic banks of being easily innovating in their financial activities simply because they must to west a time waiting for approval from shariah advisory committee.*

8. *Poor Supervisory Framework*

*Nigerian Islamic banking is having too much challenge on unproductive administrative structure from Shariah advisory commission as well as central bank of the country. This is happened as the fact that the two main bodies are contradicting subject matter instead of harmonizing together and also shortage of experts in both shariah advisory commission as well as central bank of the country itself.*

**Contribution: Recommendations**

1. *Based on the first finding the misperception problems of non-interest banking by other religion can be tackling by the help of central bank of Nigeria, Nigerian religious bodies engaged on massive seminar about the institutions, by creating awareness, knowledge on benefit of non-interest banks to the society, adequate explanations of the aims also objectives as well as advantages of Islamic banking. All this is essential for Nigerian Islamic banking to survive achieved its objectives also competitive advantages.*

2. *The second finding Inadequate Human Resources, moving forward for Nigerian non-interest banks with respect to human resources challenges is to sufficiently finance their higher learning with adequate funds to conduct teaching and research on both conventional and non-interest banking, also set up additional institutions providing different programmed in the subject matter. More over the Central Bank of Nigeria ought to continuously organizing seminars, training and lectures on Islamic finance to banks staff, tertiary institution student, academicians as well as general public.*

3. *Based on the third findings Inadequate of Financial Innovations, for nigerians Islamic banking to achieved immediate developed markets atmosphere and achieved competitive advantages directly, they most to be highly creative and innovative which will help them to tailor their customers need and wants, through providing efficient and effective services to their clients.*

4. *The recommendation for fourth findings, because of the following miss perception towards Islamic banking therefore massive seminars, programs showing benefits of non-interest banking to Muslims and non-Muslims and knowledge on Islamic banking to citizenry that Islamic banks is belong to everyone also is an alternative finance that delivers optimal satisfaction to everyone. The responsibility of making the concept to be understood by the general public is a burden the on approved providers of Islamic banking services and the monetary supervisory body (an instance CBN and SEC) have a vital responsibility to play in developing non-interest banking in Nigeria. But this can only be achieved through timely programmes, lectures, seminars and some campaign through media for crating better knowledge to the general public on Islamic banking system.*

5. *The solution for double tax on non-interest banking Nigerian tax decrees needs to consider non-interest banks to modify their tax regulations in order to favor Islamic banks from multiple taxations. This is previously did in some countries an instance UK and Luxembourg have already modify their tax regulations which protect Islamic banks from multiple taxation on their assets for financing activities (Fatai, 2012).*

6. Based on competition, therefore non-interest can only endure in Nigerian financial market by innovating their services, attracting and maintaining well trained qualified employees and increasing efficiency and effectiveness in their performance.
7. Shari'ah Related Issues, based on this challenge Islamic bank should try to come up with varieties of products as well different monetary instruments for them to have shariah advisory committee approval, which will help them to cope with the delay in adopting and implementation of new products in the future.
8. In order to cope with Poor Supervisory Framework challenges, central bank of nigeria and shariah commission are in the position to prearranged and sufficiently monitor and control all the Islamic banking activities also look after public concern towards nigerians with capable and competent personnel in the areas.

**Keywords:** Islamic banking; Shariah complaints, Challenges, prospects, Nigeria.

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## **KNOWLEDGE MANAGEMENT IN MALAYSIAN CONSTRUCTION INDUSTRY**

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### **Abstract**

**Introduction:** In Malaysia, Knowledge Management (KM) practice has not been commensurable with its status as a developing country. Hence, an initiative is drawn by this paper, which aims to appraise KM practice amongst consultant firms working in construction industry in Malaysia. This aim is achieved via objectives of examining the understanding of consultant firms on KM practices in construction industry and further investigating the challenges in implementing KM practices by consultant firms in Malaysia. **Methodology:** The paper is materialised by initially carrying out a pilot survey on 20 respondents in examining the feasibility of this survey. As the Cronbach's alpha recorded is exceeding the acceptable internal consistency level, questionnaire survey is undertaken to 200 respondents from the consultant firms in the northern region of Malaysia, particularly Perlis, Kedah, Pulau Pinang and Perak, who are selected from the probability simple random sampling. The variables in both the pilot survey and the questionnaire survey are taken from the literature review carried out by researchers. Data is analysed via Statistical Package of Social Sciences (SPSS) version 20.0 on various statistical analysis tools, namely descriptive analysis, reliability analysis and relative important index. **Findings:** The analysed results clearly showed that majority of the consultant firms claimed that KM process has not been well strategised by the company/organization. Most of them also highlighted that they are not aware if KM exists in their company. Moreover, although there is minority with less than 10 percent disagrees with the components of KM, this imply that they may be unsure about the importance of KM, thus concludes that consultant firms in Malaysia is having insufficient understanding on KM practices in construction industry. In term of challenges faced by the consultant firms in implementing KM practices, the top rankings of challenges are difficult to implement, lack of awareness on the benefit of knowledge sharing and technology limitation. **Contribution:** This paper has successfully achieved its objective to provide better understanding on the knowledge management practice amongst consultant firms working in construction industry in Malaysia. It is expected that this paper will bring forward the ideas of developing a conceptual framework of KM for consultant firm in the Malaysian construction industry by taking into account the quantitative elements of KM processes, availability of database system, business culture, company performance and efficiency. It is hoped that the discussion on understanding and challenges of KM would lead to the successful implementation of KM practice in the Malaysian construction industry.

**Keywords:** Knowledge Management, Consultant Firms, Construction Industry, Malaysia

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## **FACTORS AFFECTING BANKRUPTCY IN MALAYSIAN LISTED COMPANIES**

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### **Abstract**

**Introduction:** ABSTRACT

In a number of studies bankruptcy has been known to bring about the downfall and embarrassment of firms as well as destroying a lot of careers. On the other hand for bankruptcy of corporate institutions, factors such as



accounting aspects that include, profitability, leverage as well as liquidity are mainly the core of this issue as mentioned by Boettcher, Cavanagh, and Xu (2014). Nowadays corporate governance has been added into the mix. In order to support both affected and smoothly running firms, it is crucial for researchers to investigate all the aspects of the management of the firm as expressed in their annual reports.

The methods focused on in this research includes the models such as, multicollinearity, pooled least square model and finally the fixed effect model. The annual reports and indexes were used to get values in the measurements. This study found that corporate governance, firm size and profitability were not significant to the bankruptcy of the firm. However, Liquidity and leverage contributed to firm bankruptcy. In conclusion, this study is generally meant to explore the impact of different factors that probably contributed to bankruptcy among Malaysian firms.

**Methodology:** The framework (Figure 1) for this research study includes 5 independent variables namely corporate governance, firm size, profitability, leverage and liquidity and the dependent variable being bankruptcy.

### 3. METHODOLOGY

#### 3.1 Data Specification

This section describes the data and its sources as well as the index of the variables. The data collected for analysis is for the period from 2006-2015 available for the chosen Malaysian firms. The corporate governance quality data will be extracted according to Malaysian Institute of Corporate Governance and the Minority Shareholder Watchdog Group from corporate governance survey reports Annual reports. Data for the independent variables profitability, leverage, firm size and liquidity will be got from the Annual Reports of the sample of companies listed in the Bursa Malaysia website.

To explore the different variables that affect bankruptcy the cross-sectional regressions take the following form:

$$Y = a + b1X1 + b2X2 + b3X3 + b4X4 + b5X5$$

$$BK = a + b1CG + b2FS + b3PROFIT + b4LEV + b5LIQUID$$

Where:

BK = Bankruptcy as measured by Altman Z-Score

CG = Corporate Governance as measured by Number of BODs, Number of meetings and Ratio of executive to non-executive directors.

FS = Firm Size as measured by total assets.

PROFIT = Profitability as measured by Return on Assets.

LEV = Leverage as measured by the Debt ratio.

LIQUID = Liquidity as measured by the Current ratio.

The sample of firms focused on are the available 130 companies listed in Bursa Malaysia's Consumer Products Stock sector.

### Findings: 4. FINDINGS

This section is meant to provide the logic behind the implementation of different procedures used in identifying and analysed the information related to comprehension of the research problem, therefore, allowing the critical evaluation of the research project's overall validity and reliability.

#### 4.1 Descriptive Statistics

A brief description of each of the models to be used is provided in Table 1 below:

Table 1: Summary Statistics for All Variables

Variable	Mean	Std. Dev.	Minimum	Maximum
Altman Z-Score	160.965	411.846	-86.76535	184.59
No. Of BODs	7.34303	1.94077	3.00000	17.0000
No of Meetings	4.98677	1.31016	1.00000	17.0000
Ratio of Exec to Non exec	3.35983	1.43075	0.110000	7.60000
Firm Size	18.6158	1.14453	12.2259	23.1863
ROA (%)	4.25612	57.7489	-1592.65747	657
Debt ratio (%)	17.0499	38.0704	0.0120000	1052.94
Liquidity	84.2561	271.154	0.000000	4352.50

The above table represents the summary statistics using 119 observations in a period of 10 years i.e 2006-2015. The observations were originally 130, but 11 were deleted due to having more than 5 years of data missing from the reports to be used the analysis. All the observations are public listed companies listed in Bursa Malaysia's Consumer Products Stock sector. Below is an explanation of the results presented in the summary or descriptive statistics.

The dependent variable, bankruptcy, is represented in the Altman Z-Score. The average result for all companies were found to be 160.965 while the standard deviation were found to be 411.846. The minimum Z-score found

were -86.7653 and the company found to had this score were Xinghe Holdings Berhad in the year of 2013. The maximum Z-score were found to be 5184.59 which were recorded by the company MSM Malaysia Holdings Berhad in the year of 2011.

Firstly, corporate governance were represented by three factors picked from the Malaysian Corporate Governance (MCG) Index. This included firstly, the Number of Board of Directors which had an average of 7.34303 and a standard deviation of 1.94077. The minimum number of BODs were found to be 3 which were recorded by Amtek Holdings Berhad (2006-2007) and Paragon Union Berhad (2009-2010). The maximum number of BODs were recorded as 17 which were recorded by Wang-Zheng Berhad (2006-2013). Secondly, the Number of meetings which had an average of 4.98677 and a standard deviation of 1.31016. The minimum number of meetings were 1, recorded by Xidelang Holdings Limited (2009) while the maximum number meetings were 17, recorded by UMW Holdings Berhad (2013). Lastly, the ratio of Executive to Non-executive directors which had average of 3.35983 and a standard deviation of 1.43075. The minimum ratio were 0.11 recorded by Fraser & Neave Holdings Berhad (2013-2014) while the maximum ratio were 7.6 recorded by CCK Consolidated Holdings Berhad (2006-2010).

Secondly, firm size were measured by total assets which were expressed in the natural logarithm of the numbers. Where the average total assets were 18.6158 and the standard deviation were recorded as 1.14453. The minimum level of total assets were found to be 12.2259 recorded by Xinghe Holdings Berhad in 2013 while the maximum level of total assets were found to be 23.1863 recorded by PPB Group Berhad in the year 2012. Thirdly, profitability were represented by the Return on Assets (ROA) as shown in the above table 4.1. The average Return on Assets were found to be 4.25612% and the standard deviation were found to be 57.7489%. The minimum Return on Assets were found to be -1592.65% which were recorded by Xinghe Holdings Berhad in 2013 while the maximum level of total assets were found to be 747.657% recorded by C.I. Holdings Berhad in the year 2012. Fourthly, leverage were measured using the Debt ratio, i.e the percentage of Debt to Total assets. The average Debt ratio were found to be 17.0499% and the standard deviation were found to be 38.0704%. The minimum Debt ratio were found to be 0.012% recorded by MSM Malaysia Holdings Berhad in the year 2011 while the maximum Debt ratio were found to be 1052.94% recorded by Xinghe Holdings Berhad in the year 2013.

Finally, the liquidity were measured using Current ratio, i.e the ratio of current assets to current liabilities. The average current ratio were found to be 84.2561 while the standard deviation were recorded as 271.154. The minimum current ratio were found to be 0.000 which were recorded by Xinghe Holdings Berhad in the year 2013. The maximum current ratio were found as 4352.50 which were recorded by Magni-Tech Industries Berhad in the year 2015.

#### 4.2 Correlation Analysis

The correlation analysis done among the independent variables in this study. This analysis will quantify the association between one independent variable with and another. If there are no variables above 0.7, all the independent are included in the analysis and in this case, all variables were included. Below is a description of the findings in the table.

The corporate governance variable as mentioned earlier were represented by Number of BODs, Number of meetings and ratio of executive to non-executive directors. The number of BODs having a correlation of 0.2410 with firm size, 0.1128 with ROA, -0.0711 with debt ratio and 0.0315 with liquidity. This suggests a positive relationship between with firm size, ROA and liquidity but a negative relationship with debt ratio. No. of meetings is shown to had a correlation of 0.0652 with firm size, -0.1509 with ROA, 0.1679 with debt ratio and -0.0463 with liquidity. This suggests a positive relationship with firm size and debt ratio while it has a negative relationship with ROA and liquidity. Ratio of executive to non-executive directors is seen to had a correlation of -0.0366 with firm size, 0.0391 with ROA, 0.0880 with debt ratio and 0.0732 with liquidity. This shows a positive relationship with ROA, debt ratio and liquidity but a negative relationship with firm size. According to these results corporate governance is seen to had a stronger positive relationship with all the other independent variables.

The firm size independent variable measured by total assets, found a correlation of 0.2787 with ROA, -0.0170 with debt ratio, -0.0507 with liquidity, 0.2410 with Number of BODs, 0.0652 with Number of meetings and -0.0366 with ratio of executive to non-executive directors. These results suggest a positive relationship with ROA and overall corporate governance, the strongest being with ROA while a negative relationship is suggested with debt ratio and liquidity, the weakest being with debt ratio.

The profitability independent variable measured by Net Income/Total assets, found a correlation of 0.1128 with Number of BODs, -0.1509 with Number Of meetings, 0.0391 with ratio of executive to non-executive directors, 0.2787 with firm size, -0.06850 with debt ratio and finally 0.0290 with liquidity. This all suggests a positive

relationship with firm size, overall corporate governance and liquidity with the strongest being with firm size while a negative relationship were found with debt ratio.

The final variable being leverage measured by Total liabilities/Total Assets, found a correlation of -0.0711 with Number Of BODs, 0.1679 with Number of meetings, -0.0880 with ratio of executive to non-executive directors, -0.0170 with firm size, -0.6850 with ROA and finally -0.1318 with liquidity. This presents only a negative relationship between debt ratio and all the other independent variables, with the weakest relationship being with firm size and the strongest being with ROA. The liquidity independent variable represented by the current ratio, found a correlation of 0.0315 with Number of BODs, -0.0463 with Number of meetings, 0.0732 with ratio of executive to non-executive directors, -0.0507 with firm size, 0.0290 with ROA and finally -0.1318 with debt ratio. These suggest a positive relationship with corporate governance and ROA with the strongest relationship being with corporate governance while a negative relationship were found with firm size and debt, with the weakest being with firm size.

#### 4.3 Ordinary Least Square

The Ordinary Least Square model is to be used to test the relationship between 2 variables consist of an independent and dependent variable. In this section the proof of the hypothesis stated in the methodology will be shown to find out the level of significance between each independent variable with the dependent variable, bankruptcy.

The P-value is found to be  $1.1e-202$  which is less than 1% significance level R-Squared value were 0.573023 which meant that approximately 57.30% of the variation in the bankruptcy could be explained by the variation in independent variables which are corporate governance, firm size, profitability, leverage and liquidity. F (7,1124) value were found to be 215.4947 and finally Durbin-Watson value were 0.605218 according to the Pooled Ordinary Least Square model. Below is a description of the relationships represented by the values.

#### 4.4 Pooled Least Square Analysis for Corporate Governance and Bankruptcy

Corporate governance represented by Number of BODs, Number of meetings and Ratio of executive to non-executive directors produced the following results. The number of BODs with coefficient 0.447404 is positively related to bankruptcy, No.of meetings with coefficient -5.39963 is negatively related to bankruptcy while Ratio of executive to non-executive directors with coefficient 4.24598 is positively related to bankruptcy. This means that an increase in Number of BODs and Ratio of executive and non-executive directors leads to an increase in probability of bankruptcy while a increase in Number Of meetings reduces the probability of bankruptcy and vice-versa. However, numerical results show p-value is 0.94383 for Number of BODs, 0.27500 for Number of meetings and 0.59127 for Ratio of executive to non-executive directors. These values are all shown to be well above a 10% significance level. Generally, this indicates that there is no statistically significant correlation between overall corporate governance and bankruptcy in Malaysian firms, therefore corporate governance does not significantly affect bankruptcy. The hypothesis rejected is:

H1(a): Corporate governance significantly affects bankruptcy.

The hypothesis accepted in this case is:

H0(a): Corporate governance does not significantly affect bankruptcy.

#### 4.5 Pooled Least Square Analysis for Firm Size and Bankruptcy

Firm size represented by total assets produced the following results where the firm size were found to had a coefficient of 21.289 which shows that firm size is positively related to bankruptcy. This means that an increase in firm size (total assets) leads to an increase in the probability of bankruptcy. This positive relationship between firm size and bankruptcy were also mentioned in studies by Jovanic (1982); Watson and Everett (1996); Farinas and Moreno (2000) and finally Fich and Slezak (2008). However, numerical results show firm size to had a p-value of 0.13944 which more than 10% significance level. This indicates that there is no statistically significant correlation between firm size and bankruptcy in Malaysian firms and firm size does not significantly affect bankruptcy. Therefore, hypothesis rejected in this case is:

H1(b): Firm size significantly affects bankruptcy.

The hypothesis accepted is:

H0(b): Firm size does not significantly affect bankruptcy.

#### 4.6 Pooled Least Square Analysis for Profitability and Bankruptcy

Profitability represented by ROA produced the following results. The ROA were found to had a coefficient of -0.90521 which shows that profitability is negatively related to bankruptcy. This means that an increase in profitability (ROA) leads to a reduction in the probability of bankruptcy. This negative relationship between profitability and bankruptcy were also found in studies by Altman (1968); Lennox (1999); Beaver et al (2005) and finally Abor (2005). However, numerical results show ROA to had a p-value of 0.01501 which is at a 5% significance as represented in the table by the symbol (\*\*). This indicates that there is a statistically significant

correlation between profitability and bankruptcy in Malaysian firms, therefore profitability significantly affects bankruptcy because p-value is less than 10%. The hypothesis rejected in this case is:

*H0(c): Profitability does not significantly affect bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(c): Profitability significantly affects bankruptcy.*

#### 4.7 Pooled Least Square Analysis for Leverage and Bankruptcy

Leverage represented by Debt ratio produced the following results. The Debt ratio is seen to had a coefficient of -1.72131 which shows that leverage is negatively related to bankruptcy. This shows that an increase in leverage (debt ratio) leads to a decrease in the probability of bankruptcy in a firm. This negative relationship between leverage and bankruptcy were also shown in studies by, Kraus and Litzenburger (1973); Miller (1991) and finally Bongini et al (2000). However, numerical results show Debt ratio to had a p-value of 0.00090 which is at a 1% significance as represented in the table by the symbol (\*\*\*). This indicates that there is a statistically significant correlation between leverage and bankruptcy in Malaysian firms, therefore leverage significantly affects bankruptcy because p-value is less than 10%. The hypothesis rejected in this case is:

*H0(d): Leverage does not significantly affect bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(d): Leverage significantly affects bankruptcy.*

#### 4.8 Pooled Least Square Analysis for Liquidity and Bankruptcy

Liquidity, represented by the current ratio produced the following results. The liquidity is seen to had coefficient of 1.08802 which shows that liquidity is positively related to bankruptcy. This means that an increase in the liquidity of a firm leads to the increase in probability of bankruptcy. This positive relationship between liquidity and bankruptcy were also found in studies by John (1993) and Barniv et al (2000). However, liquidity were found to had a p-value of <0.00001 which is at a 1% significance as represented the table by symbol (\*\*\*). This indicates that there is a statistically significant correlation between liquidity and bankruptcy in Malaysian firms, therefore liquidity significantly affects bankruptcy because p-value is less than 10%. The hypothesis rejected in this case is:

*H0(e): Liquidity does not significantly affect bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(e): Liquidity significantly affects bankruptcy.*

#### 4.9 Fixed Effect Analysis

Based on Table 2, the test for differing group intercepts P-value were found to be less than 1% therefore, null hypothesis which says Ordinary Least Square (OLS) model is appropriate, is rejected. Thus, Fixed Effect model is found to be more appropriate.

The fixed effect model is generally used to explore the relationship between dependent and independent variables within an entity. Each entity has its own individual characteristics that may or may not influence the dependent variable. The R-Squared value were found to be 0.78532 which meant that according to this model, approximately 78.53% of the variation in the bankruptcy could be explained by the variation in independent variables corporate governance, firm size, profitability, leverage and liquidity. F (125, 1006) value were 29.44051, Durbin-Watson value were 1.212775 and finally the overall P-value (F) were 3.9e-260 hence, (p < 1%) according to fixed effect model. Below is a description of the results on the relationships found between each independent variable and the dependent variable presented using the coefficients and p-value.

Table 2: Fixed Effect Analysis Table

	Coefficient	Std. Error	t-ratio	p-value	
const	207.81	334.495	0.6213	0.53457	
No. Of BODs	-4.25204	11.9272	-0.3565	0.72154	
No. Of Meetings	-5.45903	4.02515	-1.3562	0.17533	
Ratio of Exec to non-exec	7.58602	17.5378	0.4326	0.66543	
Firm Size	-5.11063	18.3197	-0.2790	0.78033	
ROA	-0.206746	0.149611	-1.3819	0.16731	
Debt ratio	-0.505303	0.272284	-1.8558	0.06378	*
Liquidity	1.03661	0.111818	9.2704	<0.00001	***
R-Squared	0.78532	P-value(F)	3.9e-260		
F(125, 1006)	29.44051	Durbin-Watson	1.212775		

\* Significance at level of 10%

\*\* significance at the level of 5%

\*\*\* significance at the level of 1%

Test for differing group intercepts -

*Null hypothesis: The groups had a common intercept*

*Test statistic:  $F(118, 1006) = 8.43085$*

*with p-value =  $P(F(118, 1006) > 8.43085) = 9.83689e-089$*

*Hypothesis for the models*

*H0 : Ordinary Least Square model is appropriate*

*H1 : Fixed Effect model is appropriate*

#### *4.10 Fixed Effect Model Analysis for Corporate Governance and Bankruptcy*

*In this model, corporate governance represented by Number of BODs, Number of meetings and Ratio of executive to non-executive directors produced the following results. It were found that the Number of BODs with a coefficient -4.25204 is negatively related to bankruptcy, Number of meetings with coefficient -5.45903 is negatively related to bankruptcy while Ratio of executive to non-executive directors with coefficient 7.58602 is positively related to bankruptcy. Therefore according to this model, an increase in Ratio of executive to non-executive directors leads to an increase in probability of bankruptcy while a increase in Number of BODs and Number of meetings reduces the probability of bankruptcy and vice-versa. This result is evidenced by Yermack (1996) and Eisenberg, Sundgren, and Wells (1998) who reported a negative relationship between board size and the performance of a firm. However, numerical results show p-value is 0.72154 for Number of BODs, 0.17533 for Number of meetings and 0.66543 for Ratio of executive to non-executive directors. These values are all shown to be well above a 10% significance level. This provides an indication that there is no statistically significant correlation between overall corporate governance and bankruptcy in Malaysian firms, therefore corporate governance does not significantly affect bankruptcy. The hypothesis rejected is:*

*H1(a): Corporate governance significantly affects bankruptcy.*

*The hypothesis accepted in this case is:*

*H0(a): Corporate governance does not significantly affect bankruptcy.*

#### *4.11 Fixed Effect Model Analysis for Firm Size and Bankruptcy*

*Firm size represented by total assets produced the following results. The firm size were found to had a coefficient of -5.11063 which shows that firm size is negatively related to bankruptcy. This means that an increase in firm size (total assets) leads to a reduction in the probability of bankruptcy. This negative relationship between firm size and bankruptcy were also mentioned in studies by Weiss (1990); Wijn and Bijn (2001) and finally Beck et al (2004). However, numerical results show firm size to had a p-value of 0.78033 which is more than 10% significance level. This indicates that there is no statistically significant correlation between firm size and bankruptcy in Malaysian firms and firm size does not significantly affect bankruptcy. Therefore, hypothesis rejected in this case is:*

*H1(b): Firm size significantly affects bankruptcy.*

*The hypothesis accepted is:*

*H0(b): Firm size does not significantly affect bankruptcy.*

#### *4.11 Fixed Effect Model Analysis for Profitability and Bankruptcy*

*Profitability represented by ROA produced the following results. The ROA were found to had a coefficient of -0.206746 which shows that profitability is negatively related to bankruptcy. This means that an increase in profitability (ROA) leads to a reduction in the probability of bankruptcy. This negative relationship between profitability and bankruptcy were also found in studies by Altman (1968); Lennox (1999); Beaver et al (2005) and finally Abor (2005). However, numerical results show ROA to had a p-value of 0.16731 which is more than a 10% significance. This indicates that there is no statistically significant correlation between profitability and bankruptcy in Malaysian firms, therefore profitability does not significantly affect bankruptcy because p-value is more than 10%. According to the Fixed Effect model, the hypothesis rejected in this case is:*

*H0(c): Profitability significantly affects bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(c): Profitability does not significantly affect bankruptcy.*

#### *4.12 Fixed Effect Model Analysis for Leverage and Bankruptcy*

*Leverage represented by Debt ratio produced the following results. The debt ratio is seen to had a coefficient of -0.505303 which shows that leverage is negatively related to bankruptcy. This shows that an increase in leverage (debt ratio) leads to a decrease in the probability of bankruptcy in a firm. This negative relationship between leverage and bankruptcy were also shown in studies by, Kraus and Litzenburger (1973); Miller (1991) and finally Bongini et al (2000). However, numerical results show Debt ratio to had a p-value of 0.06378 which is at a 10% significance as represented in the table by the symbol (\*). This indicates that there is a statistically significant correlation between leverage and bankruptcy in Malaysian firms, therefore leverage significantly affects bankruptcy because p-value is less than 10%. The hypothesis rejected in this case is:*

*H0(d): Leverage does not significantly affect bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(d): Leverage significantly affects bankruptcy.*

#### *4.13 Fixed Effect Model Analysis for Liquidity and Bankruptcy*

*Liquidity, represented by the current ratio produced the following results. According to Table 2, liquidity is seen to had coefficient of 1.03661 which shows that liquidity is positively related to bankruptcy. This means that an increase in the liquidity of a firm leads to the increase in probability of bankruptcy. This positive relationship between liquidity and bankruptcy were also found in studies by John (1993) and Barniv et al (2000). However, liquidity were found to had a p-value of <0.00001 which is at a 1% significance as represented the table by symbol (\*\*\*). This indicates that there is a statistically significant correlation between liquidity and bankruptcy in Malaysian firms, therefore liquidity significantly affects bankruptcy because p-value is less than 10%. The hypothesis rejected in this case is:*

*H0(e): Liquidity does not significantly affect bankruptcy.*

*The hypothesis accepted is therefore:*

*H1(e): Liquidity significantly affects bankruptcy.*

*In conclusion, according to the Fixed Effect model only the independent variables leverage and liquidity were found to significantly affect bankruptcy while corporate governance, firm size and profitability did not significantly affect bankruptcy. It were also found that the only liquidity had a positive relationship with bankruptcy while other independent variables were found to be negatively related to bankruptcy.*

#### **5. IMPLICATIONS**

*In terms of implication for investors, the factors affecting the probability of bankruptcy are very important. This study gives a clear understanding of what aspects of a company that investors must explore before making a decision about where to put their money. This study also shows that investors should consider non-financial factors such as corporate governance in making investment decisions. This is because proper management and monitoring is key to the stability and growth of a firm's financial positions. This study has provided a framework for policy makers and financial institutions that provide debt financing for corporate firms to consider when setting benchmarks and laws or rules for lending. Based on the literature review, this study has found that there are definite links between liquidity policies pursued by managements of firms and probability of bankruptcy. The findings from this study had definite implications to the managements of corporate firm. Firstly, this study is able to provide the implication of the highs and lows of different aspects of a firm. For instance, managers are able to know a firm's probability of success or distress from watching the trend in profitability, liquidity, leverage and total assets and therefore making the appropriate decisions in their different sectors of the firm. The results from analysis found that liquidity had significant effect on bankruptcy therefore, managers should keep an eye on their levels of current assets and current liabilities at all times. This study can also provide managers with a starting point in creating risk management procedures and programs for respective firms.*

**Contribution:** *Bankruptcy is a serious issue that has negatively affected a number of firms in Malaysia. The purpose of this study were to investigate factors that had effect on the probability of bankruptcy in Malaysian firms. The determinants included in this study had been, corporate governance, profitability, firm size, profitability, leverage and finally liquidity. All the data were collected from the year of 2006 to 2015 from the annual reports of sample companies listed in consumer products stock sector of Bursa Malaysia and various empirical analyses were carried out to support the theoretical framework.*

*The results revealed that according to the Ordinary Pooled Least Square model only three of the hypotheses were supported while only two hypotheses were supported according to the Fixed Effect model. The results also discovered that the independent variables had been able to explain 57.3% of the variance in bankruptcy in the first model and 78.53% of the variance in bankruptcy in second model substantially. In addition, this study found that liquidity had a larger influence on the probability of bankruptcy compared to the other variables. Based on findings, this study also found that corporate governance, firm size and profitability are not significant factors that affect the probability of bankruptcy. In a nutshell, the objective to identify the factors that affect the probability of bankruptcy in Malaysian firms had been met. This research has provided valuable information to the relevant parties such as policy makers, corporate managements, investors as well as financial institutions to increase their awareness towards the determinants leading to bankruptcy.*

**Keywords:** *Keywords: Bankruptcy, corporate institutions, corporate Governance, size, profitability, leverage and liquidity*

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### WHY MALAYSIAN FIRM'S RESOURCES ARE NOT MUCH RESOURCEFUL FOR EXPORTING

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#### Abstract

**Introduction:** *In this era of globalization, SMEs recognize the need to venture into international markets in order to increase their company's profit, as well as to explore new opportunities in terms of production, marketing and services offered. The main purpose of this paper is to investigate the effect of firm's resources, namely technological advancement capabilities, networking capabilities and organizational learning capabilities on a Malaysian manufacturing SME's export performance, which may in turn, lead towards the SME's internationalization performance. In addition this research will also investigate the moderating effect of business size.* **Methodology:** *A total of 750 questionnaires were distributed to the owners of SME. However, only 165 completed questionnaires were returned and a final total of 124 questionnaires were used for data analysis purposes. Smart Partial Least Squares-Structural Equation Modeling (Smart PLS-SEM) application was used to test the relationship between the variables in this research.* **Findings:** *The research findings reveal that only organizational learning capabilities has a significant effect on export performance. In addition, the results also indicate that business size plays a significant role in moderating the relationship between networking capabilities and export performance.* **Contribution:** *This study contributes to the existing literature by explaining the factors that may lead to successful export performance of SMEs. Furthermore, this research finding might be useful to researchers, SME owners or managers, policy-makers and government agencies in crafting strategies for the survival, growth and development of SMEs in the future.*

**Keywords:** Export Performance, Malaysian SMEs, networking capabilities, organizational learning, technological advancements

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### SHARIAH AUDIT IN MALAYSIA: PRACTICES AND CHALLENGES

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#### Abstract

**Introduction:** *Shariah audit is an emerging concept in the banking industry, particularly within financial institutions. The growth of global Islamic financial market signifies the need of an effective shariah audit function to complement the development of Islamic financial products. Indeed, the heightened public's awareness and concerns on this has increased the demand to establish a good shariah audit practice is necessary to provide assurance that the Islamic financial product complies with shariah law. Hence, this study aims to explore on current shariah audit practice in Malaysia to provide an impetus for more future studies related to shariah audit and its profession.* **Methodology:** *This study was conducted to explore current practice and identify issues or challenges (if any) of shariah audit in Malaysia. An exploratory and qualitative approach was selected. A semi-structured interview questions were designed based on the aims of this study. Respondents were selected centred on their capacity and availability to provide answers to the prescribed questions. Face-to-face interview sessions were conducted with an islamic banking expert and academic expert to gather insightful views and opinion pertaining to shariah audit within Malaysia context. The interview verbatim was transcribed and divided according to designated two broad themes: current practice and challenges. Data were analysed using the content analysis which is the most prevalent approach in a qualitative study and it comprises of a 'searching-out' underlying theme within the data analysed.* **Findings:** *Bank Negara Malaysia (2016) reports that due to the expansion in global Islamic bank (IB) with recently Malaysia's Islamic banking assets reached US \$65.5 billion with an average 18-20% growth rate annually, there is a vital need for transparency and accountability in Islamic products. This ultimately, has demanded the need of shariah audit in IB industry, mainly because shariah audit offers an achievement of the higher level of corporate governance objectives to the Islamic financial institutions to protect the interest of stakeholders. The objective of shariah audit to provide the authority to the auditor to express their opinion in order to ensure IBs' financial statements and all materials are in accordance with Shariah, Accounting and Auditing Organization for Islamic Financial Institutions (AAOIFI) standards and practices. The issuance of Shariah Governance Framework (SGF) in 2011 has significantly changed the environment of IB industry in Malaysia, particularly that IBs need to comply with the requirements*

outlined in the SGF. Undeniably, Malaysian finance industry is growing; however the practice of shariah audit remains limited. The current shariah audit development is encouraging but still lacking in its audit framework, standards and guidelines; and lack expertise within the profession and difficulty of retaining talent. **Contribution:** This study reveals that shariah audit in Malaysia is in practice but somewhat not robust as expected in the stipulated framework. Issues raised in this study should be in the core attention of the relevant Islamic or Shariah experts, banking experts, governing authority and standard setters. This study also highlights that a reporting structure of shariah audit based and a holistic shariah audit process is necessary to facilitate a quality shariah audit in Malaysia. Future studies should also extend focus on the underlying fundamentals of shariah compliant financial products and a comprehensive framework that entails shariah compliance.

**Keywords:** shariah audit, islamic banking, islamic financial products, issues

Abstract ID: AIMC-2017-EBM-516

### **THE IMPACT OF HUMAN RESOURCE MANAGEMENT PRACTICES ON ORGANIZATIONAL COMMITMENT AND JOB SATISFACTION**

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#### **Abstract**

**Introduction:** At present, in Pakistan many of the companies are facing this problem concerning the attitude of employees. These problems occur generally in those companies who are unenthusiastic in implementing HR practices. In banking sector lack of implementing HR practices is major problem these days. The purpose of this study is to investigate the mediating effect of organizational commitment between the relationship of job satisfaction with discretionary HR practices and non-Discretionary HR practices. Additional investigate the relationship between the antecedents of HR Practices and its ultimate consequences. **Methodology:** The data were collected from 246 banking professionals i.e. Marketing staff, Accounts and Finance staff who randomly selected to contribute in this study. The data for current research was primary data and source was questionnaires. Personally administrated Questionnaires were used in this study, 94.61% response rate. The convenience sampling technique was utilized to find out the impact of HR practices on the employee behaviors. Statistical Package for Social Sciences (SPSS 21 Version) was used to conduct reliability test, correlation analysis and Factor analysis while Analysis of Moment Structures (AMOS 21) was used for structure equation modeling. **Findings:** Two dimensions of HR practices were considered: Discretionary and non-Discretionary HR practices. Organizational commitment plays a significant role in this study. All the data for the study was gathered from 36 Pakistani banks. The relation of job satisfaction cannot be generating by High potential HR practices. Mediation analyses represented that the organizational commitment have no mediation on the relation of most of the individual HR practices with job satisfaction. It is not representing that if employee is committed as they will more satisfy towards their organizations. **Contribution:** Outcomes of research allow researchers for test out the direct impact of human resource practices on job satisfaction and on organizational commitment. **Keywords:** Discretionary HR Practices, Non-Discretionary HR Practices, Organizational Commitment and Job Satisfaction.

Abstract ID: AIMC-2017-EBM-517

### **THE INFLUENCE OF THE WORKING ENVIRONMENT ON EMPLOYEE MORALE PT. MATAHARI DEPARTMENT STORE TBK, JL. MUH. YAMIN, PADANG**

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#### **Abstract**

**Introduction:** Human Resource Management can assist with strategic planning through environmental monitoring. In practice, the work environment has direct influence in creating employee morale, PT. Matahari Department Store Tbk, has just expanded the network or branch opening retail in SPR Plaza Padang, the opening and expansion of the branch companies would be confronted with the problem of the working environment, their new employees as well as a new atmosphere in which not all of them are able to adapt and eager to work, and even some of them have nothing to complain and feel less comfortable with his new work place. At times like this that the company should focus its manage the work environment so that employees feel comfortable and eager to work. **Methodology:** This research is a quantitative study, a population of 72 org,



which directly sampled. As for her definition of operational variables, Environmental Working everything in terms of physical and mental health concerns that are directly or indirectly capable of affecting the employees of PT. Matahari Department Store Tbk, Jl. Muh. Yamin, Padang, in the works. in the form of employment relationship, lighting, coloring, temperature and space. Morale feelings that drive employees of PT. Matahari Department Store Tbk, Padang. to be more disciplined and responsible in carrying out any work on kerjakannya. Collecting data using questionnaires. , Which was analyzed with descriptive statistical analysis and linear regression analysis. **Findings:** Based on the findings from this study describes the analysis (TCR) of variable working environment of respondents showed an average of 75.51%, it can be concluded that the work environment in a condition that baik. begitu also the morale variable data found Total Achievement Respondents (TCR) amounting to 80.55%, it can be concluded that the variable morale as well in either category, Based on statistical analysis that evaluated the effects on morale work environment found results indicating that the working environment significantly influence employee morale with a significance value of 000. **Contribution:** The results of this study can be recommended for the management of PT. Matahari Department Store Tbk, Jl. Muh. Yamin, Padang, in managing employee morale by creating the comfort of the working environment in terms of everything that concerns the physical aspect and psikis that are directly or indirectly capable of affecting the employees of PT. Matahari Department Store Tbk, Jl. Muh. Yamin, Padang, in the works. By designing and creating a harmonious working relationship, as well as enough room lighting, attractive coloring without forgetting room temperature and enough room to maneuver. So as to improve employee morale.

**Keywords:** Work environment, Morale, Performance, New Hires

Abstract ID: AIMC-2017-EBM-519

### **ENHANCING THE TOURISM OPERATION SUCCESS IN SABAH MALAYSIA: A CONCEPTUAL FRAMEWORK**

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#### **Abstract**

**Introduction:** In recent years, the tourism industry is in the rise and contributes significantly in the Malaysian economy. Although Sabah is one of the main tourism attractions in Malaysia, there is a lack of studies that have investigated the internal and external factors that can ensure the tour operation success. Considering this, the present study proposes a conceptual framework that addresses internal as well as external factors towards the tourism operation success in Sabah. **Methodology:** This study utilized scientific way of reviewing literature in gathering the relevant information. Relevant articles are reviewed pertaining to the tourism operation success. Content analysis approach is considered in order to analyse the data. **Findings:** This framework suggests that, the internal and external issues faced by the tourism operators are the key factors that determined the successful performance and development of the tourism operators in Sabah. The proposed internal factors are proper cash flow management, human resource management and brand image whereas, the external factors are the usage of online media and the cooperation from the online travel agencies. Together, these two big forces (internal and external) enhance the performance of tourism operations in Sabah which eventually contributes to the tour operation success. **Contribution:** It is expected that, this study will inspire the traditional tourism operators in Sabah to generate new ideas on how to use the social media to attract the potential customers, engage with the customers and build a famous brand; and how to cooperate with the online travel agencies to expand their business.

**Keywords:** Malaysian tourism industry; Cash flow management; Human resource management; Brand image; Social media; Online travel agency

Abstract ID: AIMC-2017-EBM-521

### **MODERATING IMPACT OF ENVIRONMENTAL TURBULENCE ON BUSINESS INNOVATION & BUSINESS PERFORMANCE**

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#### **Abstract**

**Introduction:** Tourism sector in Pakistan is facing a situation of severe crisis, plagued by poor management, lack of infrastructure and implementation. The looming cloud of terrorism has further diminished the role the

sector could play in the country and the region's development. Recent military operations against terrorist elements and the inauguration of China Pakistan Economic Corridor (CPEC) is being hailed as a new phase, bringing more opportunities for business. However, it may also bring new challenges to the existing industry as well. This study examined the moderating influence of external environmental factors on the relationship of Customer Relationship Management Effectiveness with business performance and innovation. **Methodology:** A sample of 382 respondents was selected through a formula derived by Israel (Israel, 1992). The questionnaire was adopted from different studies such as (Kim & Kim, 2009), (Kohli & Jaworski, 1990), (Calantone et al., 2002), (Sommers, 2009) and (Ahmed & Shepherd, 2000). The adopted questionnaire was based on Liker Scale denoting 1=Strongly Disagree (SD), 2=Disagree (D), 3=Neutral (N), 4=Agree (A) and 5=Strongly Agree (SA). After incorporating suitable changes in the light of pilot testing results, the final draft of questionnaire was presented to respondents.

The respondents belonged to Ministry of Tourism, Tour Operators and staff of leading Hotels in Pakistan. The responses were tested and analyzed using Structural Equation Modeling in AMOS. **Findings:** It was observed that Market Turbulence, Technological Turbulence and Competitive Intensity moderate the relation of Customer Relationship Management Effectiveness (CRMe) with business innovation and business performance. However, Market Turbulence moderates the relationship negatively i.e. frequent changes in customer preferences, customer composition and government rules & regulations discourage innovation and organization's performance. **Contribution:** This study is significant as it highlights the consequences of external environmental factors for business performance and innovation Vis a Vis the effectiveness of an organization's CRM capability. The contribution of CRM in service sector is understood but the effectiveness of the system and its consequences have rarely been discussed. Frequent changes in technology, rapidly changing and dynamic environment and a highly competitive environment where customer preferences are varied and ever changing can have a long lasting impact on the effectiveness of CRM and through this on business performance and innovation. In the tourism industry where these characteristics are dominant, the results of this study hold serious implications for policy makers and stake holders.

**Keywords:** CRM Effectiveness, Innovation, Performance, Market & Technological Turbulence, Competitive Intensity

Abstract ID: AIMC-2017-EBM-526

## THE IMPLEMENTATION OF CORPORATE SOCIAL RESPONSIBILITY (CSR) MODELS IN WEST SUMATERA

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### Abstract

**Introduction:** Nowadays, Business in society scholars have developed many theoretical frameworks intended to map and measure business organisations' roles and impacts to community. In fact, socially responsible firms receive more favorable recommendations in recent years relative to earlier ones, documenting a changing perception of the value of such strategies by the analysts. Iannou and Serafeim (2010) found that firms with higher visibility receive more favorable recommendations for their CSR strategies and that analysts with more experience, broader CSR awareness or those with more resources at their disposal, are more likely to perceive the value of CSR strategies more favorably. Iannou and Serafeim (2010) found the CSR strategies can affect the value creation in public equity markets through analyst recommendations. The purpose of this study was to investigate the effectiveness of implementation strategic CSR in mining company in West Sumatera.

**Methodology:** At first, exploratory research was performed by means of literature survey. This enables us to be familiar with concepts and terminology of strategic Corporate Social Responsibility (CSR). In the second stage, descriptive research by means of survey performed on a representative sample of current society and management of company. This enables us to obtain the comparative of community perceptions to the implementation of CSR strategies. Subjects for this study including community that lived around company which is develop CSR strategies in West Sumatera. The questionnaire of 44 variables, which were, administrated through advanced data analysis utilities of SPSS 21 for Windows. First, factor analysis for the implementation of CSR scale is performed. Secondly, the reliability of those factors are investigated. Thirdly the cluster of effectiveness implement strategy of CSR is used by clustering the euigen value of factor analysis. **Findings:** The study results revealed there are differences about the implementation of CSR Model in mining company in West Sumatera. Additionally, the findings also revealed the effectiveness of CSR model is depend on the ability of company to identify and create relevance approach in order to create a better value for company. In a wider

*perspective, the ability company to socialize and educate CSR programs is more important to create community believe about company in the future. **Contribution:** This study found that the level of CSR strategic implementation of mining company is altruistic strategy in Sumatera Barat. This strategy strengthens the relationship between company and community (the beneficiaries of the model are community groups and causes) and highlights the corporate intention of “doing the right thing”, without expecting anything in return. Irina and Lamandi (2011) conclude the altruistic CSR strategy can be considered an act of corporate goodwill and the corporate benefits obtained from involvement in philanthropic activities are not quantified. Moreover company need to enhance the ability to upgrading the level of CSR strategic implementation in order to upgrading the level highest level is shareholder strategy. So it is highly recommended that the formulation of strategic CSR supposed to be related to the citizenship needed.*

**Keywords:** Keyword : Corporate Social Responsibility, Shareholder Strategy, Altruistic Strategy, Reciprocal Strategy and Citizenship Strategy.

Abstract ID: AIMC-2017-EBM-533

### **FACTORS INFLUENCING BUSINESS OF MOBILE TELECOMMUNICATION SERVICE PROVIDERS IN VIETNAM**

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**Co-Authors:** Ha Thanh Hai; Yee Yen Yuen

#### **Abstract**

**Introduction:** Investigate business of telecommunication providers in Vietnam. Issues that affect their competitiveness ability and strategies they should use to stay competitive in the market. **Methodology:** Questionnaires were distributed to mobile subscribers. Quantitative analysis was used. **Findings:** Four hypothesized independent variables are found to be significantly related to mobile business in Vietnam. **Contribution:** There is no such investigation conducted in Vietnam to study the four independent variables. After this investigation, telecommunication providers can strategize their plans and management to compete more effectively and efficiently in Vietnam telecommunication industry.

**Keywords:** Telecommunication, Vietnam, Mobile, Service Providers, Service

Abstract ID: AIMC-2017-EBM-539

### **THE EFFECTS OF ENTREPRENEURSHIP ORIENTATION ON THE INTERNATIONALIZATION AND PERFORMANCE OF MALAYSIAN SMES**

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#### **Abstract**

**Introduction:** The increasing globalization of markets and businesses play a major role on the pace at which Small and Medium Enterprises (SMEs) internationalize. Within this context, the relationship between entrepreneurial orientation and the internationalization of SMEs in developing countries was an important area in academic research. This paper examines the effect of entrepreneurship orientation of Malaysian SMEs performance and the mediating effect of internationalization. **Methodology:** The research approach used in this study was the cross-sectional and quantitative approach due to the fact that the research aims to discover the relationships among the proposed constructs and firm performance between SMEs in Malaysia context. Data from 218 of Malaysian SMEs were evaluated with structural equation modelling (SEM). The structural model investigates the direct effects of entrepreneurship orientation and internationalization on firms' performance and the mediating effect of internationalization. **Findings:** The result rejects the mediating effect of internationalization between entrepreneurship orientation and firm performance, which implies that internationalization does not mediate the relationship between entrepreneurship orientation and firm performance, even though there was significance relationship between entrepreneurship orientation and firm performance. Findings of the study reveal that there are differences between research findings in developed countries such as in the United States and Europe as compared to developing country such as Malaysia. The research findings indicated that entrepreneurial orientation, have no significant relationships with internationalization whereby all the above independent variables are positively related to internationalization in developed countries. These findings raise concern whether western concepts of internationalization are applicable in developing countries especially in Malaysia. **Contribution:** SMEs in Malaysia should improve

their entrepreneurial orientation by attending training and seminars organized by various government agencies as to be more competitive in the international markets. In addition they also should develop new relationships or utilize existing relationships to achieve the market entry that lead to successful and competitive entrepreneurs in global market. The findings suggest that even though entrepreneurial orientation might be cost consuming strategy, it might be valuable for Malaysian SMEs to invest in recruitment and training with a goal of creating an entrepreneurial environment that has the potential to increase firm performance.

**Keywords:** Entrepreneurship Orientation (EO), Internationalization, Firm Performance, SMEs

Abstract ID: AIMC-2017-EBM-542

**GOVERNMENT MARKETPLACE EXCHANGE: A CONCEPTUAL FRAMEWORK OF MALAYSIAN SME IN ADOPTING G2B**

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**Co-Authors:** DR TAN KS

**Abstract**

**Introduction:** The objective of this research is to investigate adoption of Government to Business (G2B) electronic -procurement among Malaysian Small and Medium Enterprise or SMEs. The growth of the electronic procurement in government marketplace exchange has not only fundamentally changed the process of procurement, communication and businesses. The government marketplace is not only an e-ordering and a catalogue for procuring, but it also mean of information exchange among company participates in the value chain with federal government. **Methodology:** The research uses an extension of UTAUT model of ICT success by including perceived usefulness, perceive ease of use, social influences and facilitating conditions. The model is tested using an empirical approach. A questionnaire was designed and responses from 350 users from local SMEs were collected and analysed using SPSS.

**Findings:** The results show that the proposed model has good explanatory power and confirms its robustness, with a reasonably strong empirical support, in predicting users' intentions to use e-procurement innovation. Behavioural intention toward e-procurement technology is mainly influenced by perceived usefulness, perceive ease of use, facilitating conditions and social influence. **Contribution:** The study is one of the first works examines e-procurement adoption in the other stakeholders of public procurement. The result taken is from the supplier side rather than the government agencies or public buyer. Previous studies of public procurement are concentrated in the public buyers' perception toward e-procurement. This paper provides procurement system developers and purchasing managers with a useful adoption model that demonstrates the significance intention to use e-procurement system. This highlights the importance of maximizing the benefits of e-procurement system for potential users to facilitate the adoption process. The study would help purchasing manager to strategies on planning to embark into government marketplace exchange.

**Keywords:** Electronic Procurement Innovation, ePerolehan, ICT, SME, G2B

Abstract ID: AIMC-2017-EBM-545

**DISCLOSURES AND TRANSPARENCY AMONGST SMALL MEDIUM ENTERPRISES: A COMPARATIVE STUDY BETWEEN MALAYSIA AND INDONESIA**

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**Abstract**

**Introduction:** Since the late 1990s, Corporate Governance (CG) has begun to receive earnest attention in the Asia-Pacific region. Whilst, Small and Medium Enterprises (SMEs) play a major role in most economies, particularly in developing countries. The compliance with codes of CG has become the norm for listed firms all over the world. The aim of this study is to analyse the specific part of Good Corporate Governance (GCG) practices between Malaysia and Indonesia's Small Medium Enterprises (SMEs) listed firms which focusing on the Disclosures and Transparency (D&T) items. **Methodology:** The design and methodology used in this study is a descriptive analysis approaches based on secondary data sources, namely the SMEs Annual Report in 2015 and the companies' website. The Indonesia's SMEs listed companies were taken from the top Pefindo 25 Index Members whilst the Malaysia's SMEs listed companies were taken from the top performers of the FTSE Bursa Malaysia ACE Index. The research framework tools of this study was taken from the Asean Corporate Governance Scorecards (ACGS) which was developed by the ASEAN Capital Markets Forum (ACMF).

**Findings:** It found that in general, Indonesia listed SMEs have better performance against Malaysia's listed SMEs which D&T scores was 71% and 51%, respectively. Indonesia's SMEs were excel its counterpart mainly in several D&T items including, quality of the annual report (77% against 56%), disclosure of related party transactions (72% against 13%), medium of communications (79% against 67%), timely in releasing annual and financial reports (100% against 78%), company website performance (78% against 42%) and investor relations contact (92% against 67%). However, both countries shared the similar poorly experience in terms of implementation in the disclosure of information regarding the directors/commissioners dealings in shares of the company and the disclosure of external auditor and auditor reports' fees. **Contribution:** There are a large number of empirical and literature studies on the role of CG. However, the study of CG practices on the SMEs are quite dearths and much focus on the developed countries rather on the developing. The outcome of this study is to promote a better D&T for the respective listed SMEs in both countries which is in line with the ACGS in order to improve their performance for the firms' going concerns. As a result, the better SMEs' performance, the better countries' economics for both countries in the future.

**Keywords:** Corporate Governance, SMEs, ACGS, Disclosures and Transparency

Abstract ID: AIMC-2017-EBM-552

### **KNOWLEDGE GOVERNANCE APPLICABILITY AMONG MALAYSIAN SMES**

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**Co-Authors:** Yee Yen Yuen; Kai Kit Soong

#### **Abstract**

**Introduction:** Investigate the application of knowledge governance among Malaysian SMEs. **Methodology:** Quantitative analysis. Distribute questionnaires to Small and Medium Enterprises in Malaysia **Findings:** Results indicated that Malaysian SMEs are not ready yet to adopt knowledge governance. **Contribution:** Knowledge governance is still new to Malaysia especially among SMEs

**Keywords:** Knowledge governance, Malaysia, Small and Medium Enterprises, Governance, Knowledge

Abstract ID: AIMC-2017-EBM-564

### **DETERMINANTS OF FOREIGN PATIENTS LOYALTY OF MEDICAL TOURISM IN MALAYSIA: TRUST AND PERCEIVED VALUE AS MODERATORS**

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#### **Abstract**

**Introduction:** Medical tourism is one of the fastest-growing tourism sectors in the world, which has significantly contributed to the economic development in many countries (Han & Hyun, 2015; Heung, Kucukusta, & Song, 2011). Recent studies have estimated that the worldwide medical-tourism industry generates nearly USD 60 billion per year, with a growth rate of about 20% annually (Heung, Kucukusta, & Song, 2011; Liu & Chen, 2013). Malaysia Medical tourism industry consider as One of the most important components of the Malaysian economy because on prospects, Malaysia healthcare travel council MHTC estimated that one million visitors would flock to Malaysia this year, contributing up to RM5 billion to the total gross domestic product. **Methodology:** This study examined the moderators' effect role of perceived value and trust. Perceived value on the influence of service quality and satisfaction and trust on the influence of satisfaction and foreign patient's loyalty. In addition satisfaction as mediation between service quality and foreign patient loyalty in Malaysia medical tourism. The study generated a quantitative research, questionnaire data collection purposes, 640 questionnaires were distributed to foreign patients in Malaysia. Out of this number 389 responses were finally found usable for analysis, which shows 60% response rate. Data was analysed using the partial least Squares –structural Equation Model PLS-SEM. **Findings:** Overall, the findings showed that service quality significantly related to foreign patient loyalty in Malaysia. A further result of moderators' role shows that perceived value and trust are success moderators the influence of service quality and satisfaction and trust as moderator between satisfaction and foreign patient loyalty. Also satisfaction showed a positive result between service quality and foreign patient's loyalty. **Contribution:** Discussions on the findings is highlighted with the implication and limitation of the study equally provided. This study is unique in term of contributing to the knowledge by investigating perceived value as a moderator between service quality and customer satisfaction. It also contributes by examining the trust as a moderating variable between satisfaction and foreign patient's

loyalty in Malaysian medical tourism. Furthermore, this study contributes to the theory by validating the attributes of Theory of "Self-Regulation of Attitudes, Intentions, and Behaviours" regarding customers' intention to stay longer in order to create a solid relationship with Malaysia hospitals.

**Keywords:** Service Quality, Satisfaction, Perceived Value, Trust, Foreign patients' loyalty, Medical tourism Malaysia.

Abstract ID: AIMC-2017-EBM-572

**A SYNTHESIS OF CORPORATE SOCIAL RESPONSIBILITY CONCEPT, AS A MECHANISM TO ENHANCED ORGANIZATIONAL REPUTATION IN NIGERIA.**

**Corresponding Author:** PETER U. ANUFORO AND NASIRU SAIDU  
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**Co-Authors:** PETER; NASIRU

**Abstract**

**Introduction:** *It is important to know that, corporate philanthropy generate firm value and strong reputation in the eyes of society. In current years, customers, suppliers, employees, society, governments, and a number of stake-holders have confidence on business to carry out extra activities in corporate social responsibility (CSR) as mechanism to build their reputation. Most of the business has responded to these concerns by devoting some of their resources to CSR. Otherwise some companies' managers have resisted, in opposition that additional investment in CSR is inconsistent with their efforts to maximize profits. It is therefore an attractive and important area of research as conceivably one of the significant and controversial aspects of the fashionable debate surrounding this area. As a society turns to be more worried with the natural surroundings, businesses firms have started to adapt their performance as a response to deal with society's new anxiety. The corporate philanthropy is no doubt an important and attractive case to follow since it brings up quite specific and pronounced ethical issues like environmental resolution. **Methodology:** The methodology used in the preparation of this paper is to study the library with the document content analysis method. Additional information is obtained from various documents and references to the official website of the relevant agencies. The study also uses content analysis method to data obtained from the literature scholar, newspaper and website in question. The information obtained is used to view the corporate social responsibility concept, as a mechanism to enhanced organizational reputation in Nigeria.*

*This paper also stems from personal observation on how organizations are taking CSR as waste of company resources, more so, their main concern is how get out and sell more product/services to make profit line. After basic examination of the devastating effects of this act, the author considered proffering answer for the problem as a result of which some observation were made with some companies' managers, employees and environmentalists. The author utilizes these as a part of expansion desk research to build up the paper. Effort was made to concoct workable recommendations that can spare the unsafe circumstance.*

**Findings:** *In the process of the research, the synthesis of corporate social responsibility concept, as a mechanism to enhanced organizational reputation in Nigeria, the following are the findings arrived:*

1. *Failure by organizations to engaged in Corporate Social Responsibility has certainly plays a vital role to enlarge incidence and consequences of disagreement among business firms and their host community and consequently on their performance and productivity.*
2. *Most of the organizations are taking corporate social responsibility as an agency cost only few of them take CRS as an obligation to its host community.*
3. *Most of the business management's failed to watch major principle of Corporate Social Responsibility do have influences on the incidence and occurrence of injure and other unfavorable courses on its host neighborhood.*
4. *That effectual monitoring and assessment via all stakeholders of industry communities helps significantly to decrease the occurrence of the company dealing Corporate Social Responsibility with lightheartedness.*
5. *Finally the finding also indicates that investment in Corporate Social Responsibility helps companies to Increase ability to attract & retain employees.*

**Contribution:** *In the process of the research, the synthesis of corporate social responsibility concept, as a mechanism to enhanced organizational reputation in Nigeria, the following are the findings arrived:*

1. *Failure by organizations to engaged in Corporate Social Responsibility has certainly plays a vital role to enlarge incidence and consequences of disagreement among business firms and their host community and consequently on their performance and productivity.*

2. *Most of the organizations are taking corporate social responsibility as an agency cost only few of them take CRS as an obligation to its host community.*
3. *Most of the business management's failed to watch major principle of Corporate Social Responsibility do have influences on the incidence and occurrence of injure and other unfavorable courses on its host neighborhood.*
4. *That effectual monitoring and assessment via all stakeholders of industry communities helps significantly to decrease the occurrence of the company dealing Corporate Social Responsibility with lightheartedness.*
5. *Finally the finding also indicates that investment in Corporate Social Responsibility helps companies to Increase ability to attract & retain employees.*

**Keywords:** Corporate Philanthropy, Corporate Governance, Organizational Reputation, Stake Holders, Nigeria.

Abstract ID: AIMC-2017-EBM-573

### **ORGANIZATIONAL COMMITMENT AS A MEDIATOR BETWEEN QUALITY OF LIFE AND SATISFACTION OF HOMESTAY OWNERS IN MALAYSIA**

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**Co-Authors:** Nik Hazimah Nik Mat; Wan Norhayati Mohamed; Hayatul Safrah Salleh

#### **Abstract**

**Introduction:** *This study investigates the role of organizational commitment as a mediator between the quality of life and satisfaction. Methodology:* *Using a sample of 346 homestay owners representing the homestay operators in the homestay program throughout Malaysia, results supported the hypothesis as quality of life moderately correlated with satisfaction. Findings:* *Organizational commitment was found to partially mediate the quality of life-satisfaction relation. These results suggest that organizational commitment may represent a critical link between quality of life and satisfaction. The relationship between the determinants of satisfaction among homestay operators intensified when organizational commitments become mediator factor especially in the relationship between quality of life and satisfaction Contribution:* *The study concluded that organizational commitment act as mediator variable in the relationship between the determinants of quality of life in satisfaction of homestay operators for tourism management and marketing purposes.*

**Keywords:** organizational commitment, quality of life, satisfaction, homestay

Abstract ID: AIMC-2017-EBM-576

### **MAPPING THE QUALITY OF EDUCATION WORKFORCE TOWARD ASEAN ECONOMIC COMMUNITY**

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Mercu Buana University

**Co-Authors:** Dr. Dewi Nusraningrum

#### **Abstract**

**Introduction:** *Asean Economic Community is seen as a positive opportunity for the development of the national economy, among the challenges and constraints of the issue of the quality of human resources and workforce issues. Methodology:* *This study aimed at mapping the Quality Education Workforce Toward Asean Economic Community is a case study in the research area of West Jakarta. Long-Term Objectives:* *To identify the development of the quality of workforce education in West Jakarta, Forecasting inventory and employment needs of West Jakarta, formulate policies and programs necessary workforce. Findings:* *The results of the study with a descriptive method of analysis indicate the need for: improving the quality of workforce education to conform with the standards of the Asean Economic Community, identifying the level of inventory and employment needs of West Jakarta, encourage absorption of workforce, the Government of West Jakarta, to formulate policies and programs of workforce according to standard Asean Economic community. Contribution:* *Indonesia has to formulate policies and programs of workforce according to Asean Economic Community Standard.*

**Keywords:** Workforce, Quality of Education, AEC

Abstract ID: AIMC-2017-EBM-578

**ADAPTING INSTRUMENTS AND MODIFYING STATEMENTS: THE CONFIRMATION METHOD FOR THE INVENTORY AND MODEL FOR INFORMATION SHARING BEHAVIOUR USING SOCIAL MEDIA (IISB-USM AND MISB-USM)**

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**Abstract**

**Introduction:** *The objective of this study is to propose a model for employees' behaviour regarding information sharing using social media (MISB-USM) in Malay and to create a set of Inventory for Information Sharing Behaviour Using Social Media (IISB-USM). 163 employees of a government-link investment company (GLIC) were involved in this study. Because this study takes, adapts and uses a combination of instruments from past studies, therefore the instrument of this study requires validity and internal consistency after undergoing translation, content validity and face validity process* **Methodology:** *Data is analysed using SPSS AMOS Version 21.0. The final model of this study consists of three constructs for intrinsic factor independent variables namely belief expectancy, intention and social influence, with readiness for change as a mediator factor and self-efficacy as a moderator factor towards information sharing behaviour using social media.* **Findings:** *The study findings show that all 66 items in the questionnaire pass validity and reliability test as required. Total Variance Explained (TVE) for all constructs exceed the minimum requirement of 60%. All items in each component have a Factor Loading (FL) value exceeding the minimum limit of 0.6 to be accepted and instrument reliability measurement measured through the Alpha Cronbach value exceeds the minimum limit value of 0.7 to be adopted as a new set of instruments called Inventory of Information Sharing Behaviour Using Social Media (IISB – USM).* **Contribution:** *This study suggests that the Malay language version of the Model of Information Sharing Behaviour Using Social Media (MISB-USM). The 66 items in the inventory set of question (IISB-USM) can be accepted and used to measure information sharing behaviour using social media among the employees of an organisation as it is valid, credible, easily understood and suitable for use in an actual field of study, which is Human Resource Management (HRM) under Organisational Development (OD).*

**Keywords:** Information sharing, Social Media, Exploratory Factor Analysis (EFA), Employee Behaviour; Human Resource Management.

Abstract ID: AIMC-2017-EBM-582

**BRIDGING THE INTENTION-BEHAVIOUR GAP: PAST EXPERIENCE AS MODERATOR OF FUNCTIONAL FOOD CONSUMPTION**

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**Abstract**

**Introduction:** *Albeit public interest in sustainability consumption increases, and they may develop a positive intention to change their healthy consumption, behavioral patterns are not absolute consistent with intention. This divergence has been known as the “intention–behaviour gap”. The purpose of this study is to examine the moderating effect of past experience between behavioural intention and consumption behaviour relationship towards the consumption of functional food products as well as to develop the measurement for the construct of past experience from the perspective of functional food consumption. Past experience construct was examined in terms of intrinsic and extrinsic past experience approach.* **Methodology:** *This study involving adult consumers aged 18 and above who went shopping at 12 hypermarkets in Klang Valley, Malaysia. The convenience sampling technique was used in this study. A self-administered questionnaire was distributed to the respondents personally by using mall intercept survey method. 800 questionnaires were distributed and a total of 452 questionnaires were usable. Consumption behaviour, behavioural intention and past experience construct were measured on a five-point Likert scale, ranging from “strongly disagree” (1) to “strongly agree” (5). Statistical test and analysis of the data was performed using SPSS. The statement of the items was rephrasing to suit the products under study (functional food), the sample, and local context. Consumption behaviour refers to the behaviour of individual when they make decisions to continuously consume of the functional food. Behavioural intention was operationalised as the likelihood of an individual's motivation and willingness to consume more of functional food. Past experience refers to the internal and external excitement, and reward felt by the respondents due to the consumption of functional food that motivates them and produces their re-purchase behaviour of such food. Past experience construct was examined in terms of intrinsic and extrinsic past*



experience approach. **Findings:** The results indicated that the behavioural intention towards functional food among Malaysians has a positive influence on the consumption behaviour of such food. It appears that the relationship between behavioural intention and the functional food consumption behaviour of Malaysian consumers is improved with the presence of the feeling of using functional food (intrinsic experience) as a moderator. In other words, the moderator of feeling of using functional food helps to bridge the gap between the intention and behaviour construct in this study. In contrast, the moderator of functional food environment (extrinsic experience) does not strengthen the relationship between behavioural intention and functional food consumption behaviour among Malaysian consumers. This demonstrates that the extrinsic experience of functional food environment does not have any effect on the intention-behaviour relationship. This study also has produced two dimensions of past experience with new developed measurement scales, which specifically focus on functional food consumption. **Contribution:** The notion of experiential marketing from past studies was utilised to formulate the measurement for the construct of past experience from the perspective of functional food consumption in general. Due to cultural bias that form different meanings in different disciplines and behaviour settings, this study contributes to the methodological perspective by developing a modified scale measuring past experience specifically towards functional food consumption (i.e. the example of healthy food) in an Asian setting. This study verifies that the significant modified scale measuring past experience in different contexts and settings is distinctly acceptable and be a useful scale for future research.

**Keywords:** Past experience, Moderator, Behavioural intention, Consumption behaviour.

Abstract ID: AIMC-2017-EBM-583

## WORK METHOD & FACILITIES ANALYSIS WITH ERGONOMICS APPROACH ON VALVE ASSEMBLY

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### Abstract

**Introduction:** The case study carried out in a company in Batam, which the company is engaged in oil services. In this company, the assembly is done manually, causing some inconvenience of work experience in working for less body position corresponds to the placement of the material. Such conditions lead to potential injury. From the results of the initial interview to the 23 employees, there are 18 employees who complained of discomfort in performing valve assembly. To reduce the potential for injury to the operator, the researchers wanted to perform repair work station so that operators can more effectively on doing his job. **Methodology:** The methods used in the conduct of this study are as follows:

#### 1. Determination of Anthropometric Dimensions

In designing the height of groundwork for the standing position, in principle similar to the design height of the groundwork cradle position. Ergonomic recommendations about the height groundwork standing position based on the height of the elbow stands as follows.

- a. To work requires precision with a view to reducing the release of static on the back muscles, high working basis is 5-10 cm above the standing elbow height.
- b. During manual labor, where work often require space for equipment; material and containers of all types, high working basis is 10-15 cm below the rate stood tall.
- c. For jobs that require suppression with robust, high working basis is 15-40 cm below elbow height stand.

#### 2. Positioning work

Working position stand also has both advantages and disadvantages. Stance is the standby attitude both physically and mentally, so that the activities of the work done faster, stronger and thorough. However, changing the sitting position to standing still use the same tool to be exhausting work. Basically the stand itself is more tiring than sitting down and energy expended to stand more 10-15% compared with sitting. In the design of work stations stand, if workers have to work for a period of time, then became a major fatigue factor.

**Findings:** Repair work system with ergonomics can reduce or eliminate the work process in a bent position, which in the previous process is done in three working positions, namely squatting position; bending; and stood up. So by using this working table work process is only done with the squat position and stand alone. In 285 minutes the assembly process assembly gate valve, before the fix is 7 process where employees should do the job with a hunched position, using the design workbench by 3 sizes anthropometry ie the height of the elbow to the floor to take a percentile value of 50 by 99 cm, the value of percentile 50 high shoulders off the floor of 132 cm and a percentile value of 50 long arm of the operator by 67 cm, then the process of working with a bent position becomes nil, because the adjustment of the position of the workpiece as mentioned above, so as to produce better

work, with application of the work table of the time process decreased by 9 minutes. **Contribution:** Research using ergonomics methods has never been done before at the valve assembly in this company. From the research, the perceived usefulness of which is earned by the company:

1. Reduced working time required for the valve assembly
2. With an ergonomic position, lessening the possibility of injury will be experienced by the operator.

**Keywords:** Ergonomy; workbench designing; anthropometry; work process

Abstract ID: AIMC-2017-EBM-585

#### **EXAMINING THE DETERMINANTS OF DEMAND CONDITION AND EXPORT PERFORMANCE: AN INVESTIGATION OF MALAYSIAN SMALL AND MEDIUM MANUFACTURING EXPORTERS**

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##### **Abstract**

**Introduction:** The demand for product at home and overseas market has different importance. The arrangement and attractiveness of the home market customarily has an inconsistent influence on how SMEs perceive, interpret, and respond to buyer needs. Home demand provides SMEs a clearer picture of initial buyer needs and due to buyer's demand SMEs innovate with a faster speed and compete with their foreign rivals. This paper is aiming to investigate the determinants of demand condition and its influence on Malaysian manufacturing SMEs export performance. In addition the paper also examines the moderating effect of business size between the variables. Demand condition and business size is a significant factor for firms either operated domestically or non-domestically.

**Methodology:** A total of 750 questionnaires were distributed out of which only 165 completed questionnaires were returned. After removing response from micro enterprises only 124 questionnaires were qualified for data analysis. Smart Partial Least Squares-Structural Equation Modeling (Smart PLS-SEM) application was used to test the direct relationship and moderation between the variables in this research. **Findings:** The study found that demand condition has no significant influence on export performance. In addition, it is revealed that business size does not moderate between demand condition and export performance. **Contribution:** This study contributes to the existing literature by explaining the firm's competitive advantage factors especially demand conditions that might lead SMEs to improve their export performance. It is very crucial for SMEs to sensitively go about resources, capabilities and competitive advantages in overseas market. Demand conditions is useful in term of manufacturing product quality assurance and innovation exposure. The finding of this research will benefit international business researchers, SMEs owners and government agencies in designing and planning appropriate strategies for SMEs overseas expansion and export performance improvements.

**Keywords:** Export Performance, Malaysian SMEs, Demand Condition, Business Size

Abstract ID: AIMC-2017-EBM-589

#### **EXAMINING THE MOST SEVERE LOGISTICS AND SUPPLY CHAIN ISSUES EXPERIENCED BY MALAYSIAN SMES**

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##### **Abstract**

**Introduction:** Literatures revealed that both the internal and external factors may result in business failure among Small and Medium Size Enterprise (SME). One of the external factor identified is non-availability or deficiency in logistics and supply chain operations. Thus, this study was conducted with the objective is to identify the most severe logistics and supply chain issues faced by SMEs in Malaysia. **Methodology:** Quantitative research design were employed, where data were collected through mail survey questionnaire. The frequency of respondents selecting 4 (Severe) and 5 (Very severe) for each survey item were calculated, in order to determine which issues are the most severe among Malaysian SMEs. The items are then ranked based on the highest number of respondents selecting 4 and 5. It provides more meaningful information on the most severe logistics and supply chain issues faced by SMEs, if compared to analyzing the mean score of each item as the mean value may be distorted by high standard deviation. **Findings:** The result shows that difficulties and inaccuracies in forecasting inventory top the list, followed by inability to fulfill orders due to inventory shortages and keeping wrong mix of inventories. Thus, it can be concluded that inventory related issues are the most

*critical problems faced by Malaysian SMEs. Contribution: This study contributes towards the literature as it provides an in depth information on the logistics and supply chain related issues faced by SMEs. For practitioners and the relevant government agency, this study shed lights on the most severe issues and therefore, firms themselves and government agency can focus their efforts on rectifying these severe logistics and supply chain issues.*

**Keywords:** Small and Medium Enterprises (SMEs), Logistics, Supply Chain Management, Logistics and Supply Chain Issues, Malaysia.

Abstract ID: AIMC-2017-EBM-596

## STUDY OF SUBSTITUTE EXAMINATIONS AT SUDANESE UNIVERSITIES

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### Abstract

**Introduction:** *The study addresses the issue of substitute examinations at Sudanese universities; an issue that has remarkably stricken a phenomenal presence recently. The research aims at studying the factors affecting such a phenomenon and the reasons why student opt for this type of examinations and what they reap out of that. It also recommends ways of averting that problem. Methodology: The descriptive-analytical method is used in the study. The research community was the University of Khartoum and the research sample consisted of the Faculty of Science. The Faculty was deliberately selected because of the many medical reports presented thereto. A comprehensive survey was conducted on all medical reports issued , from the start-up to the end of the supplementary and substitute examinations. A partial comparison was performed with the Faculty of Science of the Neelain University. Primary and secondary information was used in the study.*

*Twelve variables were studied. These were the date of medical report, type of student, type of report, stage, department, type of illness, the subject of chemistry, the subject of physics, specialization, student's academic performance in final examinations, student's academic performance in supplementary and substitute examinations and the number of subjects sat for at substitute exams.*

*In the statistical analysis the study uses: displaying variables and percentages, Chi square independence test, coefficient of predictability Lambda, coefficient of ordinal association Gamma, correlation ratio Eta, Binomial test, Chi square goodness-of-fit test and testing the difference between two proportions. Then the study classifies reasons that make students opt for substitute exams into direct and indirect causes, some of the regulations taken by other universities to control the phenomenon were stated.*

**Findings:** *One of the general findings is that there is significant difference between the percentages of reports in the faculties of science and economics in University of Khartoum-in favor of the faculty of science, there is significant difference between the percentage of reports in the faculties of science of the universities of Khartoum and Neelain-in favor of the University of Khartoum.*

*In both universities the percentage of reports issued during the final examinations is significantly greater than that during the academic year. Also, reports of female students are greater in number than those of male students; and external reports exceed internal ones. But these differences are significant In University of Khartoum only.*

*In both universities the percentage of forth-year reports is the highest, with significant difference between the percentages of reports of different years in the college. In the University of Khartoum, there is no significant difference between the biology and mathematics departments, in terms of number of reports. But there is significant differences between the five departments in the University of Neelain. Malaria has the highest percentage of illnesses reported.*

**Contribution:** *A number of recommendations were presented to the clinic, and except in cases of accidents and surgery; to reject any external reports, to tighten control on females and to use the computer for monitoring the repetition of names during examinations and to reject any such repetition. Other recommendations to the faculty to continuously assess students performance during academic year instead of one final exam, not to allow substitutes for more than two academic years through the duration of study, and not to allow substitutes at first year. It is also advised not to allow a fourth-year student to take more than one subject as a substitute exam. As for other years, it is recommended that the number of substitutes should not exceed 20 % of the total number of subject. Also recommended to shorten the period between final exam and substitutes to just one week. Faculty should be keen on finding causes when the number of students sitting for substitute exams appear to be larger than normal; in any given subject and at any department. It is recommended also to appoint a social worker in each faculty, with an advisor for each year to assess the social conditions of the students. And to periodically*

revise faculty rules and regulations, and to provide an appropriate climate for the new, comprehensive scientific revolution to succeed.

**Keywords:** substitute examinations;Sudanese universities

Abstract ID: AIMC-2017-EBM-598

**STUDY ON THE EFFECT PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, SATISFACTION, IMAGE ON CUSTOMER LOYALTY (CASE STUDY AT PT BANK NAGARI PADANG MAIN BRANCH)**

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**Abstract**

**Introduction:** *This research was conducted at the Main Branch of Bank Nagari Padang. The purpose of this study was to determine whether the Quality of Service (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image effect on Customer Loyalty.*

**Methodology:** *The data used in this research is primary and secondary data. In this study population are customers of Bank Nagari with a sample of 133 respondents.*

*The method used is multiple linear regression analysis, t-test, test-f and determinant coefficient ( $R^2$ ). Hypothesis testing using the F test showed that the variables consist of Quality of Service (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image is jointly proved positive and significant impact on Customer Loyalty.*

**Findings:** *Then through T Test found that the variable Customer Satisfaction and Image a significant effect on Customer Loyalty, while the variable Quality of Service (Perceived Service Quality) and Perceived Value does not affect the customer loyalty. The Coefficient of determination R Square ( $R^2$ ) of 0,324 showed that the percentage contribution of Service Quality variables (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image 0,324 or 32.4% while the remaining 67.6% is explained by variabel other than the four variables used in this study.*

**Contribution:** *Bank village so that you know exactly what is actually needed by the customer so that the Bank Nagari can apply the right strategy for the creation of customer loyalty*

**Keywords:** Perceived Service Quality, Perceived Value, Satisfaction, Image, Customer Loyalty.

Abstract ID: AIMC-2017-EBM-600

**EVOLUTION OF MALAYSIA'S TECHNOLOGY TRANSFER MODEL FACILITATED BY NATIONAL POLICIES**

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**Abstract**

**Introduction:** *The government of Malaysia have introduced several national policies to encourage and facilitate industrialization and technology development in the country throughout the years. However, the effectiveness of this policy in facilitating technology transfer have never been measured quantitatively. The main objective of the paper is to review the evolution of Malaysia's technology transfer model and process since Malaysia gained its independence. This paper will look into the past and current national policies that have facilitated the technology transfer process in the country. The paper will also review the key issues and gaps of the policy in addressing technology transfer process. The research method used was through literature review and gap analysis of national policies that have facilitated technology transfer. **Methodology:** Literature review was conducted on government's policy and various frequently used technology transfer model since 1940 up until 2015 and compare it to the technology transfer process evolution in the country. From the literature review, gap analysis and comparison of models have been conducted to determine whether the Government policies that have been introduced over the years have a direct and indirect affect to the technology transfer process in the country. **Findings:** Based on the review, it can be said that national policy does have an effect on the technology transfer process in the country through qualitative analysis. However, the effectiveness of the technology transfer with regards to each specific policy that was introduced is yet to be measured quantitatively. Further*

Study can be conducted in measuring the effectiveness of a technology transfer program that was facilitated by a specific policy introduced by the government in recent years. **Contribution:** As we enter the fourth industrial revolution, technology development will become more rapid than ever. Therefore, a new technology transfer model is needed to not just accelerate innovation but also accelerate the technology transfer process before the technology becomes obsolete. The current national policy that encourage technology transfer does not encourage innovation to happen between the parties involved due to the rigid mechanism and structure in place. The gap can be closed by studying what are the factors determining the effectiveness of the current technology transfer facilitated by this national policy and identify the factors that encourage innovation.

**Keywords:** Technology Transfer, Industrialization, Government's Policy, Technology Transfer Model, Technology Transfer Effectiveness

Abstract ID: AIMC-2017-EBM-605

### **ENTREPRENEURIAL LEADERSHIP AND ANTECEDENTS OF LOW-INCOME HOUSEHOLD HEADS IN KELANTAN, MALAYSIA**

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#### **Abstract**

**Introduction:** The objective of this study is to determine the distribution of the components of entrepreneurial leadership (i.e. responsibility, accountability, analytical thinking, and emotional intelligence) across gender, location, experience, education, and occupation in Kelantan, Malaysia. **Methodology:** The study employed a cross-sectional approach in which quantitative data were collected through structured interviews from 800 individuals in Kelantan, Malaysia. **Findings:** It was found that the distribution of leadership is the same across genders. However, the findings reported a significant difference in the distribution of leadership across districts, education level, occupation, and experience level. **Contribution:** Policy makers should therefore focus on interactive programmes in order to increase the level of leadership of low-income household heads in the district of Jeli, especially among those who have never attended school and also the unemployed. This is because leadership is crucial to entrepreneurship, which, in turn, is vital for economic growth and development.

**Keywords:** Responsibility; Accountability; Analytical Thinking; Emotional Intelligence; Leadership

Abstract ID: AIMC-2017-EBM-609

### **CAUSES OF DELAYS IN THE CONSTRUCTION PHASE OF OIL AND GAS PROJECTS IN MALAYSIA**

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#### **Abstract**

**Introduction:** The drop in oil price in recent years has seen the oil and gas projects affected negatively. Thus, most Engineering, Procurement, and Construction (EPC) companies are opting to optimise the project especially in terms of mitigating delays in construction to achieve the project expectation. Delay causes threat to a project objectives in terms of time, cost and quality. It is also a crucial element in deviating from the client's expectation in terms of productivity, safety, and standards. This study aims at examining the causes of delays in the construction phase of oil and gas projects in Malaysia. **Methodology:** A comprehensive literature review from various sources through books, conference proceedings, the internet, project management journals, and oil and gas industry journals was made to materialise this paper. There were a few studies that related to this problem and shared a similar view with the civil construction projects. However, only a fraction of the factors was acceptable since majority of the causes of delays in construction projects were not applicable to oil and gas projects due to the differences between the two industries. Other variances of the papers included on regional or based on specific countries. The factors of these attributes were still accepted since it was still applicable to the oil and gas industry and there were not any major variances between countries. An aspect of the project management was reviewed in relation to cost performance to give an indication of the effects of delay indirectly on the cost overruns. Thus, content analysis on various literature reviews involving cross referencing and critical judging were made to come out with the comprehensive list of the causes of delays in the construction phase of oil and gas projects in Malaysia. **Findings:** The paper has found that there are several significant

factors that causes delays in the construction phase of oil and gas projects in Malaysia. The similarity of these delay factors can be grouped into three major groups namely clients, contractors, and external. Delay factors from the clients were dominantly on the issues related to change management. These included factors such as late change orders due to changes on design or requirements, late approvals of the design drawings or technical specifications and an overall slow decision making process. Other factors from the clients included finance management and communication management specifically in unclear delivery of the requirements. The delay factors from contractors were biased towards the actual work management namely poor site management, lack of project monitoring and control procedures, and poor documentation process. Other delay attributes from the contractor were on management of joint ventures mainly on managing various disciplines and communication management namely poor understanding of the requirements. A common delay factor between the client and contractor was lack of effective leadership which affected the communication process between both parties. External delay factors included unavailability of materials, rise in price of materials and technological attributes. **Contribution:** This initial study is based purely on literature review, comparison of similar cases, cross referencing, and critical judging. The causes of delay specific to the construction phase in oil and gas projects in Malaysia should be further researched with focus only in the Malaysian projects and industry players. This will give a better understanding and the right attributes that can be evaluated as the causes that contribute to the delay in construction phase in oil and gas projects in Malaysia. These right factors could be assessed to identify the effects of the delay to propose a mitigation plan.

**Keywords:** Causes of Delay, Construction Phase, EPC Projects, Oil and Gas, Malaysia

Abstract ID: AIMC-2017-EBM-613

#### THE MACROECONOMIC DETERMINANTS OF FOREIGN BANK'S PROFITABILITY IN MALAYSIA

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#### Abstract

**Introduction:** The topic of this research paper is "The macroeconomic determinants of foreign bank's profitability in Malaysia. **Methodology:** Panel data method were employed to analyse the cross sectional data and time series data gathered from 2006 to 2015 on a sample of ten foreign banks in Malaysia. **Findings:** Profitability is measured with return on assets as a function of the macroeconomic determinants, which are GDP, inflation rate and real interest rate. The overall finding of this research study shows that GDP, inflation rate and real interest rate are the determinants of foreign banks in Malaysia. They were found to be statistically significant on profitability and all of them had a positive relationship towards the profitability of foreign banks in Malaysia. **Contribution:** This research is critical and important in the banking sector, especially for the foreign bank's operation and decision making. Although there are some of the researchers already conduct the similar research before, but they had study about both internal and external determinants, which are too general. Therefore, this research would definitely had a more specific and focusing on the studies of macroeconomics determinants which would affect the bank's profitability. Moreover, there are no any existing and related study in the area of foreign bank especially in Malaysia. Therefore, by carry out this specific topic in the foreign bank areas, this research would provide a better and more accurate result adding value for the existing knowledge in banking sector.

**Keywords:** Profitability, Foreign Bank, Return on Assets, inflation rate: Consumption Expenditures,

Abstract ID: AIMC-2017-EBM-614

#### AN ANALYSIS OF THE RELATIONSHIP BETWEEN RISK AND EXPECTED RETURN IN MALAYSIA STOCK MARKET: TEST OF THE CAPM

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#### Abstract

**Introduction:** This study is to examine the impacts of risk toward the stock return in Malaysia stock market during the year 2007 to 2015 by testing on the applicability of Capital Asset Pricing Model. **Methodology:** The data is using monthly stock returns from 24 companies listed on the stock exchange for investigation. The analysis of monthly stock market closing indexes from using regression model was carried out on the standard

CAPM model. **Findings:** When testing the CAPM model for the whole period, it has not showed strong evidence that support the validity of this model and in order to get better estimates, this study divided the whole sample into 3 sub periods of five years each. The findings conclude that higher beta is not associated with higher level of stock return. The positive relationship between systematic risk and return does not have a strong evidence to support it. The research also indicates that the securities market line has linearity relationship between risk and return. The unsystematic risk does not have an effect on the return. It means that CAPM is not a good predictor for stock prices and the validity of CAPM does not exist in Malaysia Stock Exchange Market for the period 2007-2015 due to some limitations such as time frame, sample size and others. **Contribution:** Thus, this paper recommends other sound assets pricing model and takes into consideration of some related variables in predicting future stocks returns. This research provides important implication to investors, analysts, stock brokers, speculators, fund managers, practitioners, relevant authorities, and government.

**Keywords:** Stock Return, CAPM, Volatility, Investors, Risk, Stock Exchange

Abstract ID: AIMC-2017-EBM-615

### A CONCEPTUAL FRAMEWORK FOR THE MODERATING EFFECT OF CONSUMER RIGHTS AWARENESS ON THE RELATIONSHIP BETWEEN PERCEIVED CSR AND CONSUMER PRODUCT RESPONSES

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#### Abstract

**Introduction:** Corporate social responsibility and consumerism are arguably among the most frequently discussed topics in the Business – Society literature. The two concepts are perfectly aligned with the stakeholder concept, which advocates a symbiotic relationship between the company and all stakeholders in its operating environment. In spite of the theoretical and historical linkages between the two concepts however, there has been minimal efforts at integrating the concepts of CSR and consumerism, particularly with regards to consumer perceptions. This study therefore proposes a conceptual framework to examine the impact of consumer rights awareness on the relationship between perceived CSR and consumer product responses. **Methodology:** The study is conceptual in nature; as such it involves the review of existing literature. A systematic identification, review and synthesis of existing studies and relevant theories are discussed, leading to the formulation of the proposed framework. **Findings:** Documented evidences in the literature shows that the two concepts are historically linked, as they both emanated from the efforts of all parties in the exchange process (i.e., government, companies, and consumers) to protect the interests of the consumers from harmful business practices. In spite of the historical linkages however, there has been minimal efforts at integrating the concepts of CSR and consumerism, particularly with regards to consumer perceptions. On the one hand, consumer-centered researches on CSR have focused on the consumer's perception of, and response to CSR, albeit with equivocal findings. On the other hand, research findings on consumerism, as well as practical evidences have revealed an increasing growth in consumers' right awareness; which is reportedly putting pressures on companies to adopt CSR practices. These phenomena therefore points to the possibility that, consumer rights awareness, being an individual difference variable, can exert a possible moderating effect on the relationship between perceived CSR and consumer product responses **Contribution:** The proposed framework provides a guide for examining the impact of consumer rights awareness on the relationship between the consumers' perception of CSR and their responses to the companies, in terms of perceived service quality, satisfaction and purchase behaviour. It is hoped that findings emanating from the study will aid companies to further understand the importance of respect for consumer rights in their day-to-day activities.

**Keywords:** CSR; Consumer rights awareness; stakeholders; Product responses; moderator

Abstract ID: AIMC-2017-EBM-620

## MANAGEMENT INFORMATION SYSTEM MODELING OF VILLAGE IN INDONESIA

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**Co-Authors:** Elvira Luthan; Ilmainir; Sri Dewi Edmawati

### Abstract

**Introduction:** Republic Indonesia's Constitution No. 6, 2014 about Village stated that Central, Province, Municipality/District and Village Government can conduct their own governance. However, not all of those organizations have reliable management information systems nowadays, especially, the Village, a smallest government unit in Indonesia. In order to conduct good governance, a Village Government needs to have an integrated management information system, called e-government. The aim of this research is to design an appropriate model of an e-government for a Village or also called County in West Sumatera, Indonesia.

**Methodology:** The system model designed will be integrated with its higher level of government, Kecamatan, Kabupaten, Province and finally to Central Government. In Indonesia, there are 79.075 Counties controlled by 34 province governments. This research was conducted in West Sumatera Province that has 877 counties distributed in 12 Kabupatens. The research object was 8 counties that are located in 2 Kabupatens, Kabupaten Agam and Kabupaten 50 Kota. Data were collected through interview, direct observations and focus group discussions. The research explored the policy, responsible institution, infrastructure, general standards and modules needed in implementing the integrated system in a County. **Findings:** The model finally can be developed through this research. The findings of this research can be used to develop a model of integrated system implementation from the smallest government unit to the central government in Indonesia. Findings of this research can serve as a guideline for government officers to improve or reassess their management information system in line with e-governance systems frameworks. **Contribution:** The result proves that different stakeholders in a Village need different information where data should be integrated among the stakeholders. It shows that the county need to have integrated information systems. The findings also contribute to the knowledge and application of Accounting Information Systems and Management Information Systems.

**Keywords:** County Government, E-Government, E-Governance, Accounting Information Systems and Management Information Systems

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## THE EFFECT OF DIVERSITY CULTURAL ON CUSTOMERS' PERCEPTION TOWARD PURCHASING HALAL FOOD PRODUCTS IN MALAYSIA

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### Abstract

**Introduction:** Nowadays there are more than a few rations company offer Halal process foods and foodstuffs, as well as halal food product also the Halal logo (حلال) on top of foodstuff goods is no longer only merely a spiritual subject. It is suitable a worldwide sign intended for excellence declaration with a way of life option within the kingdom of commerce with the deal (1). Halal is an Arabic word sense "allowable" in English, it the majority often refers to belongings that are permitted according to Islamic rule. Into the Arabic, it is referring to whatever thing to be acceptable below Islam (2). Halal is typically second-hand to explain something that a Muslim is acceptable to appoint in eating, swallow or use. The conflicting of Halal is harm, which is Arabic for illegal or forbidden. Halal products are those that are Shariah compliant and do not engage the use of harm (prohibited) in the ingredient, use of labor otherwise situation, with are not damaging or indented intended for injurious utilize.

The dominion of Halal may extend to all goods example toiletries, pharmaceuticals, makeup, etc. It encompasses a broad range of manufacturing sub-sectors with basics of religious, political and financial measurement in it .on top of the one give, Halal is fundamentally an Islamic phenomenon, so it is good to emphasize the payback of Islam to all mankind. It's inevitable that Muslim become more exacting on the kind of foodstuffs and services that they use as they have become more knowledgeable of their religion. On the other hand, the consumers' preference for food has while occasion downward is straight effected via the spiritual direction of citizens with via Halal foods.

**Methodology:** This research will be used an expressive review plan to investigate the existing relationships between variables of diversity cultural namely education, occupation and attitude on top of consumers' perception purchasing towards Halal food products in Malaysia. The target population of the research is non-



Muslim postgraduate students at in the school of Business Management, Unverissti Utara Malaysia (UUM). The sample will be constituted 100 Faculty staff and postgraduate students from both females and males. The study will collect data by a questionnaire that will be developed from previous studies. **Findings:** The research attempt to investigate the effect of diversity culture factors namely, education, occupation and attitude on top of customer's awareness purchasing towards Halal food products. The research expands and improves understanding of the relationship between diversity culture factors namely, education, occupation and attitude on top of customer's perception purchasing towards Halal food products and provide the support for further empirical research. **Contribution:** Attitude

The term attitude resulting as of the Latin terms intended for bearing otherwise corporeal location. The universal idea was that a body's substantial attitude optional the type of movement or action in which a human being would connect (Wilkie, 1986). All port (1935, 99), definite an approach seeing that "a mental and neural state of readiness, organized through experience, exerting a directive or dynamic influence upon the individual's response to all objects and situations with which it is related". In order terms, customer awareness of the creation determines the consumers' willingness to recognize and take on the manufactured goods, or else. Krech (1964,) described an approach to a person's continuing positive or adverse evaluation, moving approach, and act tendency to something or idea.

The attitude is a lasting association of motivational, moving, perceptual, with the cognitive process through admiration to a few feature of our surroundings (Hawkins, 2008). This means so as to attitude are developed as of environmental stimulus, instance the foodstuffs obtainable toward customers with how they are communicating. It is an erudite tendency toward reacting in a time after time positive or adverse way through admiration to a known thing (Fishbein, Aizen, 1975). Bearden (1995) and Kotler (2004) observe so as to populace contain attitude in the direction of approximately all : faith, government, foodstuff, melody, clothing, and others. Boone and Kurtz (2004) explain attitude as a people lasting constructive or hostile evaluation, emotion or act tendency in the direction of a few thing or data. As they shape over time from end to end individual experiences and group contacts attitudes become highly opposed to modifying. Berkowitz (2000) indicated that attitude is fashioned by principles and viewpoint, which are learned.

**Keywords:** Diversity culture, education, occupation, attitude Introduction, Halal food .

Abstract ID: AIMC-2017-EBM-623

## A STUDY OF INTERNAL GOVERNMENT SUPERVISORY AUTHORITIES ROLES IN PREVENTING AND DETECTING FRAUD IN LOCAL GOVERNMENT

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### Abstract

**Introduction:** The purpose of this study is to analyze the role of Government Internal Supervisory Apparatus (called APIP) in preventing and detecting fraud in a local Government. The object of this study was fraud in the financial detriment of Local Government, which should be linked to the organization's role and responsibilities of internal auditors of government. **Methodology:** This research was conducted with descriptive-qualitative approach. Data were collected through interview conducted to local government's internal auditors to find out the phenomena in term of form, activity, characteristics, changes, relationships, similarities and differences between the phenomena with each other phenomena. **Findings:** The study found out several reasons of fraud in local government behavior. They are: (a) lack of commitment, leadership from management; (b) bad working relationships between relevant agencies; (c) competence and of integrity and ethics of the executive officers, officials of the legislative and local government officials are still inadequate; and (d) ineffective role of Government Internal Supervisory Apparatus. APIP has a role in detecting, uncovering and preventing fraud that could potentially happen. The roles and responsibilities of APIP will be more effective if: (a) their joint commitment in the organization, especially with the management; (b) the role and management assistance in the form of a review of top management; (c) support to the organization of adequate resources; (d) the support of the 3rd, such as complaints of whistleblowers. **Contribution:** APIP should encountered obstacles in detecting, uncovering and preventing fraud in local government including: (a) not maximal application of the principle of independence and objectivity; (b) lack of expertise due to the educational background that is not appropriate, technical competence is inadequate, and the lack of experts in support of the assignment; (c) Any maximum use of professional expertise; (d) not maximal implementation of the Code of Conduct of Government Internal

*Supervisory Apparatus. The results of this study can be used as a guide line by authorities in preventing and detecting fraud happens in the local government in Indonesia.*

**Keywords:** APIP; Local Government; Preventing and Detecting Frauds; whistleblower; and Code of Conduct.

Abstract ID: AIMC-2017-EBM-627

**JOB SATISFACTION, TRAINING & DEVELOPMENT AND WORK ENVIRONMENT ON CAREER ADAPTABILITY AMONG FRESH GRADUATES IN MALAYSIA.**

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**Abstract**

**Introduction:** *In Malaysia, there is a profusion evidence of high graduates' unemployment since many graduates are found lacking of what are needed to acquire and to maintain their jobs. Although organizations supposed to influence career adaptability among the employees, foregoing studies, however, showed that encouragement contributed to the employees' turnover rather than retention. In order to generalize the preceding findings into the Malaysian work context, this study explored whether career adaptability would have influence on intention to leave the organization and their career. Thus, career adaptability is evident as the key attribute needed for young graduates to survive in working placement. **Methodology:** Data are collected in a standardized manner through simple random sampling via survey questionnaire. 375 sets of answer questionnaire were collected back from the respondents where they have a working experience for at least one year. This research applied a quantitative method to examines the relationship between variables, which job satisfactions, training & development and working environment on career adaptability. Using SPSS, Pearson correlation and regression were used to determine the factors that most influence on career adaptability.*

**Findings:** *Finding in this study reveals that there is moderate relationship between all independent variables and dependent variable whereby correlation between job satisfaction and career adaptability the result is (r-value= 0.212, p=0.01). Second correlation is the relationship between training and development, the result show that r-value= 0.293 (p = 0.01). finally for correlation between working environment and career adaptability which is r-value = 0.222 (p = 0.01) . Regression analysis showed that 74% of these variables have influence towards career adaptability. Meanwhile factor of training and development were the most significant influence towards career adaptability which beta value=0.221. **Contribution:** Finding in this research is beneficial for fresh graduates and organization in understanding the importance of career adaptability and also for their future career path. Gaining this information, organization can have used them to monitor the turnover rate in the company especially among younger generation. It is well known that graduates being hired is the best one, and also it becomes a challenge for organization to retain best employees. Therefore, by knowing the knowledge and the importance of carer adaptability, it will help both organization and graduates for their career success. Several recommendations for future research were discussed in this study.*

**Keywords:** job satisfaction, work, career adaptability, employers, graduates

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**THE IMPACT OF ATTITUDE AND SUBJECTIVE NORMS TOWARDS ZAKAT COMPLIANCE BEHAVIOUR IN MALAYSIA.**

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**Abstract**

**Introduction:** *Introduction*

*The need of zakat has become one of the important elements for Muslims in order to full fill the one of the Islam pillars which is compulsory for Muslim to gain the blessing from Allah SWT. According to Muhd Rahim (2010), zakat is an important source in financial seed for Islamic countries economic. It gives impact to the socio-economy and economic growth in Islamic country. The purposes of Zakat are illustrate on the phase in the Quran below which is its help Muslim closer to Allah and purify their wealthy.*

*"And they are ordained naught else than to serve Allah, keeping religion pure for Him, as men by nature upright. And to establish worship and to pay the poor-due (zakat). That is the true religion."(Quran 98:5)*

*“Abbas related that a man asked the Prophet, Tell me what should I do to be admitted to Paradise and he (the Prophet) answered: Worship Allah associating nothing with Him, observe Salat, pay Zakat and strengthen the ties of kinship.”*

*There are few types of zakat and one of it as mentioned by Zainol Abidin, Zainudin & Farah (2013) analyze that Zakat on individual which is zakat fitrah is compulsory for all Muslims during Ramadhan (Islamic month) but zakat on wealth is for an individual's based on certain “nisab” and haul. Zakat on wealth can be categorized as business, crops and agricultures, gold and silver, and natural resources and zakat fitr. Contemporary Muslim jurists agree that zakat also should be imposed on savings account, bonds, Employees Provident Fund (EPF), and its equivalent as long as the requirements “nisab” and haul have been fulfilled.*

*As mentioned by Izham (2013) basically there are four different type of Zakat Corporation in dealing with collection and distribution of Zakat in Malaysia. Which is Establishment under the Zakat Enactment; Establishment under an Act or State administration of Islamic Law Enactment; Establishment under an Act or State administration of Islamic Law Enactment with a duty to collect Zakat only and Establishment under Majlis Agama Islam Negeri (MAIN) through its own unit or department by Baitulmal or Zakat Centres?*

*In Selangor, Sabah and Pulau Pinang, the zakat collections are manage by Zakat Institution. However in Pahang, Negeri Sembilan, Wilayah Persekutuan & Putrajaya are managed by Zakat Institution and distribute by State Islamic Religious Council. It is different in Sarawak, Terengganu, Kelantan, Perlis, Kedah, Perak, Melaka & Johor when the zakat collection and distribution manage by their State Islamic Religious Council.*

*Recent statistics from PPZ report 2014 showed that the zakat collection among muslims in Malaysia is moderate even though it is stated as one of the obligations in Holy Quran when there is lack of the awareness among Muslims. It is supported by Muhd Rahim (2014) that mentioned that people still do not aware and confuse about the subject of Zakat obligations. There are many ways that have been provided by zakat institutions to encourage zakat payers in paying zakat like payment through online banking, post office, moveable counter, messaging and so on. But yet, previous studies show that the collection of zakat still unsatisfactory.*

*This is due the low compliance behavior among individual Muslims in Malaysia (Muhd Rahim, Rohani, Samad & Arifin 2014; Huda, Rini, Mardoni & Putra, 2012; Nur Barizah & Hafiz Majdi 2010; Raedah, Noormala & Marziana, 2011; Zainol, 2008). The previous stated that the unwillingness of Zakat officer to list down those who fail to pay Zakat is the reason of weak enforcement.*

*Based on data collection and distribution (MAIWP, 2014) people does not aware the payment of Zakat because of no legal aspect for Zakat so people more choose to pay tax rather than Zakat because of weak law on Zakat. Even though the collection of Zakat is increasing 20% from 2012 to 2013, the percentage those individuals pay still low. So, the unrevealed question that needs to be answered is why the Muslim community appears to be resisting payment of zakat. So the research were carried out whether attitudes and subjective norms zakat has significant relationship with compliance behavior among employee.*

**Methodology:** Hypotheses are proposed as:

*H1: There is significant relationship between attitudes and zakat compliance behavior.*

*H2: There is significant relationship between subjective norms and zakat compliance behavior.*

*Population and Sample Technique - The population of this study is Muslim employees and the total population is 26,398 of people. Unit analysis of this study would be probably Muslim individual. There are 200 government servant in selected government sector in Peninsular Malaysia was selected randomly in this study. Stratified samplings were adopted in this study in order to get more accurate result which reflects the population of the study.*

*Data Collection Method - This research applying a quantitative method and requires data collecting through survey questionnaires using 5-likert scale. Questionnaires were previously developed from past researchers.*

*Data Analysis Method - The analysis of the recent study is proceed by using Microsoft Excel and SPSS software. The data were analyzed using descriptive analysis, reliability analysis, correlation analysis and multiple regressions analysis.*

*Questionnaire – The questionnaire consist of three questions to measure attitude, five questions to measure Zakat Compliance Behavior and nine questions to measure subjective norms. All done by using 5-Likert Scale which is 1 is referring to Strongly Disagree and 5 is referring to Strongly Agree.*

**Findings:** Reliability Analysis

*The table above indicate the result of reliability analysis of the research study available. The reliability obtained based on the value of Cronbach Alpha on how good the variable correlated to each other. Sekaran (2003) stated that if that reliability over 0.80 is considered good, conversely if less than 0.60 are considered to be poor. It was support by Hair, Black, Babin, & Anderson (2010), that the values of reliability coefficients were more than 0.70 which is good.*

As we can see in the table above, the dependent variable indicate were good which is 0.890 and it means that the variable able to measure the Zakat behaviour. Other than that, the table above also shows that attitude an excellent result which is 0.916 respectively and subjective norms 0.919. The result represent that attitude and subjective norms have an excellent reliable towards the Zakat behaviour.

#### Correlation Analysis

The correlation coefficient which is  $r$  is used to measure two variables that are related. It also indicates the strong correlation when the  $r$  value is closer to the  $\pm 1.0$  and shows the positive and closely related. Davis (1997) stated the rule of thumb which is if the correlation more than 0.70 valued as strong relationship and if the values lower than 0.30 considered as low relationship

The table above shown the correlation between attitude and zakat behaviour, it shows the  $r$ - value is 0.464 which is 46.4 percent at 99 percent confident interval. Accordingly to the Davis (1997) rules is indicate that a moderate relationship between attitude and Zakat compliance behaviour.

The other correlation that can be seen is between subjective norms and Zakat compliance behaviour. The  $r$ -value is 0.477 or 47.7 percent at 99 percent confident interval. So, it can be concluding that the subjective norm has moderate relationship toward the Zakat compliance behaviour.

#### Hypotheses Correlation

The table above is the sum of the finding on the correlation analysis. As stated by Berry & Feldmen (1985) the correlation was positive and significant if the  $r$ - value less than 0.8. The statement were supported by the Hair et al (1998) that the correlation values indicate no crucial multicollinearity problem if the variable value below the 0.8.

#### Multiple Regression Analysis

Multiple regressions can be defined as way to evaluate the relationship between the several independent variable and dependent variable. Heikal, Khaddafi & Falahuddin (2014) mentioned that multiple regression purpose established to develop and test the hypothesis in the study. By analysing using multiple regressions it indicate the relationship of variables.

The study was shown that the result of R square is 0.705 which is 70.5 percent of proposition of dependent variable which is behaviour can be explained by those independent variable which is attitude and subjective norms. The R square also defines as the coefficient of determination.

However the value of R can be change by added or reject some predicted variable. It will help to explain more about the dependent variable toward the independent variable. Based on the study, the adjusted R square is 0.699 which is 69.9% which is to yield a more honest value to estimate R square. The adjusted R square decrease when the variable has little explained on the response variable.

The significant of variable can be seen in table ( $t=6.972$ ,  $p<0.01$ ) for attitude and the value indicates that attitudes have significant relationship towards the Zakat compliance behaviour. Which is the  $p$  value for attitude is 0.000. According to the standard of multiple regression of heading, if the value less than 0.01 it consider accepted at the point and reject the null hypothesis.

Conversely, the value of subjective norms was not significant because the  $p$  value exceed the standard of multiple regressions. The value ( $t=1.028$ ,  $p>0.05$ ) for subjective norms. The standard coefficient for subjective norms is 0.305. However subjective norms were acceptable and positive relationship because the value is positive. According to the study done by Farah Mastura (2015), the value can be accepted if the value ( $p<0.10$ ) which adapted form Hair et al., (2010).

Based on the table showed attitude is significantly influence the Zakat compliance behaviour. However subjective norms have less significant influence towards Zakat behaviour because the value is over the 0.05. This is due to the location of the survey that specific in certain area. Uzequeil Uriel (2013) stated that, if the alpha amount ( $p<0.10$ ) also accepted which means 90% to the coefficient

In conclusion, the study accepts the H1, and rejects the H2. It means that the attitude control influence the Zakat compliance behaviour. Previous work Ram, Zainol, Kamil and Hairi (2010) has found that attitude have significant relationship toward Zakat by accepted the significant value of  $p>0.00$ . Conversely the subjective norm is not influence factor of Zakat behaviour because even it is significant but it is not support the coefficient value. However the H2 of this study is still significant even it is not supported.

#### Contribution:

##### Conclusion

Generally the attitude and subjective norms has simultaneously influence the Zakat behaviour among employee. The result founded however similar to the previous study done by Nurul, Nova, Yosi & Purnama (2012) that claim the attitude and subjective norms directly influence in Zakat behaviour.

Attitude was significantly influence in Zakat compliance behaviour may due to the fact the people react according to their voluntary act. It proven by the score of 0.000 which is strongly associate with the Zakat

behaviour. The evidence also supported by the previous study even it were done in other area it stated that, connect with other directly and share the information between them may influence their attitude to pay Zakat (Farah&Zainol, 2015).

Subjective norms which is defined as one of the factor that influence Zakat behaviour. According to the data previous data done by Farah Mastura (2013) the finding in this study many respondent not agree that the family plan an important role on influencing in Zakat. Some get the information and knowledge about the Zakat from their family. The evidence shows that, family and friends not a factors for respondent to pay the Zakat.

**Keywords:** Keywords: Attitude, Subjective Norms, Zakat Compliance Behavior, Government Servant.

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## MODEL PREDICTIVE CONTROL FOR PORTFOLIO OPTIMIZATION BASED ON STOCK RETURN PREDICTION

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### Abstract

**Introduction:** In portfolio management, there is a dynamic problem that involves the movement of stock return value over time. Therefore the information of the stock return prediction is very important for investors to anticipate the fluctuation of stock prices. In this paper ARIMA-Onestep method is used to predict the return value of stock prices in the portfolio. Based on the prediction, Model Predictive Control (MPC) is used to solve the portfolio optimization by optimizing every capital. The aim of this paper is to show the MPC performances to optimize every capital in the portfolio so that the total capital increasing. **Methodology:** In this study, the observed stocks are GGRM, INTP, and UNTR. Firstly, we collected the stock close price data in 2012-2016. Then the return value of each stock is calculated. Furthermore, the return data is split into two classes: in-sample data (2012-2015) and out-sample data (2016). The in-sample data is used to build the forecasting model of stock return. In this case ARIMA Box Jenkins method is employed to develop forecasting model of stock return. That model will be used to predict the return one step ahead.

The purpose of the research is to obtain total portfolio capital as close as possible to the given target, by distributing the investment in each asset. In this research, Model Predictive Control (MPC) is used to solve this problem. Finally the numerical simulation is given to show the performance of the investment result. **Findings:** Model Predictive Control (MPC) can be applied very well to solve the optimization problem in the investment management. MPC provides the optimum control value with respect to the state in the system. Not only that, but MPC also give the best strategy in managing every capital in the portfolio based on the return prediction. This means the total capital increasing close to the expected target. MPC can decide the optimal timing and amount for investors to sell or buy the stocks and borrow or return the capital in the stocks portfolio. **Contribution:** This study is one of the mathematics contribution in control and finance, especially in the management of stock investment. This study is original and expected to provide the advantages for readers.

**Keywords:** ARIMA-onestep, Model Predictive Control, Portfolio Optimization, Stock Return Prediction

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## CUSTOMER RETENTION AND LOYALTY TOWARDS LOCAL COMMERCIAL BANKS IN MALAYSIA

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### Abstract

**Introduction:** The organizations nowadays are getting more concerned with their valuable customers in the market, especially in the banking industry. Therefore, the level of customer retention and loyalty are emphasized strongly within the business operations. In the past, a variety of previous research studies demonstrated different types of factors influencing the customer retention and loyalty which is derived from the customer satisfaction. The primary initiative of this research paper is to determine the antecedents of customer retention and loyalty exist among the bank users of local commercial banks in Malaysia. **Methodology:** There are five different types of factors involved in this research to test the respective relationships with customer retention and loyalty in Malaysia context. A proposed conceptual framework is established to facilitate the research study. Five hypotheses were tested by implementing the SPSS software. In order to realize the viability of the research study,

a set of questionnaires were designed and distributed to 300 individual respondents. **Findings:** The data collected from the questionnaires survey was analysed and explained based on the results obtained. The SPSS software was used to analyse the data collection in this research project. Thus, it is found out that both antecedents of switching costs and customer trust are able to influence the level of retention and loyalty among the bank customers.

**Contribution:** This paper fills the gap in the literature where the topic of customer retention and loyalty towards local commercial banks is discussed. In a practical sense, the contribution of paper is evident in proving the connection between the switching costs and customer trust towards the customer retention and loyalty.

**Keywords:** Customer retention, loyalty, commercial banks

Abstract ID: AIMC-2017-EBM-640

### **THE MODERATING ROLE OF SUPPORTIVE ENVIRONMENT ON RELATIONSHIP AMONG ENTREPRENEURIAL SKILLS, PERCEIVED DESIRABILITY AND ENTREPRENEURIAL CAREER CHOICE**

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#### **Abstract**

**Introduction:** Entrepreneurship education has been established to be a major determining factor for the students' entrepreneurial career choice. As relate to the human capital theory, investment in education and training enhances skills and abilities of individuals in the society. Notwithstanding, studies have shown mixed relationship between entrepreneurial skills and entrepreneurial career choice. Hence, the aim of this study is to investigate the moderating role supportive environment and mediating effect of perceived desirability on the relationship between entrepreneurial skills and students' entrepreneurial career choice. **Methodology:** The targeted population was a total of 36, 798 final year students from five faculties across six universities in northern Nigeria and a total of 432 students were proportionately randomly selected as the sample of the study. A structured survey questionnaire was used to collect the data and Structural Equation Modelling (PLS-SEM) was used to analysis the data and tests the hypotheses in the model. **Findings:** The study established a positive and significant relationship between entrepreneurial skills, perceived desirability and students' entrepreneurial career choice. However, the study found no significant relationship between supportive environment and entrepreneurial career choice. Furthermore, the study found that perceived desirability mediates the relationship between entrepreneurial skills and students' entrepreneurial career choice. In addition, the study established that supportive environment significantly moderates the relationship between entrepreneurship skills and students' entrepreneurial career choice. In contrary, the study found that supportive environment has no evidence of moderating effect on the relationship between perceived desirability and students' entrepreneurial career choice. **Contribution:** The implications of this study provide valuable insights to numerous interested parties in the field of entrepreneurship education and entrepreneurial career development and future directions of the study are also provided.

**Keywords:** Entrepreneurial career choice, entrepreneurial skills, perceived desirability, supportive environment

Abstract ID: AIMC-2017-EBM-642

### **CUSTOMERS' PERCEPTION AND EXPERIENCE IN PURCHASING FRESH PRODUCE AND FRESH MEAT FROM RETAIL SHOPS; DEFINITION OF QUALITY: CASE STUDY IN KELANTAN**

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UITM

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#### **Abstract**

**Introduction:** This study is in favour finding out the perceptions and experiences of Malaysian consumers in Kelantan in purchasing and consuming fruits and vegetables from different types of retail stores. The purpose of the research was to investigate which factors influence Kelantan consumer fresh produce shopping behaviour. In order to answer the research questions, a theoretical framework was formulated from the existing literature. Little of this work focuses on East Peninsular market and Kelantan context in particular. Therefore, this study will build on existing research by developing a theoretical framework and empirically validating this framework

in a particular context, namely Kelantan. For this study, survey has been conducted in Tanah Merah, Pasir Mas and Machang. **Methodology:** The main data collection technique was a self-administered questionnaire that was developed for some constructs based in the literature. In order to clarify the questions and the appropriateness of the proposed scales both pretesting and a pilot study were conducted. The sample technique and sample size used in the research were influenced by the availability of the resources (Saunders et al. 2009), consequently, a non-probability sampling method was employed. This study investigates the perceptions and experience that affect consumer fresh produce shopping behaviour at the household level. Following previous studies, therefore, persons who regularly purchased fresh produce and grocery items for themselves and/or their families were identified as the unit of analysis. Attention of this article was paid to shopping motivations and decision making styles, determinants of store patronage and choice between the two main formats including modern retail format and traditional retail format, and the average percentage of respondents' total spending on fresh fruit and vegetables (FFV) and fresh meat accounted for by different retail formats. The analysis of the data firstly dealt with the description of the data. Then, statistical tests were applied to analyse the data thoroughly, and major technique used was factor analysis. **Findings:** Although modern retail outlets and traditional markets share many of the same variables which influence respondents' choices of retail stores, the traditional markets for fresh meat are anticipated to remain strong as many consumers perceive that the food available from these markets is guaranteed Halal and safe to eat. Moreover, consumers who purchase fresh fruits and vegetables from the traditional markets are anticipated as many customers because they consider few things upon purchasing such as the ability to bargain on prices, lower price as compared to others, also same as fresh meat which is safe to eat and the availability of wide range of freshly produced fruits and vegetables. **Contribution:** Even though, one large European retail chain (e.g. Tesco) has a presence in Kelantan, and a large number of modern retail stores have emerged in recent years competing with traditional markets, there is a dearth of research on this topic and it is yet to receive the attention it deserves. Consequently, there is a need to examine consumer fresh produce shopping behaviour, addressing this gap in the literature by investigating the specific situation in Kelantan. This study makes an important contribution to the existing literature by extending our knowledge of fresh produce shopping behaviour towards Kelantan Darul Naim.

The main aim of this study is to explore consumer fresh produce shopping behaviour in Kelantan. There is less expectation that the Kelantan shopper has common characteristics in common with non-Kelantanese. They may have many distinguishing features and merit consideration as an independent case. To this end, the main attention was paid to review the literature on Kelantan to better understand and develop the research's empirical framework, as well as to focus the study in the correct manner.

**Keywords:** Agribusiness, Consumers perception, Fresh produces

Abstract ID: AIMC-2017-EBM-645

## **WOMEN ENTREPRENEURS IN DEVELOPING ASIA SILVER BULLET FOR WOMEN EMPOWERMENT: CASE OF PAKISTAN**

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### **Abstract**

**Introduction:** This paper aims to explain the current phenomena of women entrepreneurship in developing Asia, particularly in Pakistan. This is a topic of great concern as effort being going on to cut down the poverty in developing countries keeping in view the Millennium Development Goals. Women are confronting various challenges in Pakistani society in economic, social and cultural terms. Pakistan ranked at 145 out of 187 nation which depict clear gender gap. Pakistani women are restricted to work in informal sector as estimate shows that more than three fourth of the employed women in urban areas are working in the informal sector. In this regard, informal economy restricted the capability of Pakistani women being entrepreneurs to utilize their skills for poverty alleviation and minimized the enormous gender gap in Pakistani society. The study is based on analysis of recent literature on Women Entrepreneurs. The result shows three important facts SMEs are getting importance, still the participation of women entrepreneurs is very low due to less education lack of capital, cultural and religious constraints and lower market awareness. Moreover, mostly women in SME have been dragged in to be entrepreneurs just for the sake of family income. The result shows Women entrepreneurs may act as a rising star in developing countries' economies and act as driving force for women empowerment as well as overall development and progress of country. **Methodology:** Case Study Approach , **Qualitative Findings:** The result shows three important facts SMEs are getting importance, still the participation of women

entrepreneurs is very low due to less education lack of capital, cultural and religious constraints and lower market awareness. Moreover, mostly women in SME have been dragged in to be entrepreneurs just for the sake of family income. The result shows Women entrepreneurs may act as a rising star in developing countries' economies and act as driving force for women empowerment as well as overall development and progress of country. **Contribution:** The result shows three important facts SMEs are getting importance, still the participation of women entrepreneurs is very low due to less education lack of capital, cultural and religious constraints and lower market awareness. Moreover, mostly women in SME have been dragged in to be entrepreneurs just for the sake of family income. The result shows Women entrepreneurs may act as a rising star in developing countries' economies and act as driving force for women empowerment as well as overall development and progress of country.

**Keywords:** enterprenuers ; women; SMEs

Abstract ID: AIMC-2017-EBM-648

### **PREVALENCE AND EFFECTS OF TRADITIONAL BULLYING AND CYBER BULLYING: SPIRITUALITY AS AN ANTI-BULLYING POLICY IN HEALTHCARE PROFESSION.**

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1) University of Malaya 2) Business School of NUST.

**Co-Authors:** Associate Professor Dr. Loo-Se Beh

#### **Abstract**

**Introduction:** Bullying at work is widespread and seems to be spreading like an epidemic. In the past people could reasonably expect to go through their working lives without meeting a serious bullying incident, now anyone can be at risk of being severely bullied, perhaps several times in their career. Effects of workplace traditional bullying are well established in the literature but very few studies have been conducted on studying the joint impact of both the traditional bullying and cyber bullying specifically at workplace of organizations. In this quantitative, cross sectional research authors examined the prevalence (percentage) of face to face and cyberbullying at workplace of healthcare profession and their impact on job outcomes like job strain (job stress and psychological strain) and job satisfaction. Spirituality at workplace is introduced as a moderator that acts as an anti-bullying policy in organizations. **Methodology:** Data is gathered from 210 male and female respondents by means of online survey questionnaire with a response rate of 72%. Analysis has been done through structural Equation Modeling (SEM). **Findings:** results depicted the prevalence of traditional (face to face) with the rate of 30% and cyber-bullying (12%) among trainee doctors and nurses employed at 6 public and private hospitals of KPK, Pakistan. Workplace bullying in health sector negatively affect job outcomes as increases job strain (job stress and psychological strain) and decreases job satisfaction. Spirituality at work acts as a moderator between workplace bullying (traditional and cyber) and job outcomes. **Contribution:** This research contributed with the significance of spirituality at workplace when coping with workplace bullying.

**Keywords:** Traditional bullying, cyber bullying, spirituality at work, job satisfaction, Psychological strain

Abstract ID: AIMC-2017-EBM-649

### **TOURISM DEMAND IN SELECTED ASEAN COUNTRIES: EVIDENCE FROM PANEL DATA ANALYSIS**

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**Co-Authors:** AZLINA AZIZ, PhD

#### **Abstract**

**Introduction:** Tourism is one of the most important sectors for the economic in selected ASEAN countries. The tourism sector has experienced rapid growth and has been identified as a key driver of growth in the services sector. Therefore, the aim of this study is to examine the main factors that affect tourism demand in selected ASEAN countries, namely Malaysia, Indonesia, Singapore, Thailand and Philippines. **Methodology:** Using a panel of five ASEAN countries over 44-year period and applying the Pooled Mean Group (PMG) approach of Pesaran et al. (1999), the empirical results show that in the long-run and short-run the tourism price, income per capita, trade and carbon dioxide are the major determinants of selected ASEAN country's tourism demand. **Findings:** The results also show that PMG performs better than Mean Group (MG) estimator. In the long run income and trade have a significantly positive effect but for tourism price and carbon dioxide emission has a significantly negative effect on tourism demand. **Contribution:** Some strategies are needed to ensure that



*tourism demand in selected ASEAN countries has a positive impact on the major determinant in the long run and short run relationship. The results will bring a good reference for policy makers in this specific countries.*

**Keywords:** Tourism demand, Pooled mean group, mean group, and dynamic fixed effect.

Abstract ID: AIMC-2017-EBM-652

### **THE CORPORATE SOCIAL RESPONSIBILITY PRACTICE OF MALAYSIAN PUBLIC-LISTED GOVERNMENT-LINKED COMPANIES: A DIMENSIONAL ANALYSIS**

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Southern University College

**Co-Authors:** Dr Suresh Ramakrishnan, Sanil S Hishan

#### **Abstract**

**Introduction:** *This paper is to examine the corporate social responsibility (CSR) practice of 33 Malaysian public-listed government-linked companies (GLCs) by a dimensional analysis. This is to identify the areas/dimensions of CSR in which GLCs contributed the most and the least and to provide an insight to the latest CSR trend of GLCs in Malaysia. Methodology:* Four dimensions of CSR activities, namely community, employees, environment and governance, are investigated to study the latest practice of GLCs in year 2016. Each dimension is further subdivided into 3 subcategories to identify the strengths and weaknesses of GLCs on a particular CSR issue. CSR score is proxied for CSR practice and dimensions. Aggregate and average scores are applied. **Findings:** *The findings show that Malaysian public-listed GLCs are more committed in community and employees dimensions, whilst tend to neglect the environment and governance dimensions. For certain subcategories of the dimensions, GLCs' contribution tends to be very minimal. Contribution:* This is the first paper in Malaysia which uses CSR scores (obtained from CSRHub database) to proxy for CSR practice. None of the past literature has been found to adopt this approach.

**Keywords:** Corporate social responsibility, CSR practice, CSR scores, CSR dimensions, public listed companies, government-linked companies, CSRHub

Abstract ID: AIMC-2017-EBM-653

### **MODERATING EFFECT OF LOCAL AUTHORITY'S POLICY, BUREAUCRACY, PLANNING, FACILITIES BETWEEN ENTREPRENEURIAL SPIRIT AND MICRO ENTERPRISES PERFORMANCE**

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#### **Abstract**

**Introduction:** *Malaysian micro enterprises MEs in particular face various obstacles and challenges when trying to build capacity, mainly constrained by lack of resources compared to medium and larger companies that have huge budgets to invest in improvements and upgrading their technologies. But entrepreneurial spirit which comprise of entrepreneurial mindset, attitude and skills also plays an import role to increase their performance. This paper is aiming to investigate the local authority's function in term of policy, bureaucracy, planning and facilities to moderate the relationship between entrepreneurial spirit and Malaysian micro enterprise business performance. Methodology:* The research is a quantitative research and it is based on field survey from three Malaysian states, namely Kedah, Penang and Perlis, representing northern region of Malaysia. The questionnaire was distributed to the owners of MEs. This study has used 315 completed and returned questionnaires after screening and excluding incomplete questionnaires, responses filled by employees, year of operation less than two years and responses whose revenue they mention more than RM 300,000. Smart Partial Least Squares-Structural Equation Modeling (Smart PLS-SEM) application was used to test the direct and moderating relationship between the variables. **Findings:** *The finding have indicated that only facilities provided by local authority moderates the relationship between entrepreneurial spirit and micro enterprise business performance. Contribution:* This study contributes to the missing role of local authority while providing appropriate facilities, long term planning and efficient policies for micro entrepreneurs. There is an urgent need of economic transformation at the local grass root level and government need to realize the importance of employment opportunities and poverty elevation. But local governments seem missing from the screen, when it comes to micro enterprise business operations at districts, town, municipalities and councils. The local governments should not only focus on revenue or tax collection but they need to make sure to perform their

*stipulated duties and functions. Than only, micro enterprise business operations will become easy when it comes to local authority policy, bureaucracy, planning and facilities and eventually they can improve their business performance.*

**Keywords:** Local authority, policy, bureaucracy, planning and facilities entrepreneurial spirit, business performance.

Abstract ID: AIMC-2017-EBM-654

### **THE EFFECTIVENESS OF ONLINE BUSINESS AS AN ENTRY MODE STRATEGY ON PERFORMANCE AMONG SMALL MEDIUM ENTERPRISES (SMES) IN MALAYSIA**

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**Co-Authors:** Mohd Shahidan Bin Shaari; Mohd Juraij Bin Abd Rani

#### **Abstract**

**Introduction:** *The presence of online business has turned this world 360 degrees, and its changing the pattern of doing business nowadays. Customers are now given more options to shop align with the technology advancement called internet and online business. This scenario puts more pressure on the businesses, especially Small Medium Enterprises (SMEs) since they need to remain competitive. Thus, the online business appears to be a new medium to enhance business, especially in achieving better performance ad sustainability. In addition, the online business through E-commerce nowadays has become a new medium for SMEs' internationalization strategy. This research investigate the effectiveness of online business as the entry mode strategy on the performance of SMEs in Malaysia. **Methodology:** this study employ a quantitative design. all item were using 5-point likert scale. by using simple random sampling 200 questionnaires were distributed particularly to SMEs in food and beverages, apparel and textile, beauty and cosmetic industry in peninsula Malaysia. There are only 109 questionnaires received by the author which is only 101 questionnaires are usable while the remaining eight (8) is incomplete. data collected were analyzed using SPSS version 22. **Findings:** the result indicates market accessibility as the most effective variable of online businesses on SMEs performance while the other two (2) variables are insignificant with value of t-statistic is more than t-value which is 4.683 is more than 1.980. Meanwhile, beta value is .542 and coefficient value of .000 which is < 0.05. **Contribution:** Practical implication of this study provides an insight for the policy maker to develop Malaysian SMEs performance. Thus, this study can be the indicator or measurement of the SMEs Master Plan that has been announced for the year 2012- 2020. in addition, for literature contribution this study enrich the theoretical framework of effectiveness, competitive advantage and marketability towards firm performance which will be guidance and references for future researcher.*

**Keywords:** SMEs, online, E-commerce, marketability, firm performance

Abstract ID: AIMC-2017-EBM-660

### **BUILDING KNOWLEDGE-CREATION TO CREATE THE BUSINESS COMPETITION ATMOSPHERE OF SMALL MEDIUM ENTERPRISE OF BATIK**

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**Co-Authors:** Lucky Rahayu Nurjamin

#### **Abstract**

**Introduction:** *Small medium enterprise of Batik has strategic role as a substance, a mover, and a buffer of the nation's economy, supporting the national economic growth sustainably. However, this Small medium enterprise has not been able to compete in both national and international levels. This is caused by the low rate of knowledge-creation. In line with this, this study aims to reveal how the knowledge-creation can create the competitiveness of the small medium enterprise with the support from technology and entrepreneurship orientation **Methodology:** The methodology used are descriptive survey method and survey method explanatory method. The unit analysis that has been used for this research are Small Medium Enterprises of Batik industry in West Java Province*

*The sample is taken from owner of small medium enterprises of Batik with sample size of 385 small medium enterprises of Batik in West Java. To select the area to be sampled is used non probability purposive sampling with specific criteria. Data analysis that has been used is Structural Equation Modelling (SEM) **Findings:** Based on the results of the study showed that the optimal knowledge creation has not been implemented in SMEs and technology used have not been able to push towards knowledge creation in SMEs in West Java Batik.*

*Hypothesis testing shows that the technology and entrepreneurial orientation has an influence on knowledge creation, and knowledge creation affects the competitive advantage either simultaneously or partial.*

*The influence of technology and entrepreneurial orientation towards competitiveness through knowledge creation is smaller than the knowledge creation effect on the competitiveness of small and medium enterprises of SMEs. So it can be said that the partial knowledge creation as an intervening variable. To increase my competitiveness, SMEs of batik in West Java need to improve knowledge creation with the aim of innovation to product quality Batik so well received by consumers* **Contribution:** *Even Though many researchers were worked on Knowledge Management in Small Medium Enterprise, very few researcher reported about how knowledge creation can create the competitiveness of the small medium enterprise with the support from technology and entrepreneurship orientation*

*This study contributes to the research field of knowledge management in a way to understand the process of knowledge creation in Small medium enterprise of Batik by model SECI with the support of technology and entrepreneurial orientation of this study as the basis for the theory and empirical for further research, especially with regard to knowledge creation of SMEs of Batik.*

**Keywords:** Knowledge-Creation, the strength of competition, technology, Entrepreneurial Orientation

Abstract ID: AIMC-2017-EBM-661

**STUDY ON THE EFFECT PERCEIVED SERVICE QUALITY, PERCEIVED VALUE, SATISFACTION, IMAGE ON CUSTOMER LOYALTY (CASE STUDY AT PT BANK NAGARI PADANG MAIN BRANCH)**

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**Co-Authors:** Yofina Mulyati; Khansa Dwinta Nevariza

**Abstract**

**Introduction:** *This research was conducted at the Main Branch of Bank Nagari Padang. The purpose of this study was to determine whether the Quality of Service (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image effect on Customer Loyalty.*

**Methodology:** *The data used in this research is primary and secondary data. In this study population are customers of Bank Nagari with a sample of 133 respondents.*

*The method used is multiple linear regression analysis, t-test, test-f and determinant coefficient ( $R^2$ ). Hypothesis testing using the F test showed that the variables consist of Quality of Service (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image is jointly proved positive and significant impact on Customer Loyalty.*

**Findings:** *Then through T Test found that the variable Customer Satisfaction and Image a significant effect on Customer Loyalty, while the variable Quality of Service (Perceived Service Quality) and Perceived Value does not affect the customer loyalty. The Coefficient of determination R Square ( $R^2$ ) of 0,324 showed that the percentage contribution of Service Quality variables (Perceived Service Quality), Perceived Value, Customer Satisfaction and Image 0,324 or 32.4% while the remaining 67.6% is explained by variabel other than the four variables used in this study. **Contribution:** Bank village so that you know exactly what is actually needed by the customer so that the Bank Nagari can apply the right strategy for the creation of customer loyalty*

**Keywords:** Perceived Service Quality, Perceived Value, Satisfaction, Image, Customer Loyalty.

Abstract ID: AIMC-2017-EBM-668

**STUDY ON M-BANKING APP ADOPTION BASED ON ATTRIBUTE ENGAGEMENT FACTORS**

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**Abstract**

**Introduction:** *Mobile app banking is a technological innovation that the customers fulfill their financial transactions anytime, anywhere. With increasing smartphone penetration rate and significant growth of internet coverage across the world, mobile app banking became important for future banking. This paper focuses on m-banking app adoption steps based on tangibility factors. **Methodology:** This research investigates 30 numbers of global mobile banking apps. These selected apps are analyzed based on novelty, customization and vividness which are the most significant apps engagement attributes factors. **Findings:** The result represents that total of*

incorporated apps at least has one attribute of engagement, and the customization is the most important factor and the novelty is an element with least importance on m-banking apps engagement. **Contribution:** This investigation is exploring the important factors in m-banking apps engagement and then analyzing these factors to find out better solution for M-banking app design.

**Keywords:** Mobile banking app, App attribute engagement, Customization, Banking app adoption

Abstract ID: AIMC-2017-EBM-670

### **FACTORS EFFECTING SUSTAINABLE PROCUREMENT BEHAVIOUR IN PUBLIC SECTOR**

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**Co-Authors:** Shahid Nadeem

#### **Abstract**

**Introduction:** Across the globe, organizations and institutions are working to reduce the environmental impacts despite these efforts, progress in integrating sustainability processes and decision criterion has been limited. In this regard, sustainable procurement is a new global trend in the development of sustainability. However, there are numerous barriers in the implementation of sustainable practices, one of the major barrier is lack of sustainable procurement behavior (SPB) among the procurement managers. The main purpose of this research is (1) to examine the relationship of awareness (AW) and personal values (PV) with SPB; (2) to determine the mediating effect of commitment towards change (CTC) on PV and AW. **Methodology:** In this quantitative study, the population was procurement managers working in the government departments, the data was collected from 82 managers employed in these departments. A survey was conducted using a self-administrated questionnaire and having systematic random sampling by using the cross sectional design. Partial least Squares Structural Equation Modelling (PLS-SEM) was used for the data analysis. **Findings:** A total of seven hypotheses were developed, the results indicated that four hypotheses were supported. The results of this paper found that there is a significant direct relationship between AW and CTC and CTC and SPB. On the other hand, it is found that there is neither PV nor AW has been mediated by the CTC. **Contribution:** The findings of this paper can promote the SPB by providing an opportunity to understand the level of AW, PV and CTC of managers. Consequently, the government would not only understand the role of PV, AW and CTC but can enhance the levels for SPB by taking appropriate measures.

**Keywords:** Sustainable Procurement Behavior, Personal Values, Awareness and Commitment towards Change.

Abstract ID: AIMC-2017-EBM-674

### **CHALLENGES TO ECO-FRIENDLY CONSUMPTION PRACTICES: A REVIEW**

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**Co-Authors:** Dr. Zullina H. Shaari; Md. Akhir Mohd Sharif; Dr. Ting Ding Hooi

#### **Abstract**

**Introduction:** With the emergence of green consumerism, the trend of “going green” has now extended to the Asian region, including Malaysia. Despite most of Malaysians have shown great concern over environmental issues; however, they are still not willing to change their purchase behaviour towards eco-friendly products. Since, the green buying behaviour among Malaysians is not encouraging, this tempted to assess Malaysian consumers’ perception of the barriers responsible for the green purchasing gap; identify which barriers are perceived as the most relevant in acquiring eco-friendly home appliances and assigning them a degree of priority based on consumers’ perceptions. **Methodology:** The paper gathers information from secondary data sources. Data were collected through a systematic literature review on “barriers in the way of eco-friendly home appliances purchasing” using internet, journals, articles, and magazines. Through a structured keyword search and subsequent elimination of papers, 20 peer-reviewed journal papers made it into the final review. **Findings:** The results demonstrate the higher prices, trust, scarce availability and improper communication about green products are identified as the key barriers responsible for the green purchasing gap. These barriers even make environmentally conscious consumers to perceive the purchase of eco-friendly appliances as a time-consuming, stressful and expensive activity. However, among all the barriers, price and trust are recognized as highly significant barriers while purchasing eco-friendly appliances. **Contribution:** To the authors' knowledge, this is the first paper providing a comprehensive overview of challenges of green consumption. This paper fills the gap in the literature by identifying consumers’ perception of barriers considered relevant and influential in hampering the purchase of eco-friendly electronics in Malaysia.

**Keywords:** Eco-friendly, consumption, barriers, green purchasing gap, Malaysian consumers, home appliances.

Abstract ID: AIMC-2017-EBM-675

### **QUALITY OF WORK LIFE AND EMPLOYEE PERFORMANCE IN HOTEL INDUSTRY**

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#### **Abstract**

**Introduction:** *It is the aim of Malaysian government to increase the number of tourist visiting Malaysia. The statistics shows that the number of tourist arrival is increasing, however, the average hotel occupancy rate is decreasing. It was suggested that the reduction in hotel occupancy rate is due to customer dissatisfaction towards the service delivered in the hotel. Therefore it is important for the hotel manager to ensure that their employee is able to deliver high quality service. Thus the aim of this study is to examine the employees' quality of work life and its influence on hotel service quality.* **Methodology:** *The sample of this study involve employee who work in three, four, and five star hotel. The confirmatory factor analysis was used to test for factorial validity of the constructs and the structural equation modeling was used to test the goodness of fit of the hypothesized model.* **Findings:** *The findings of this study supported the hypothesized idea that there is significant relationship between quality of work life and service quality. The findings of this study suggest that quality of work life is able to influence employee performance in terms of delivering quality service. Therefore, this study concludes that the management of hotel industry need to concentrate on employee quality of work life as that can enhance and facilitate the delivery of quality service to customer.* **Contribution:** *The findings of this study contributes to the present body of knowledge on quality of work life and service quality in hotel industry. In addition to that, this study will add to the body of knowledge in the hotel sector necessary actions to improve quality of work life so that the hotel service quality can be enhance to meet the demand of the customer.*

**Keywords:** Quality of Work Life, Service Quality, Hotel Industry, Employee

Abstract ID: AIMC-2017-EBM-676

### **IMPACT OF JOB STRESS ON WORK FAMILY CONFLICT: A CASE STUDY OF BANKERS OF PRIVATE SECTOR BANKS OF PESHAWAR, PAKISTAN**

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#### **Abstract**

**Introduction:** *Work and family issues are becoming increasingly important for individuals as well as for organizations, because of its negative impacts. The basic purpose of this research study was to investigate that how occupational (Bankers) responsibilities affects the family responsibilities? Bakers of private banks were targeted as a population of research study* **Methodology:** *This study is "descriptive cum correlation" research in nature and it was carried out through a Perception survey method. Research was based on Quantitative approach. This study examines the relationship between job stress and work family conflict by using a sample of 200 Bankers including male and female, from nine private sector banks of Peshawar, KPK, Pakistan* **Findings:** *The result showed that, job stress was significantly associated with work family conflict Recommendations part of the study indicated that, Banks should need to support and keep relaxed to its staff, with no stress at the job.* **Contribution:** *the work is original in the sense it will provide a good theoretical work for people especially in management field.*

**Keywords:** Job stress, work family conflict, Bankers.

Abstract ID: AIMC-2017-EBM-677

### **IMPACT OF HUMAN RESOURCE PRACTICES ON PERCEIVED PERFORMANCE: A STUDY OF TEACHING FACULTY IN PRIVATE UNIVERSITIES OF PESHAWAR, PAKISTAN**

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**Abstract**

**Introduction:** *This research study examined the impact of three human resources practices –compensation, promotion and performance evaluation on the perceived performance of private university teachers in Peshawar, KPK, Pakistan. **Methodology:** Correlation research design was used to collect the data from 123 academicians in universities of Peshawar. **Findings:** Results of a study of 123 academicians supported our hypotheses that HR practices have a significant relationship with the academic staff performance. Results have been discussed in the context of Peshawar universities and recommendations have been made for university owners, managers, and students of Human Resource Management. **Contribution:** the work is original in the sense that it will provide a good insight to management and practitioners in the field.*

**Keywords:** HR practices, compensation, promotion, performance evaluation, job performance, Pakista

Abstract ID: AIMC-2017-EBM-684

**DATO' SITI NURHALIZA TARUDIN AS HUMAN BRAND: IDOL ATTACHMENT AND LOYALTY AMONGST YOUNG CONSUMERS**

**Corresponding Author:** Thoo Ai Chin

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**Co-Authors:** Huam Hon Tat; Chua Chee Fong; Thoo Ai Chin; Zuraidah Sulaiman

**Abstract**

**Introduction:** *Today, many celebrities turned entrepreneurs use their fame to market new business ventures. Dato' Siti Nurhaliza Tarudin is one of the most well-known human brands in Malaysia launching brand of SimplySiti in cosmetic, skincare and fragrance products. She serves as a role model to young generations since they tend to secure attachment to certain star idols, athletic or entertainment stars. Celebrity brand name is a form of marketing strategy to generate sales spikes. Therefore, this paper aims to explore the antecedents of idol attachment and its influence on human brand loyalty in young generations. The antecedents such as vanity traits (physical and achievement vanity), variety seeking and peer norm will be reviewed for idol attachment and human brand loyalty. **Methodology:** The study will use quantitative approach for data collection. Self-administered questionnaire will be distributed to young shoppers in Johor Bahru. Target respondents will be intercepted in several shopping malls for data collection using purposive sampling technique. Participants are selected according to their age. The questionnaire was pre-tested before administering to research sample. **Findings:** The experts including professor and marketing manager were asked to rate each item based on relevance, clarity, simplicity and ambiguity on the five-point scale. The content validity was established. The pre-test of 20 respondents found that the Cronbach's alpha values of vanity traits (physical and achievement vanity), variety seeking, peer norm, idol attachment and human brand loyalty are well above the threshold level of 0.6, thus all indicators are equally reliable. **Contribution:** Celebrity branding can be used by firms and celebrity entrepreneurs as part of the marketing plan to promote products or services.*

**Keywords:** Celebrity entrepreneur; Human brand; idol attachment; brand loyalty

Abstract ID: AIMC-2017-EBM-698

**RESEARCH CONCERNING MEASURE OF ECO-PROCESS INNOVATION PERFORMANCE: A REVIEW**

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**Co-Authors:** Sha'ri Mohd Yusof

**Abstract**

**Introduction:** *Eco-process innovation has been well identified as one of the paradigm shifts in the search for tools to dealing with worsening environmental degradation in the innovation literature. However, previous studies have addressed assessment of eco-process innovation practice from various perspectives. Within this context, the aim of this paper is to clarify how one actually measure eco-process innovation performance in previous published works. **Methodology:** Critical analysis of previous published research has been performed in this study. In compiling the literature, database searches were mainly relied, and forward snowballing and backward snowballing techniques were applied to supplement the seed set of literature. **Findings:** 17 studies were found to be relevant to the topic under investigation and reviewed critically. The literature revealed that*

most prior works on eco-process innovation assessment focuses on the economic and environmental performance with the exclusion of social performance. In terms of research approach, most researchers carried out survey study and very limited attempts done to construct eco-process innovation measuring instrument capable of quantifying operational data of real production process. **Contribution:** It was recognised that there is a need for further studies on measuring the social performance of eco-process innovation along with the economic and environmental performance, and on the development of an instrument which can assess the quantifiable measures of eco-process innovation as these study area have not been well explored.

**Keywords:** Eco-process innovation; performance measure; literature review

Abstract ID: AIMC-2017-EBM-699

### **ANALYZING THE ROLE OF DESTINATION WEBSITE QUALITY CONFIRMATION IN THE TOURISM WEBSITE: A CASE STUDY OF WONDERFUL INDONESIA WEBSITE**

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**Co-Authors:** Iwan Cerialy Irawan

#### **Abstract**

**Introduction:** The number of foreign tourists who visit Indonesia are increasing rapidly. The website plays a significant role in many aspects of tourism, especially in information search and decision-making behaviors. Information quality, service quality, and design quality are components that construct destination website quality confirmation. Additionally, destination website quality confirmation, destination website satisfaction, and willingness to visit are three major elements for researchers in examining how tourist make a decision to visit tourism destination via tourism website. The purpose of this research is to analyzing the correlation between the qualities of the destination website and destination website satisfaction, and the subsequent effects on willingness to visit a tourism destination in Indonesia. **Methodology:** The empirical data was collected in 3 cities in Indonesia, namely, Batam, Jakarta, and Denpasar. The methodology utilized is by examining 500 foreign tourists who already have used the wonderful Indonesia website. Demographic characteristics include sex, age, education, job, and nationality. Furthermore, the research employ 22 question items. The data were analyzed by using Structural Equation Modelling (SEM). **Findings:** The results show that information quality has the greatest impact on destination website quality confirmation. In addition, the destination website quality confirmation influences website satisfaction. Finally, by this satisfaction, tourist decide to visit the destination. **Contribution:** This paper may be the first study how wonderful Indonesia website plays a significant role in influencing tourist to visit Indonesia.

**Keywords:** destination website quality confirmation, destination website satisfaction, willingness to visit, wonderful Indonesia website.

Abstract ID: AIMC-2017-EBM-700

### **THE EFFECT OF JOB SATISFACTION ON TURNOVER EMPLOYEES IN JORDANIAN COMMERCIAL BANKS "CASE STUDY IN IRBID"**

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IMAM ABDULRAHMAN BIN FAISAL UNIVERSITY

**Co-Authors:** there is no

#### **Abstract**

**Introduction:** In any industrial setting, employee's work plays an important role for organizational achievements. Therefore, it is highly important for management to recognize employees' work and provide them with an opportunity to grow and to look after their well-being.

Thus, this study tries to look at the relationship between job satisfaction, and employee's turnover (intention to leave) among employees in Jordanian commercial banks.

The aim of this study is to identifying the effect of job satisfaction on employee turnover in Jordanian commercial banks in Irbid city. **Methodology:** To achieve the goal of the study, it was depend on descriptive analytic methodology, where a questionnaire was design as a tool of the study in order to collect data required from the sample of the study that represent the employees in 5 Jordanian commercial banks.

The collected data was analyzed using regression analysis, independent t- test, and descriptive analysis.

**Findings:** The results revealed that there is a significant influence to the all job satisfaction dimensions on employee turnover in Jordanian commercial banks, but there is no significant influence to personal relations on employee turnover in Jordanian commercial banks. **Contribution:** In addition to contributing to current

literature the current study help banks managers to understand some of the underlining effect of turnover on the employees & impact on banks as an important sector in the economy.

According to the researcher, there is no study examined this relation in the Jordanian banking sector.

The researcher seeks to recommend solutions or strategies that might be useful assist banks to decrease the rate of turnover and improve the retention rate.

**Keywords:** job satisfaction, employee turnover, commercial banks.

Abstract ID: AIMC-2017-EBM-708

### **SIGNIFICANCE OF MURABAHAH FINANCE TOWARDS THE IMPROVEMENT OF AGRICULTURAL PRODUCTIVITY IN KANO STATE, NIGERIA**

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**Co-Authors:** Ahmed Ibrahim Mohammed

#### **Abstract**

**Introduction:** Murabahah finance (mark-up) is an Islamic financial product which engages in sales of a commodity in cash or in credit with a full knowledge and agreement on the cost of a commodity and profit margin by both the buyer and the seller. It explores the Shariah legal justification and it is viable in advancing agricultural output of the most populous state of Nigeria. Equally, the study momentarily revealed the background of Kano state. The state is occupied by agricultural output and agro -allied industrial products that serve as a channel of earning income to the farmers and government prior to the discovery and exploration of oil. The study is intends to poster the significance Murabahah finance towards the improvement of this type of Islamic financial product in order to contribute to the agricultural output of Kano state. **Methodology:** This study employed qualitative research methodology, whereby the data will be extracted from the books, magazines, scholarly articles, and other relevant websites material. **Findings:** This study is highly significant to the current situation of the Kano state agricultural sector; it is wise to introduce Murabahah finance to restore the sources of both the individual and government income. Since, agriculture has been the initial source of generating income, food supply, job opportunities, market, and industries and so on. **Contribution:** The availability of the agricultural input will lead to the growth of the output in the state. This will improve the socio-economic of the needy farmer and improve the state revenue. Also, As indicated in the figure, the first step demonstrated that, the farmer is seeking for Murabahah finance from Micro finance bank. Second step shown that Micro finance bank and farmer enter Murabahah contract through the purchase and resale of farm input based on the principle of Murabahah financing. Thirdly, farmer repays Micro finance bank with an addition of marginal profit as earlier agreed by the two parties.

**Keywords:** Murabahah finance, Micro finance banks, agricultural output, Kano state, Nigeria.

Abstract ID: AIMC-2017-EBM-714

### **ENHANCING FIRM INNOVATIVENESS THROUGH TOP MANAGEMENT TEAM (TMT) NETWORKING**

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#### **Abstract**

**Introduction:** Firm innovativeness has been the central concern in the upsurge competitive environment. While strategic decisions such innovation has been posited to be potentially derived by the Top Management Team (TMT), network is in fact a vital medium in providing access to different resources which has been found to be a crucial factor contributing to enhanced judgement and decisions. While earlier literature has validated the importance of firm innovativeness for firm's success, some researchers have also raised concern relating to the influence of top management team (TMT) on firm strategic decision especially on firm innovativeness. **Methodology:** This study is designed to evaluate the influence of TMT networking on firm innovativeness among companies invested by Permodalan Nasional Berhad (PNB) in Malaysia. Studies have been conducted from various perspectives in the field of firm innovativeness to denote its definitions, theoretical views, implementation, significance and impacts, contributing factors and its relationship with Top Management Team (TMT). The notion of this study was deliberated using the Upper Echelon Theory as the selected underpinning theory. A descriptive study using survey questionnaires, and analysed by means of descriptive statistics and correlation measures via PLS-SEM analysis technique. Questionnaires were sent to respondents among



companies invested by PNB. With regard to the unit of analysis, every company invested by PNB was represented by a member of the corporation's TMT in responding to the survey concerning the corporation. **Findings:** Based on the results, TMT networking has significant positive influence on the firm innovativeness. Thus, the results highlight the importance of TMT networking on firm innovativeness. The hypothesized direct effect in this study proposed that greater firm innovativeness will be realised through TMT networking. The networking of TMT is expected to improve firm innovativeness as networking has been recognized to contribute to multiple resources needed, especially to innovation. This relationship elucidates the need of various resources in order to be innovative, which can be acquired through networking. The finding indicates a significantly positive relationship between TMT networking and firm innovativeness. This finding shows that companies will benefit in the form of greater firm innovativeness by having TMT networking. The finding is realized through examining the influence of TMT networking related to various groups and organizations. The result can be interpreted that firms with various TMT networks will result in enhanced firm innovativeness. Accordingly, the findings have further highlight the importance of networking for innovation related activities which has been emphasized in earlier studies. **Contribution:** Despite a surge of studies emphasizing the beneficial of networking as well as examining the role of TMT in explaining the firm strategic decision, there is however little empirical research investigating the influence of TMT networking on firm innovativeness. The upsurge of studies emphasizing the role of TMT in determining firm's success along with the beneficial of networking in shaping improved strategic decision has urged for further understanding related to TMT networking and firm innovativeness.

**Keywords:** Top Management Team (TMT); networking; firm innovativeness

Abstract ID: AIMC-2017-EBM-719

#### **GENDER DIFFERENCES IN LEADERSHIP STYLES AND THE IMPACT ON EMPLOYEES' MOTIVATION**

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#### **Abstract**

**Introduction:** Motivated employees has been underlined as the main source of productivity and an essential element of any successful organization. Besides, motivation can be affected by the leadership style portrayed. Nonetheless, it has been identified and outlined for the potential of women and men to exhibit different stylistic tendencies in leadership roles. Consequently, this study focuses on the relationship between leadership styles and employees' motivation. This study further examines the gender differences that may influence the effect of leadership styles toward motivation of employees. **Methodology:** This study focuses to examine the influence of gender differences towards the relationship between employees' motivation and leadership style. The study has collected data through survey questionnaires. Partial Least Square (PLS) based Structural Equation Modeling (SEM) approach was adopted to analyze the data. **Findings:** Result obtained has indicated significant positive relationship between leadership styles and employees' motivation. This demonstrated leadership styles as significant factor contributing to improved employees' motivation. Furthermore, gender differences has been attested to be a factor influencing the effect of leadership styles on employees' motivation. **Contribution:** The judgements of this study will benefit the human resource practitioners theoretically and practically by providing direction and suggestions in appointing and designing organization structure concerning their gender and leadership styles.

**Keywords:** Leadership Style; Employees Motivation; Gender

Abstract ID: AIMC-2017-EBM-722

#### **AN INVESTIGATION INTO OPERATIONAL RISK IN BANKING INDUSTRY: EXAMINATION OF ISSUES**

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#### **Abstract**

**Introduction:** The study was designed to examine the operational risk in banking industry with focus on issues relating to commercial banks. **Methodology:** The study review few relevant materials such as Power 2005, Cummins, Lewis & Wei, 2006, Jarrow, 2008, Basel Committee on Banking Supervision (2003) who elaborates

on the concept of operational risk and few others were extracted from the authors thesis. Specifically, the approach of the research discuss the important issues in operational risk in the context of banking industry and commercial banks in particular. **Findings:** The study find that it is imperative for institutions to adopt strategy which entail mitigations, administrative procedures for banking risk which will be useful in achieving the strategic, operational and overall objective of the firm. Interestingly, it is highly possible that the strategy adopted by the bank could lead to high and new risk as well. Hence, financial institutions are encouraged to engage in risk they fully understands. **Contribution:** The study contributes to the understanding of the dynamic nature of operational risk in the modern day banking industry that is useful for policy makers, researchers and academia's.

**Keywords:** Risk, operational risk, financial institution, commercial bank

Abstract ID: AIMC-2017-EBM-724

### **THE EFFECT OF BRAND IMAGE BENEFIT ON CUSTOMER SATISFACTION AND LOYALTY INTENTION IN THE CONTEXT OF COSMETIC PRODUCT**

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#### **Abstract**

**Introduction:** Maintaining customers has been one of the organisation's vital objectives. Thus, various strategies are implemented to ensure this important aim is achieved. Moreover, customer satisfaction and loyalty intention were emphasized to be the dominant factors of current competitive market, highlighting the crucial area to be perfected. Consequently, an in depth understanding concerning the impact of the brand image towards customer's perception which will influence on their satisfaction level is needed. **Methodology:** The impact of brand image based on customer satisfaction and their loyalties were studied through a quantitative approach. Questionnaires were distributed among customers of cosmetic products. The collected data through survey questionnaires was analyzed using Partial Least Square (PLS) based Structural Equation Modeling (SEM) approach. **Findings:** The findings of this study has signified customers' loyalty intention to be significantly influenced by brand image benefits as well as customers' satisfaction. Furthermore, customers' satisfaction has been found to be determined by the brand image benefits, besides significantly mediating the relationship between brand image benefits and customers; loyalty intention. Thus, the findings have advocated that a better brand image enhanced customer satisfaction and their loyalty intention. **Contribution:** Results attained contributing to the judgement of this study will benefits the business practitioners theoretically as well as practically. The findings will provide guidance, direction and suggestions for business practitioners in improving their customers' satisfaction through brand image benefits, for enhanced customers' loyalty intention.

**Keywords:** Customer Satisfaction; Loyalty Intention; Brand Image Benefit

Abstract ID: AIMC-2017-EBM-725

### **PERFORMANCE MANAGEMENT OF BEACH RESORTS: EVIDENCE FROM MALAYSIA**

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#### **Abstract**

**Introduction:** In Malaysian Eleventh Plan 2015, tourism is one of the service sectors given priority by the government. It is claimed that the increase in tourist arrivals help to support the deficit reduction in service sector by contributing to the growth of the nation. In addition, with the rapid growth of tourism in the Southeast Asia, due to the attractive nature and sandy beaches, beach resorts have been on the receiving end of attention and focus by the tourists. However, prior studies claimed that these resorts were not properly managed and further actions need to be taken to ensure its sustainability. Thus, this study aims to examine performance management of these beach resorts in ensuring its sustainability. **Methodology:** This study is a qualitative research where ten beach resort owners or/and managers were interviewed. This study was conducted in beach resorts in islands in Terengganu. **Findings:** The interview results appear to indicate that improvements need to be done in some areas in ensuring the sustainability of the resorts. **Contribution:** This study contributes to the performance management literature especially relating to the beach resorts in islands.

**Keywords:** Performance management, tourism industry, beach resort, Terengganu

Abstract ID: AIMC-2017-EBM-726

## **RISK MANAGEMENT IMPLEMENTATION OF MANUFACTURING COMPANIES IN MALAYSIA**

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**Co-Authors:** Norafizza Mahat

### **Abstract**

**Introduction:** *Manufacturing companies face various undesirable and uncertain events and risks in their day to day operations. These risks would affect their performance and sustainability in the long run if appropriate action are not taken. Over the years, risk management has been identified as a significant process in an organization. It is claimed that risk management is intended to control the level of risk and to mitigate their effects, and being part of organisational activities which help the organisation to achieve its objectives. Thus, this study aims to examine how risk management assist organisations to face the crisis in their operations.*

**Methodology:** *Primary data was used to collect the data. Questionnaires were distributed to 100 manufacturing companies in central region of Malaysia. Findings:* *The findings of the study indicate that risk management activities significantly help the manufacturing companies in solving manufacturer-suppliers relationship, face challenges from competitors and manage economic changes. Perceived benefits and challenges of risk management in manufacturing companies are also discussed Contribution:* *This study contributes to the risk management literature especially relating to manufacturing sector in a developing country.*

**Keywords:** Risk assessment, risk management, manufacturing companies, Malaysia.

Abstract ID: AIMC-2017-EBM-729

## **COMPLAINTS AND COMPLIMENTS ASSESSMENT IN DEVELOPING SERVICE DELIVERY MEASUREMENT**

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### **Abstract**

**Introduction:** *Excellent healthcare services delivered to patients would not necessarily result in excellent patient service fulfilment, meet the patient expectation, and gain high satisfaction level. Therefore, patient satisfaction is multifactorial and difficult to measure. In the new satisfaction model, service dissatisfaction and satisfaction feedback would be able to translate the non-linear attributes for more accurate service dissatisfaction and satisfaction feedback assessment. Methodology:* *The service recipients by the experienced Inpatient and Outpatient (IOPs) can be translated into the levels of compliments and complaints to describe the degree of patient satisfaction and dissatisfaction, respectively. The compliments and the complaints voiced by the patients should be taken into consideration. Findings:* *As a result, the translation of service satisfaction and service dissatisfaction based on compliment and complaints from patients in the form of satisfaction index SCi and dissatisfaction index SCa had introduced the new theoretical concept of concurrent and balance measurement in evaluating voice of customer (VOC) or VOPs. In normal practise, the service improvement was only based on complaints or dissatisfaction aspect, the compliments or satisfaction aspect on the same service delivery elements were neglected. In this study, the formulation had been based on non-linear assessment and it had been proven to work excellently and tailored to Kano model. Contribution:* *This study also presents the practical insight for healthcare industry in specific. The results of this study provided the understanding of both satisfaction and dissatisfaction on the same service elements and attributes through compliment and complaint. The balance of compliment and complaint can be balanced and specific service gap can be configured. It offers vast opportunity for Hospital Service Provider (HSP) to understand the nature of patient's expectation based on non-linear assumption for satisfaction and dissatisfaction.*

**Keywords:** Complaint, Compliment, Satisfaction, Dissatisfaction, Service Delivery, Kano Model

Abstract ID: AIMC-2017-EBM-730

### THE USE OF ANALYTICAL HIERARCHY PROCESS IN IDENTIFYING WEIGHTAGE CRITERIA FOR ACADEMIC STAFF SELECTION

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#### Abstract

##### Introduction:

*The academic staff selection for any organization is an important process that involves in decision making process. The process must be carried out carefully because it involves some important aspects towards the staff selection. During the interview session, the selection process based on five criteria of the applicant. The five selection criteria consists of academic qualification, religious knowledge, community services, knowledge, and communication skills. **Methodology:** The selection of applicants for the academic ability and suitability with the field in order to make the selection process is becoming more complex. The selection of the applicants for academic staff also relies on judgement of the committee that was appointed for interviewing the applicants with a lot of experience in the selection of academic staff applicant. The study finds that the objectives are to identify all criteria relevant to the selection of staffs. The technique used in giving weights to each criterion is Analytical Hierarchy Process (AHP) technique. **Findings:** As a result, the highest weight was assigned to the first criteria which are academic qualification with the weight 0.3423. It shows that the academic qualification was the most important criterion compared to the other criteria. **Contribution:** The selection of applicant for academic staff is able to assist in the selection of potential qualified academic staff.*

**Keywords:** Staff selection, Academic staff selection criteria, Analytical Hierarchy Process

Abstract ID: AIMC-2017-EBM-733

### THE CONSUMER ATTITUDES TOWARD GREEN ADVERTISING COMMUNICATION IN MELAKA, MALAYSIA

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**Co-Authors:** NAM JAE NING; NORHIDAYAH MOHAMAD; MARIAM MIRI ABDULLAH

#### Abstract

*The increasing of consumer awareness towards environmental issues has made many organizations adopted environmental element in their advertising. Green advertising is the advertising that addresses the relationship between products or service with the biophysical environment, encourages a green lifestyle to public with or without highlighting a product or service, or presents a corporate image of environmental responsibility. This research aims to investigate the factors that influence consumer attitudes toward green advertising communication in Melaka, Malaysia. This study had been mainly adopted from Ducoffe Extended Model (DEM). Entertainment, informativeness, irritation, credibility and media types were the focused factors. **Methodology:** Quantitative data had been collected through the questionnaire. A total of 315 respondents who live in Melaka City area were participated in this research by using simple random sampling techniques. Software Package for Social Science (SPSS) was used to analyze the collected data. The data analysis techniques that conducted in study were descriptive analysis, pearson correlation and multiple regression analysis to describe the variables numerically and found out the relationship between independent variables and dependent variable. **Findings:** The results showed that all the factors had significantly influenced consumer attitudes toward green advertising. Informativeness was the most influencing factor and all the research objectives had been achieved in this study. **Contribution:** The findings would contribute for practitioners to have a clear understanding and become more consumer-sensitive to create positive attitude from consumers. Marketers and advertisers should include entertainment, informativeness, credibility elements and avoid irritation tactics into green advertisements by using new media to disseminate the advertising messages. Implications and recommendations for further research were also mentioned in this study.*

**Keywords:** Green advertising, consumer attitudes, DEM model, Melaka, Malaysia

Abstract ID: AIMC-2017-EBM-735

### CONCEPTUAL CRITIC OF THE TRIADIC APPROACH TO ENTREPRENEURSHIP EVOLUTION APPROACH TO ENTREPRENEURSHIP EVOLUTION

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**Co-Authors:** Professor Mohd Salleh; Dr. Hanif Suhairi Abubakar

#### Abstract

**Introduction:** *The evolution of entrepreneurship theories demonstrates the extensiveness and heterogeneity of entrepreneurial dimensions. Theories cardinally direct the explication of the growing concepts of entrepreneurship in relation to its subjacent outgrowth. Therefore, this study uses a triadic approach to unravel the intricate intricate mesh mechanism in the evolution of entrepreneurship.* **Methodology:** *The theoretical journey of entrepreneurship in relation to economic essence entrepreneurial ecosystem development was traced and examined in the study using a sympathetic critical approach and the author plied the following road map. Firstly, a broad spectrum approach was used to examine the conceptualization of the broad field of entrepreneurship as it evolves into entrepreneurial ecosystem. Secondly, criticism of entrepreneurship approach which aids in focusing and fine-tuning the substantive development of entrepreneurship was constructively considered.* **Findings:** *(i) This study opens with the consideration and logical contemplation of the general entrepreneurship field, cardinal theories inherent in the triadic approach tailored to spur innovative entrepreneurial thoughts. (ii) this study substantively established that entrepreneurship is a comprehensive and complex phenomenon and the triadic approach is critical in the fostering of a profound entrepreneurial threshold.* **Contribution:** *This study conceptually contributes to the body of knowledge by raising the abstraction level of the theoretical proposition inherent in the historical purview of entrepreneurship. Triadic approach was used to explicate the mesh mechanism of entrepreneurship. These include: the economic approach explains the role of the entrepreneur towards economic equilibrium and disequilibrium, the psychological approach underscores the traits relevant to favor or disfavor entrepreneurial pursuit, and the sociological approach directs the explication of the position of nature and nurture in the development of viable entrepreneurial system, contextually and globally.*

**Keywords:** Entrepreneurial, Entrepreneurial ecosystem, Entrepreneurial Psychology and Substantive theory.

Abstract ID: AIMC-2017-EBM-737

### CONCISE CRITIQUE OF THE THEORETICAL ROLE OF ICT IN DEVELOPING UNIVERSITY-BASED ENTREPRENEURIAL ECOSYSTEM

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#### Abstract

**Introduction:** *This research explicates the potentials of Feenberg's technological theories in relation to the development of University-based entrepreneurial ecosystem (U-BEE). Researchers have delved into the labyrinth of university characteristics relative to U-BEE, though with mixed conclusions (Rothaermel, Agung and Jiang, 2007; Astebro, Bazzazian and Braguinsky, 2012; Smith and Bagchi-Sen, 2012; Isenberg, 2014). McCalla (2004) posited a plethora of pedagogic possibilities of an ecological approach in the re-definition of institutional ecosystem, which argues for the mediation of pedagogic models, ultimately efficacious at improving student's technological quests in U-BEE. This study conceptually shows that entrepreneurial ecosystem is negatively positioned in the valley of technological adoption, attitudinally hindered from reaching the realm of technological adaptation.* **Methodology:** *Therefore, this research objectively presents a conceptual explication of the mesh mechanism surrounding the complexities of student's entrepreneurial perception in relation to the role of ICT with the focal lens of Feenberg's technological theories. As a contingent struggle in Nigerian entrepreneurial context, the author proposes possible solutions to conceptually attenuate poor technopreneurial perception within University-based entrepreneurial ecosystem through qualitatively developed substantive theory, enhancing the development of a technologically inclined system for entrepreneurial enhancement.* **Findings:** *This study employs the lens of Finberg's theory to provide answers to the following questions: (i) Privateer (1999) argued that could the prevalent technological dilemma existing among graduate help or hinder technological promise? (ii) could we assert empirically assert that University-based entrepreneurial ecosystem (U-BEE) is intelligently navigating the ever changing digital terrains in the context of Moore's law? (iii) Is U-BEE rightly maximizing the potentials inherent in Finberg's technological theory as posited by Mlitwa (2005) and Ekundayo (2013)?.*

Therefore, this study conceptually provided an explication of Finberg's technological framework in relation to some propositions for empirical framework in future technopreneurial research. **Contribution:** The implications of this research in the research ambience are enumerated thus: (i) This study introduces and delves into the concept of entrepreneurship theoretically and historically, and its varied evolutionary stages in relation to university-based entrepreneurial ecosystem formation and the overt misunderstanding of the theoretical proposition inherent in the historical purview of entrepreneurship has substantially established that entrepreneurship is a comprehensive and complex phenomenon. (ii) The comprehensive study of entrepreneurial approach builds genuine entrepreneurial interest, and has proven to be the harbingers of economic productivity, employment creation, and improvement of living standard, (iii) Feenberg's technological theory helps to redefine and retrace the major milestones and contribution inherent in entrepreneurial theoretical journey historically and chronologically, and the comprehension of these milestones enhances the research process in the field, and the researcher has given due attention to these conceptualization in relation to developing university-based entrepreneurial ecosystem

**Keywords:** Entrepreneurship, Entrepreneurial Ecosystem, University-based entrepreneurial ecosystem, Feenberg's theory.

Abstract ID: AIMC-2017-EBM-738

### **DO EREFERRAL AND EWOM MATTER FOR BRAND IMAGE AND PURCHASE INTENTION?**

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#### **Abstract**

**Introduction:** Electronic word-of-mouth (eWOM) and electronic referral (eReferral) are two differing concepts. eWOM is any positive or negative statement made by existing, previous or potential customers about a product or service via the Internet. On the other hand, eReferral is a method of online affiliate marketing that uses referrals to promote product or services. In recent years, ride-hailing applications have transformed the transportation industry in Malaysia. Grab and Uber are the two leading ride sharing companies in Malaysia that use referral program where customer get RM10 discount for every friend they refer. Therefore, the purpose of this paper is to review the impact of eWOM and eReferral on brand image and purchase intention.

**Methodology:** Structural equation modelling will be used to examine the relationships between eWOM, eReferral, brand image and purchase intention of Grab and Uber. A sample of 150 respondents in Johor Bahru is selected for data analysis using convenience sampling technique. **Findings:** Literature review claimed that eWOM and eReferral are positively related to brand image. In addition, previous research found that brand image positively influences purchase intention. In Malaysia, Grab and Uber just gain the popularity among riders. Thus, there is a need to test the effect of eWOM and eReferral on brand image and purchase intention of Grab and Uber. **Contribution:** The expected results provide marketing managers a strategy to increase brand image and purchase behaviour using eWOM and eReferral.

**Keywords:** Brand image, eReferral, eWOM, Purchase intention

Abstract ID: AIMC-2017-EBM-739

### **MAJOR MILESTONES IN THE METAMORPHOSIS OF ENTREPRENEURSHIP INITIATIVES IN NIGERIA**

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**Co-Authors:** Prof. Mohd Salleh

#### **Abstract**

**Introduction:** A plethora of research articles have shown the positive capacity of entrepreneurship in eradicating the problems of underemployment, job insecurity, abject penury and other economic impediment (Agboli and Ukaegbu, 2006; Abimbola and Agboola, 2011; Oyelola et al., 2013; Ikeji and Onuba, 2015; Okumagba and Okinono, 2016). Despite the consensus in the significance and power of entrepreneurship as cardinal to drive economic development, the entrepreneurial ambience of Nigeria, though replete with immense entrepreneurial activities, yet has known little economic growth **Methodology:** Historical justification is often significant for the explication of research realities in-situ, and the necessity of an exploratory research of this dimensionality in the research location demands qualitative enquiry of the phenomena under investigation in relation to the explication of the entrepreneurial development stages pre-colonially, colonially and post-

colonially. **Findings:** This study traced the major evolutionary stages of entrepreneurship in relation to contemporary entrepreneurial essence and practical inferences that could foster the sustenance of entrepreneurship in the research location are enumerated and (ii) it identified the major entrepreneurial initiatives deployed to resolving the issues of entrepreneurship in the research location and the reasons for the reasons for the failure of some of these initiatives, garnering insights from extant literatures, (iii) the presentation of a concise criticisms of the governmental entrepreneurial initiatives and the plausible threshold of their conceptual practicality. **Contribution:** The conceptual threshold of this study underscores the integral role and cardinality of entrepreneurship in reducing the problem of joblessness amongst Nigerian youths and graduates upon the following assumptions: (i) the place of mere initiatives devoid of intelligent entrepreneurial evaluative measures, capable of evaluating and tracking entrepreneurial progress in relation to necessary interventions are cardinally needed today, and the aim of this study is to astutely and substantively answered through the conceptual assumptions and propositions of the development of an intelligent entrepreneurial university-based ecosystem that would aid the already existing entrepreneurial initiatives in Nigeria; thus, this study fills the current entrepreneurial gap in Nigeria in relation to the proposed development of a university-based entrepreneurial ecosystem capable of evaluating, predicting and transforming business ideas into economic value and would aid necessary interventions in Nigerian entrepreneurial journey, (ii) the role of institutional efforts in the growth of an entrepreneurial culture amongst the undergraduates and graduates alike, is integral to the transformation of business ideas into economic value, though many of this effort have yielded no sustainable outcome, yet stating some of these institutional activities reveal the necessity of a research of this dimension in the research location.

**Keywords:** Agrarian economy, Entrepreneurship, Entrepreneurial Initiatives, Entrepreneurial Milestones

Abstract ID: AIMC-2017-EBM-740

#### UTILITARIAN AND HEDONIC MOTIVATIONS: HOW SOCIAL MEDIA INFLUENCE PURCHASING AND WORD-OF-MOUTH INTENTION?

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#### Abstract

**Introduction:** Social media helps people to create, publish and share content and information with others. Platforms like Facebook, Instagram, and Twitter have created online communities where people can share as much or as little personal information as they desire with other members. The result is an enormous amount of information that can be easily shared, searched, promoted, disputed, and created for business advantages. The purpose of this article is to analyze the relationship of Utilitarian and Hedonic motivation toward social media product browsing and ultimately influence consumers purchasing and word of mouth intention. In this study the aspects of convenience, information availability, and product selection are the variables has been proposed to be tested for utilitarian motivation. With regard to hedonic motivations the proposed variables for testing are trend discovery, adventure, and authority and status. **Methodology:** This study uses a quantitative research approach and questionnaire survey was used to collect data. A convenient sampling technique was used to obtain information on hedonic and utilitarian values on a seven-point Likert scale from a sample of 151 student. The data was collected from undergrad students who are having one or more social media channels. The main reason for choosing university students is because they have a heightened use of Internet when compared with other population segments because internet and social media are a significant part of their life style. The framework developed by Mikalef et al (2013) for measuring motivation factors has been adopted to study the behaviour of students in using their social media channels. Using ANOVA and regression analyses, this study test a set of hypotheses regarding the relations between utilitarian and hedonic motivations with social media browsing, and purchasing and word-of-mouth intention. **Findings:** The findings indicates that convenience and the selection of products on social sites were the two most important contributor in explaining why consumers browse products. From the hedonic factors, trend discovery and adventure were found to be the most significant contributors in explaining why consumers browse products through social media websites as a utilitarian motivation factor. In addition, product browsing is positively influence both the purchasing intention and word-of-mouth activities. **Contribution:** From a theoretical and managerial standpoint the results of this study contribute to improve understanding of social media behavior and provide the foundation for leveraging social media marketing strategy.

**Keywords:** social media, utilitarian motivation, hedonic motivation, purchase intention, word-of-mouth intention

Abstract ID: AIMC-2017-EBM-744

**EFFECT OF CORPORATE GOVERNANCE QUALITY, FIRM SIZE, LEVERAGE, AND FINANCIAL PERFORMANCE ON INTELLECTUAL CAPITAL DISCLOSURE EMPIRICAL STUDY: MANUFACTURING COMPANIES LISTED ON THE IDX**

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**Abstract**

**Introduction:** *This study aims to determine the effect of corporate governance quality, firm size, leverage, and financial performance on intellectual capital disclosure, in manufacturing companies listed on Indonesian Stock Exchange. **Methodology:** The observation period is 2010 up to 2015. Sampling was done using purposive sampling method, with 45 manufacturing companies as the result. This study used a secondary data. This study used multiple linear regression analysis method. Data tabulation process used SPSS version 19.0 for Windows.*

**Findings:** *The results showed that the corporate governance quality, firms size, and financial performance that measured by earnings per share (EPS) have positive significant effect on the intellectual capital disclosure. This is shown from the significant value smaller than  $\alpha$  of 0.05 and positive  $t$  value. While leverage have negative significant effect on the intellectual capital disclosure. The result showed that leverage variable have the significant value smaller than  $\alpha$  of 0.05 and negative  $t$  value. **Contribution:** The results showed that the corporate governance quality, firms size, and financial performance that measured by earnings per share (EPS) have positive significant effect on the intellectual capital disclosure. This is shown from the significant value smaller than  $\alpha$  of 0.05 and positive  $t$  value. While leverage have negative significant effect on the intellectual capital disclosure. The result showed that leverage variable have the significant value smaller than  $\alpha$  of 0.05 and negative  $t$  value.*

**Keywords:** agency theory, signalling theory, intellectual capital disclosure, corporate governance quality, firm size, leverage, earnings per share (EPS)

Abstract ID: AIMC-2017-EBM-746

**THE HYBRID ROLE OF HUMAN RESOURCE MANAGEMENT AND INFORMATION TECHNOLOGY VIA COMPETITIVE INTELLIGENCE CYCLE**

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**Abstract**

**Introduction:** *In today's innovation-led economy, the financial services organisations acknowledge talent is the key competitive differentiator. However, despite the importance of talent to the business performance, the Malaysian financial services organisations are having difficulty to find the best fit candidates. Studies indicated this phenomenon to mismatch of skills. Nevertheless, this study takes a different angle and focuses on a hybrid role of management and technology. It focuses on the obtainability of big data resources of the 21st century and the competency of the human resource professionals to interpret reliable information about the competitive talent market to make strategic and tactical decision on talent management. The aim of this paper is to understand are human resource professionals in Malaysia able to cope with a hybrid role that requires several interdisciplinary competencies. The paper will explore the corporate human resource in the financial services sector ability to fully exploit competitive intelligence on talent market. In order to answer this question, an in-depth literature review is conducted on that topic and then defined the competitive intelligence elements and decision support system that could contribute on talent management framework. **Methodology:** Competitive Intelligence is not just market research and information gathering. It is an ongoing process of translating data and information into intelligence by using psychological techniques and new technology. In this study the phases developed by Calof and Dishman (2002) and Bernhardt (1994) is adopted. Saayman et al. (2008) study has refined and validates the constructs and items of the CI process. Hence, this study will adapt the items by Saayam et al. (2008). The CI cycle embedded the Gary and Scott Framework. According to the Gray and Scott Framework, human resources metrics can be guided by human resources activities and classification of decision structure. They argue that technology could be used to support decision-making at different degree of semi-structured and unstructured decision making and management decision level making levels and activities. problems. Based on the above literature review, the following propositions are anticipated.*



*Proposition 1a: The competitive intelligence collection and analysis phase embedded the structured operational HR control activities represent human resource management tasks that are transactional, structured and routine and can be fully automated through an HRIS.*

*Proposition 1b: The competitive intelligence collection and analysis phase embedded the semi-structured operational HR can be largely automated through HRIS modules, such as e-HR applicant tracking, and decision criteria are implanted into system processes but may also include information not capture by the HRIS as well as a certain level of human judgement in decision-making.*

*Proposition 1c: The competitive intelligence collection and analysis phase embedded decisions at the semi-structured and management control level will utilize efficiency and effectiveness metrics and data from multiple sources to evaluate the effectiveness of HR activities in meeting business objectives. The judgemental evaluation of HR managers will be supported by decision support system tools and metrics.*

*Proposition 2a: The competitive intelligence collection and analysis phase embedded the structured management control decisions will use HRIS capabilities to allow managers employ efficiency metrics that will provide feedback on the use of resources in HR activities towards the accomplishments of objectives.*

*Proposition 2b: The competitive intelligence collection and analysis phase embedded the decisions at the semi-structured and management control level will utilise efficiency and effectiveness of HR activities in meeting business objectives. The judgmental evaluation of HR managers will be supported by decision support system tools and metrics.*

*Proposition 2c: The competitive intelligence collection and analysis phase embedded the unstructured management control decisions are largely a judgemental process in response to novel situations. The use of decision support system tools support this type of decision-making will focus on supporting the structuring and execution of decision choices during this process.*

*Proposition 3a: The competitive intelligence collection and analysis phase embedded the structured strategic planning is based on data that is programmable and captured by the HRIS and assessed with decision support system and HR tools through algorithmic tools.*

*Proposition 3b: The competitive intelligence collection and analysis phase embedded the semi-structured strategic planning with respect to HR is dependent on decision support system that can integrate data from multiple internal and external sources to support complex analysis such as what if scenarios, to provide support for strategic decision-making.*

*Proposition 3c: The competitive intelligence collection and analysis phase embedded the unstructured strategic planning is primarily a judgement process. Decision support system will facilitate the planning and implementation of these unstructured and strategic decisions. **Findings:** The implications from the above framework assist how HR professionals utilise the competitive intelligence process an the decision support system in support of decision making. The framework also suggests the decision support system capabilities available through HRIS are not simply tools to provide metrics to the decision makers. **Contribution:** The competitive intelligence data collection and analysis phases is embedded with addition human resource metrics measurements to make the interpretation of the human resources unstructured and structured decision making more effective.*

**Keywords:** competitive intelligence, decision support system, talent management

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## **CRAFTING COMPETITIVE ADVANTAGE THROUGH AN INTEGRATED INTERNAL QUALITY ASSURANCE SYSTEM**

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### **Abstract**

**Introduction:** *Managing the enactment of internal quality assurance system requires a proper implementation of internal quality assurance to ensure quality in Higher Education. Global challenges and dynamics of information technology development making universities in Indonesia somewhat under pressure. Higher education institution is demanded to be able to handle changes, both internally and externally, to guarantee the quality of the learning process. Based on this reason internal quality assurance plays an intense part on educational services. **Methodology:** Quality policy of internal quality assurance system outlines an explanation of how a university understand, design and implement their internal quality assurance system in the administration of higher education services to build, manage and maintain a quality culture. In these documents there is an explanation about the background, objectives, and strategies, to improve quality in every carried out*

task. **Findings:** In a global era, the nature of daily operations tends to get more sophisticated and complex, therefore internal quality assurance system should be supported by an integrated system in the internal processes using information technology, creating a holistic cycle of quality that works best suit to the uniqueness of the institution itself. This then will generate a “Competitive Advantage” for the institution. **Contribution:** The internal processes using information technology

**Keywords:** Internal Quality Assurance System, Information Technology, Strategic Management, Integrated System and Competitive Advantage

Abstract ID: AIMC-2017-EBM-752

## RELATIONSHIP BETWEEN DISTRIBUTIVE JUSTICE, ETHICAL LEADERSHIP, AND TURNOVER INTENTION WITH THE MEDIATING EFFECT OF ETHICAL CLIMATE

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### Abstract

**Introduction:** Leaders shape and reinforce the ethical climate of organization as well as employee's job attitude. Moreover, employees' Job attitudes become more positive when leader ethics and ethical climate are congruent. Concurrently, employee's turnover intention seems to be a salient issue in HRM that can create negative consequences for the organization. The current study develops a conceptual framework based on relationships among ethical leadership, distributive justice and ethical climate in the formation of employee's turnover intention. **Methodology:** The study was based on quantitative research approach along with causal research design. The total of 285 non-managerial staff working in commercial banking organizations of Northern Punjab, Pakistan were taken randomly (simple random sampling) from 9 different banks. Data was collected through structured questionnaire and established measures were used to analyze the study variables. Structural equation modeling (SEM) was used to analyze the data through AMOS 22.0. **Findings:** Results showed that distributive justice and ethical leadership have direct and positive relationship with ethical climate. Similarly, distributive justice has direct and negative relation with turnover intentions, whereas, ethical leadership has insignificant relationship with turnover intentions. Additionally, ethical climate acts as mediator between two relationships (i.e. 'distributive justice---turnover intention' and 'ethical leadership---turnover intention'). **Contribution:** The present study contributes to the existing justice-turnover literature by considering both, ethical leadership and ethical climate that are significantly influential in shaping employee attitudes (i.e. turnover intention). By enacting policies, practices, and procedures, leaders (supervisors) should set the ethical and justice tone for an organization that can be helpful to facilitate moral behavior and also minimize turnover intentions among employee.

**Keywords:** Distributive Justice, Ethical Leadership, Ethical Climate, & Turnover Intention

Abstract ID: AIMC-2017-EBM-756

## FACTORS INFLUENCING HERITAGE TOURIST'S BEHAVIOURAL INTENTION TO REVISIT: A REVIEW

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### Abstract

**Introduction:** There were plenty studies have been conducted to investigate the tourist behavioural intention to revisit and emerged some factors influencing. However, most of them were applied with difference perspective and in the various contexts. This paper aims to discuss the factors influencing heritage tourist's behavioural intention to revisit a destination by applying the new conceptual framework. **Methodology:** This study uses a document reviews and provides a synthesis on the previous studies findings to find out the potential conceptual framework. **Findings:** The results is some of factors are specified as antecedent variables of heritage tourist's behavioural intention to revisit were service quality, experience quality, destination image, promotion, and satisfaction. However, the relationship between variables still becomes a hot issue to debate in particularly the role of those variables to encourage the intention to behave. This paper proposes service quality and experience quality as a predictor on criterion of heritage tourist's behavioural intention to revisit and on the other hand, service quality influences experience quality. Furthermore, satisfaction can be proposed as a mediating variable of the relationship between predictors and the criterion. Finally, destination image and promotion play a role as

a moderating variable between mediating variable of satisfaction and heritage tourist's behavioural intention to revisit. **Contribution:** As conclusion, this paper provided a new conceptual framework based on the previous studies. For further researchers, this paper finding could be applied by conducting a quantitative approach and could be proposed a mixed method for additional benefit.

**Keywords:** heritage tourism, heritage tourist, factors influencing and behavioural intention to revisit

Abstract ID: AIMC-2017-EBM-757

**THE INFLUENCE OF EMPLOYEE PERCEPTIONS, ORGANIZATIONAL COMMITMENT AND RETIREMENT AGE ON INTENTION TO STAY: A RESEARCH AMONG ACADEMICIANS IN PRIVATE HIGHER EDUCATION INSTITUTIONS IN MALAYSIA**

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**Abstract**

**Introduction:** The purpose of this study is to provide information regarding the research on the influence of employee perceptions, organizational commitment and retirement age on intention to stay among academicians in private higher education institutions in Malaysia. This study will be a platform for the organization to evaluate the impact towards intention to stay with the employee perceptions in concern. The teaching expertise in Malaysia have become the driving force and to ensure the smooth transactions between the teaching expertise and the organizational need, importance need to be emphasized on retaining the staff for longer period of time in the organization. **Methodology:** This research the associations between independent and dependent variables which are the employee perceptions and the intention to stay will be related in the investigation. A quantitative correlation study was deemed the most appropriate approach for the study design since the purpose of the study is to explore the influence of employee perceptions on intention to stay and specifically among the academicians. A quantitative correlation study was deemed best to initially explore perceptions within the industry to provide further insight into intention to stay among the academicians. The population of this research comprises of academicians in private higher education institutions in Malaysia. The unit of analysis is individual. Self-administered questionnaire were adopted as a data collection method. The questionnaires will be randomly distributed to samples in 486 private higher education institutions in Malaysia. The raw material derived from the research questionnaire will be analyzed using Statistical Package for Social Science (SPSS). **Findings:** - **Contribution:** Several studies done to investigate the reasons for staff to leave the organization, but fewer studies conducted to investigate ways to maintain working staff from leaving an organization. Larger research focused on turnover rate, intention to leave and retention but to date, limited studies done to investigate the factors influencing the intention to stay for an employee in an organization, mainly in the private higher education industry. This study could break the pause to learn further on employee on their preference in creating an atmosphere to prolog further with an organization

**Keywords:** Intention to Stay, Employee Perceptions, Organizational Commitment, Age and Academicians

Abstract ID: AIMC-2017-EBM-765

**BENDING THE LAW OF GRAVITY: AN EMPIRICAL EVIDENCE ON MALAYSIA – USA TRADE MOVEMENT**

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**Abstract**

**Introduction:** Gravity model of trade signifies that the further the distance between two countries, the lesser the trade volume (Tinbergen, 1962). Economists all over the world have regarded it as the best trade model to be used in explaining bilateral or multilateral trade volume. Back to diagram 1.1, topping the group is Singapore with the highest total trade percentage of more than 14% from Malaysia as recorded from the total trade spanning from the year 2000 to 2015. This is not a surprise because Singapore is located only 300 kilometers away from Kuala Lumpur and is connected by 2 bridges crossing the straits of Johor.

Still, looking at the top right corner of the scatter plot, the U.S. stands at second place comprising 13% of Malaysia total trade with a distance around 15 328 kilometers away. This scenario obviously disobeys the gravity model of trade and raises a question as to why the US is against the law of the gravity model. Does it

involve a prolonged history of bilateral trade with the U.S. or are there other economic indicators influencing the trade pattern allowing it to disregard the gravity model.

**Methodology:** For estimation purposes, both Eviews9 and STATA 12 software were chosen due to accuracy and capability of the software to deal with time series and panel data analysis. Time series analysis enabled this study to compare the performance of the U.S. with other trading partners that possess the same characteristic as the U.S.. Before proceeding with both analyses, the data is transformed into natural logarithm form to standardize and ensuring normal distribution of data. Then, the time series data is tested with unit root test of augmented Dickey-Fuller (ADF) test to make sure it is stationary at level before proceed with ordinary least square (OLS).

Same preliminary test procedure is applied to panel analysis in which Levin-Lin-Chu (LLC) unit root test was conducted. Since the data is stationary at level, there is no reason to treat it with first order difference. Then, poolability test (Breusch-Pagan Langrange Multiplier test) is conducted to test whether the data can be pooled and fit with panel requirement or otherwise it will proceed with panel Ordinary Least Square using the Newey-West method. Since the data can be pooled, this study proceeds with static random effect analysis. The result is then reaffirmed by conducting Hausman Specification test to ensure that it is not a static fixed effect before proceed with Individual Effect (IE) to test on the unchanged distance variable. Distance variable is a proxy to test the gravity effect of the trade going on between Malaysia and the 9 trading partners. It is conducted in second stage regression analysis by using IE as dependent variable and distance as independent variables.

**Findings:** the result shows three different analyses of pooled OLS, Random Effect and Fixed Effect for panel data. After conducting BP-LM test as well as the Hausman specification test, the p-value indicates that Random Effect is the best model to explain the group of country. Overall, the GDP depicts an expected positive coefficient with 99% confident interval which is good. Population somewhat suggests that the group of 9 countries is actually labour abundant countries but are defied by the insignificant level of confidence. Moreover, trade openness significant at 99% confident interval with positive coefficient aligned with numerous studies conducted before. The second stage analysis provided the study with a gravity effect measurement through Distance variable. The result indicates that gravity does not play a significant effect on determining total trade with these 9 countries. This might be due to the fact that fundamental theory of trade; the Heckscher-Ohlin theory and Linder's Hypothesis overwrite the gravity effect. **Contribution:** All in all, this study has managed to achieve its main objectives of explaining the reasons behind the U.S.-Malaysia international trade. Apart from the statistics mentioned before, Malaysia and the U.S. bilateral ties also date back to 1957 and has been improvised throughout the year. With hundreds of American companies established in Malaysia, plus the large amount of foreign direct investment, it is not a surprise to see Malaysia and the U.S. doing so well cooperating with one another. The terms bending the law of gravity can probably be replaced with defying gravity or anti-gravity of trade due to the reasons above. It is recommended that future research highlight on the products traded between countries or even industries as it can prove that Heckscher-Ohlin theory is still valid and relevant in explaining international trade. Eventually, it can benefit both home and destination countries together with the industry within them be it private sector or public sector.

**Keywords:** Gravity Model of Trade, Time Series Analysis, Static Panel Analysis, International Trade, Malaysia – U.S. Trade Relation

Abstract ID: AIMC-2017-EBM-766

## SPIRITUAL, CREATIVITY, AND INTELLECTUAL FACTOR OF LEARNING METHOD FOR MILLENIAL GENERATION IN BUSINESS SCHOOL

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### Abstract

**Introduction:** The objectives of this research is to find the most suitable learning method to be apply in the business school with Islamic based culture as one of unique selling proposition. Its a literature study based on three factors spiritual, creativity, and intellectual. Total number of correspondent are 180 students. The finding of the research is a conceptual framework of learning method model. Furthermore, this framework will be able to implement in wide level of education and expand the research to determine the most impact-full factor that significantly influences the academic score **Methodology:** This article based on literature review about concept of spiritual, creativity, and intellectual. Many sources of literature about the three concept such as books, discussion forum, interview with the founder's of the institution, and survey to the students result in finding the factor that shape the concept.

The survey to the students result in the profile of the students to generates the type of the millennial generation in the business school as the object. Interview and discussion with the founders of the institution result in the understanding of the goals and basic belief system which applied in the curricula.

From the books and e-references the researcher find some useful definition or meaning of the concept result in the factors that shapes the framework model. **Findings:** From the finding literature defines about the meaning of spiritual, creativity, and intellectual factors, the researcher can concludes that:

1. Dimension of Spiritual is relating to a person's spirit and beyond religion. Its a basic belief of humankind which can contributes to the understanding or the reason of a person activities and behavior. Dimension of spiritual can be classified into two factors which is reason and purpose.

2. Dimension of Creativity is the the tendency to generate or recognize ideas, alternatives, or possibilities that may be useful in solving problems, communicating with others, and entertaining ourselves and others (Robert E. Franken). Dimension of creativity can be identify from four factors which is people, process, press, and product.

3. Dimension of intellectual is relating to the ability to think in a logical way (Merriam-Webster). This dimension consist of two factors which is intellectual ability and physical ability. **Contribution:** For further research can be examines the most influences factor to increase the students academic score or faculty member competencies using quantitative or qualitative analysis. For the millennial generation or the students, this article will provide knowledge how study in higher education level. And for the lecturer, this article will expand their knowledge about learning method in higher education for millennial generation.

**Keywords:** Learning method, spiritual, creativity, intellectual

Abstract ID: AIMC-2017-EBM-767

### **EXPATRIATES COMPETENCIES, SELF-MOTIVATION, PERFORMANCE AND CULTURAL ADJUSTMENT: EMPIRICAL EVIDENCE FROM MALAYSIA**

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#### **Abstract**

**Introduction:** This study investigates the relationships and impact of competencies and self-motivation on job performance and the mediating role of cultural adjustment of expatriates engaged in the ICT sector in Malaysia. The evidence from this study contains implications for companies in selecting, training, motivating and providing support to expatriates. Human resource managers should consider these competencies and self-motivation before engaging expatriates. **Methodology:** A quantitative approach was used. A survey with a sample of 301 expatriates, data was analyzed using Structural Equation Modelling (SEM) and SPSS. Measurement model in the SEM technique was used for the Confirmatory Factor Analysis using AMOS 19.0 followed by specification and estimation of the models. **Findings:** The findings of this study revealed that emotional and job related competencies have a significant positive relationship with job performance whereas the impact of self-motivations was not significant. The findings also support the role of cultural adjustment in mediating the relationship between competencies, self-motivation and job performance. The findings of this study support the results from some earlier studies and also bring out several new ideas such as the importance of competencies and self-motivation competencies. **Contribution:** The findings of this study provide a new perspective to understand the complexities related to job performance and cultural adjustment of expatriates engaged in the ICTs Sector in Malaysia. It is evident from the literature review that one of the gaps is the lack of holistic research relating to the impact and relationship of expatriates competencies and self-motivation on cultural adjustment and performance of expatriates. This research helps to fill the research gaps and contributes to the literature relating to expatriates performance and adjustment.

**Keywords:** Cultural adjustment, performance, expatriate, competencies and motivation

Abstract ID: AIMC-2017-EBM-773

### **BENDING THE LAW OF GRAVITY: AN EMPIRICAL EVIDENCE ON MALAYSIA – USA TRADE MOVEMENT**

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#### **Abstract**

**Introduction:** *Fundamental Gravity Theory of Trade* affirms that the relationship between distance and volume of trade are inversely proportional to one another. This hypothesis proposes that as the distance from country I and J increases, the lower the volume of trade between these two countries. However, a glance into the Malaysia and U.S. trade relation suggests that the trade behaviour does not exactly follow the Gravity Theory of Trade. Although located approximately 15 328 kilometers apart, U.S. ranks second after Singapore on average of trade from the year 2000 to 2014. **Methodology:** This study analyses Malaysia's bilateral trade with its 9 largest trading partners from the year 1992 to 2015 in which the partners must at least mimic the economic indicator and geographic characteristic of U.S. such as the GDP, population and trade openness. Time series analysis and Gravity Theory of Trade together with the static panel analysis are used as the main estimation approach of this study. **Findings:** The overall result shows that the U.S. is a capital abundant country in nature according to H-O theory, will trade more with Malaysia - a labour abundant country. As for the panel analysis, distance variable is not significant which means the gravity effect in absence in this group of countries. Distance does not affect the total trade as compared to other determinants of trade used in this study. **Contribution:** The main contribution of this paper is to shed light upon the conflict between gravity theory of trade and real situation of Malaysia - the U.S. international trade. The statistic indicates that although the U.S. located 15 328 kilometers away from Malaysia capital, they still rank second in Malaysia top trading partners on average of 15 years. This is obviously against the Gravity Theory of Trade.

**Keywords:** Gravity Model of Trade, Time Series Analysis, Static Panel Analysis, International Trade, Malaysia – U.S. Trade Relation

Abstract ID: AIMC-2017-EBM-776

#### **EXAMINING THE EFFECTS OF ENVIRONMENTAL STRATEGY AND COMPETITIVE ADVANTAGE ON BUSINESS PERFORMANCE**

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#### **Abstract**

**Introduction:** *Rapid economic changes and globalization have triggered urgent response from firms to devise strategies in improving performance and ensuring long-term survival. This study examined the relationship between environmental strategy, competitive advantage and business performance. Consequently it examined the influence of environmental strategy and competitive advantage on business performance. Finally, the study determined the different effect between environmental strategy and competitive advantage on business performance.* **Methodology:** *The research was based on a correlational and cross sectional study which involved a total of 222 hotel managers. Data was collected based on random sampling by self-administered questionnaire. Partial Least Squares (PLS) analysis was used to analyse the data, test the developed hypotheses and answer the objectives of the study.* **Findings:** *The study revealed that environmental strategy and competitive advantage were significantly related to business performance. Both variables were also found to have a significant and positive influence on business performance. The study revealed that environmental strategy has significantly indicated better effect than competitive advantage on business performance.*

**Contribution:** *Results of the study proved the robustness of the theory applied in the study to explain the business performance of the hotel industry in the context of a developing country. The study closes the gap in previous research findings that will add to the current body of knowledge*

**Keywords:** environmental strategy, competitive advantage, business performance

Abstract ID: AIMC-2017-EBM-779

#### **THE PREVALENCE OF BIPOLAR DISORDER IN PATHOLOGICAL COMPULSIVE GAMBLING: ADDRESSING THE PROBLEM.**

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#### **Abstract**

**Introduction:** *Speculation, in Fabian's language, is translated as "domesticated". People tended to convince themselves that speculation is not considered as gambling, but a legitimate investment of their money with risk as mentioned by David (2002). Speculative activities are basically separated into two different types. Firstly, all*

speculation is on the prices. This means that purchase or sale of commodities or goods with an expectation of increase or decrease in price when repurchased in the coming future, where the actual motive for the move is not only to gain the difference between prices, but also to fully change the standard price to another price level, which brings a huge effect to the market as mentioned by Shaheen and James, (1987). Moreover, James & Douglas (2009) indicated that speculating (high risk, high return investment) does make people become millionaires overnight. On the other hand, it had caused many millionaires to flirt with bankruptcy in shorter time; thus, can we address it as “abnormal life”? Gambling exists everywhere as long as there are the human societies and it exists in many forms as mentioned by June & Kathryn, (2009). It bears the risk with no credible and correct prediction of gaining a profit as mentioned by James & Douglas, (2009). **Methodology:**

#### RESEARCH METHODOLOGY

Theoretical framework is a clear picture demonstrating the relationship between independent variables and dependent variables. There are four independent variables involved in this research, which are risk, probability, time and ethic. All of the independent variables are the factors that influencing the dependent variables, which is the profitability of speculation and the profitability of gambling. The theoretical framework shows the relationship of profitability to speculation, profitability of gambling with the variables that influencing profitability for both speculation and gambling. The sample consisted of 200 participants in this research survey. Questionnaires were distributed in three ways, through personal meeting, electronic mail (e-mail) and snowball sampling (questionnaire were passed from one participant to another).

#### Findings: FINDINGS AND ANALYSIS

The frequency and the cumulative percentage of the gender from the respondents who participated in the survey showed that 68.50% of the respondents were males, which were 137 males out of 200 respondents, whereas 31.50% are females, which occupied 63 out of 200 respondents. This indicated that males were more active in the speculative and gambling market than the females. The frequency of male, 137 out of the total was more than double of the female, 67 out of the total. Age had been categorised into 4 ranges, which were 21 to 30, 31 to 40, 41 to 50, and above 51. Data showed that most

of the participants were from the age range of 41 to 50, which was 43% out of 100%, and frequency was 86 out of 200. This indicated that people tended to go into speculative and gambling market frequently while they reached this age range. In the opposite, participants who fell in the age range of 21 to 30 were the least, only 5% out of 100% and 10 participants out of 200. This showed that people in this range lacked extra money, the knowledge about the markets, the time to get into these markets, while much of them might still be a university student.

It was very obvious that nearly all of the participants involved in speculative and gambling market were Chinese, which occupied 98.50% out of 100%, and frequency was 193 out of 200 people. There were no Malay participants because Muslims are restricted from all the gambling activities. The participants were mostly having a job or employed, which concluded 78.50% out of 100% and frequency was 157 out of 200. It indicated in order for people to enter the two markets, they must have had a job, which was the main source for them to gain money. Money is the main tool to play and involve in the speculative and gambling markets. This result also showed that students were least involved in these two markets because they were currently unemployed.

Data showed that 66.50% of the participants were married, while 33% were still single and 0.5% divorced. On the other hand, 133 out of 200 people were having a family's burden. The rest were not having any family's burden, when 66 out of 200 people were still single and 1 was already divorced. Data showed that 49.50% of the participants were just secondary school leavers and below certificate level. This indicated that there had little or no specific education when entering speculative and gambling markets. Education would have enhanced their knowledge about the activities and skills needed.

Speculating and gambling were activities done when the people had extra money. The data showed that 2.5% of the people thought that they could have had extra money in the event their monthly income fell below RM 1000. About 9% of them were satisfied with their monthly income from RM 1001 to RM 2000. The participants who fell in the range of RM 3001 to RM 4000 were the highest and frequently speculated and gambled. In conclusion, people were free to enter these two markets without any boundary of their income level, as long as they have money in hands, they are qualified. Speculate frequency is important for the research to indicate whether the participants are speculators or not. Data showed that people speculated every day, few in a week and month, and once in a year, which enabled our study to know their speculating preferences, whether in short term or long term perspective. Participants tended to speculate few times in a month when the frequency was 89 out of 200 people, and 44.5% out of 100%.

This gambling frequency indicated whether the participants were gamblers. From the data above, participants tended to gamble few times in a week and a month about 46.50% and 40.00%. The reason why people fell in this range was because they treated gambling as a hobby when they performed it a few times in a week or month.

In the descriptive analysis for the ethic statement, "I am able to manage my money for investment" had the highest mean value of 4.2450. This showed that most of the participants agree that they had the ability to manage their money and used it wisely when come to investment (gamble and speculate). Next, the statement "Gambling does not produce any goods to the market" had the lowest mean value of 3.7800. This demonstrates that most of the respondents moderately agreed that gambling did not produce goods to the market. According to Sekaran (2003), reliability value that less than 0.6 is considered as poor, above 0.7 and below 0.8 was acceptable, and above 0.8 was good. The range of the Cronbach's alpha is from 0 to 1, the better the consistency of the item if its reliability value was close to 1. From the table above, independent variable, risk, had reliability of 0.705, which considered as good in reliability. Next, Probability had 0.722, Time had 0.748, and Ethic had 0.758, all independent variables had a reliability value falling under 0.7 to 0.8 ranges, therefore they were acceptable as reliable. Furthermore, Profitability had 0.700, which is also acceptable as reliable.

Pearson correlation test analysis was used to determine the relationship between independent variables and dependent variable. In this test, the study showed that there was a relationship between the independent variables and dependent variable with the use of its values, highlighting whether it was significant or not significant. It was also used to examine whether there was positive relationship or negative relationship as indicated by Hair, Bush, and Ortinau (2003).

Any correlation  $r$ -value falls in the range of  $\pm 0.81$  to  $\pm 1.00$ , shows that there was very strong relationship between the variables. Besides that, correlation  $r$ -value falling in the range of  $\pm 0.61$  to  $\pm 0.80$ , could be considered to have a strong relationship between variables. Meanwhile, the range of  $\pm 0.41$  to  $\pm 0.60$  indicates a moderate relationship between variables. Next, the fourth range,  $\pm 0.21$  to  $\pm 0.40$ , determined a weak relationship between the variables. Lastly, there would be no strength of association between the variables, if the correlation  $r$ -value fell under the last range, which was  $\pm 0.00$  to  $\pm 0.20$ .

The Pearson Correlation analysis between independent variables and dependent variable

Hypothesis 1: Risk (Speculation)

H0: There is no significant relationship between the risk and the profitability of speculation.

Hypothesis 2: Risk (Gambling)

H0: There is no significant relationship between the risk and the profitability of gambling.

Risk had a Pearson Correlation Coefficient ( $r$ -value = 0.175), which indicated that no strength of association between risk and the profitability of speculation and gambling. Since the  $P$ -value = 0.013 was smaller than the alpha 0.05, therefore, H10 and H20 are being rejected at significant level of 5%. In conclusion, there was sufficient evidence to declare that there was a significant relationship between risk and the profitability of speculation and gambling.

Hypothesis 3: Probability (Speculation)

H0: There is no significant relationship between the probability and the profitability of speculation.

Hypothesis 4: Probability (Gambling)

H0: There is no significant relationship between the probability and the profitability of gambling.

Probability had Pearson Correlation Coefficient ( $r$ -value = 0.638), which determines that it had a strong positive relationship to the profitability of speculation and gambling. Since the  $P$ -value = 0.000 was smaller than the alpha 0.01 therefore, H50 and H60 are being rejected at significant level of 1%. In conclusion, there was sufficient evidence to announce that there was a significant relationship between probability and the profitability of speculation and gambling.

Hypothesis 5: Time (Speculation)

H0: There is no significant relationship between the time and the profitability of speculation.

Hypothesis 6: Time (Gambling)

H0: There is no significant relationship between the time and the profitability of gambling.

For time Pearson Correlation Coefficient ( $r$ -value = 0.451), showed that it had a moderate positive relationship to the profitability of speculation and gambling. Since the  $P$ -value = 0.000 is smaller than the alpha 0.01, therefore, H50 and H60 are being rejected at significant level of 1%. In conclusion, there was sufficient evidence to report that there is a significant relationship between time and the profitability of speculation and gambling.

Hypothesis 7: Ethic (Speculation)

H0: There is no significant relationship between the ethic and the profitability of speculation.

Hypothesis 8: Ethic (Gambling)

H0: There is no significant relationship between the ethic and the profitability of gambling.

Gambling and ethic had a Pearson Correlation Coefficient ( $r$ -value = 0.883), which highlighted that it had a very strong positive relationship to the profitability of speculation and gambling. Since the  $P$ -value = 0.000 was smaller than the alpha 0.01, therefore, H70 and H80 are being rejected at significant level of 1%. In conclusion,



there was sufficient evidence to declare that there was a significant relationship between ethic and the profitability of speculation and gambling.

#### Multiple Regression Analysis

The data showed that the  $r$ -value was equal to 0.900 and the  $r$  square value was equal to 0.810. This indicated that there is about 81% of profitability which could be explained by the 4 variables. As the result indicated that risk had a significant relationship on the profitability of speculation and gambling as its  $p$ -value was less than its alpha value, 0.01. Besides that, the  $p$ -value of probability was 0.114, which was also less than its alpha value, 0.05. Therefore, there was also a significant relationship between probability and the profitability of speculation and gambling. Probably, the significant factor would affect the profitability of speculation and gambling, because its  $p$ -value = 0.002 was also less than the alpha value (0.01). On the other hand, ethic had the highest  $t$ -value, which was 19.747, and having  $p$ -value = 0.000 which was lower than the alpha value (0.01) that showed that the ethic variable affected profitability of speculation and gambling. **Contribution:** This study is going to measure the profitability of speculation and gambling. To measure the profitability, usage of probability is needed. By using probability, it is possible to measure how often or higher chances are for the outcome (consequence) to occur. With the computed data, the research is able to study the profitability of both activities with actual guidance.

Time is also another factor that might affect the profitability level of speculation and gambling. Whether time would affect the profitability for both activities need to be analysed. In addition, it is to test whether speculation is able to compare with gambling in the different of timeline, vice versa. Speculation and gambling do exist in different industry for many years ago, but many people, including the intellectual are still confused with both activities (James & Douglas, 2009).

The specific objectives are as follows:

1. To identify the factors affecting the profitability of speculation and gambling.
2. To determine the relationship between risk, probability, time and ethic towards the profitability of speculation and gambling.
3. To identify which variables would help in speculate and gamble in order to increase the profitability of speculation and gambling.

**Keywords:** Gambling, Speculation, Risk, Probability, Time

Abstract ID: AIMC-2017-EBM-783

### THE IMPACT OF INTELLECTUAL CAPITAL ON FINANCIAL PERFORMANCE

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#### Abstract

**Introduction:** This research is carried out to examine the impact of intellectual capital by using a measurement of Value Added Intellectual Coefficient (VAIC) comprising of Human Capital Efficiency (HCE), Structural Capital Efficiency (SCE), and Capital Employed Efficiency (CEE) on financial performance measured by Return On Asset (ROA). **Methodology:** This research applied causalitas method. The data of this study were quarterly financial reports consisting of statement of financial position (balance sheet) and statement of profit and loss from 2013 to 2015 of Bank of Perkreditan Rakyat Syariah PNM Mentari Garut (BPRS PNM Mentari). The data were analyzed by using double linear regression. **Findings:** The result of data analysis revealed that Human Capital Efficiency has no influence on Return On Asset (ROA). It also revealed that Structural Capital Efficiency exerts no influence on Return On Asset (ROA). Furthermore, the analysis indicated that Capital Employed Efficiency significantly influenced Return On Asset (ROA). **Contribution:** Based on such findings, this research proposed a generic model that can be adopted by similar organizations in improving financial performance.

**Keywords:** Intellectual Capital, Human Capital Efficiency, Structural Capital Efficiency, Capital Employed Efficiency, Return on Asset

Abstract ID: AIMC-2017-EBM-784

**PREDICTORS OF SUPERIOR FIRM PERFORMANCE: A CONCEPTUAL MODEL OF TOURISM SMALL MEDIUM ENTERPRISES (SMES) IN SAUDI ARABIA**

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**Abstract**

**Introduction:** *Diversification of economy through tourism has been earmarked by the Kingdom of Saudi Arabia. This is in tandem with the aspiration of the nation to diversify the economy away from non-oil based sectors, especially through the tourism industry. Deriving from previous literatures and theories of Resource-based View and Dynamic Capability this paper proposes a conceptual model of tourism Small Medium Enterprises (SMEs) performance in Saudi Arabia. This model will help the Saudi tourism SMES manage and synthesize their strategic resources via innovative dynamic capabilities and innovation leadership, to cope with the rapid environmental changes and uncertainties. The schematic model proposed in this paper attempts to examine the influence of corporate management strategy on the performance of tourism SMEs. Consequently it will analyze the extent to which innovative dynamic capabilities would enhance the relationship between corporate management strategy and the performance of tourism SMEs. It will also evaluate the moderating effect of innovation leadership towards the relationship between corporate management strategy and the performance of tourism SMEs. Finally, this paper intends to recommend a model of performance management system using IT application for the performance of tourism SMEs in Saudi Arabia.* **Methodology:** *This paper proposes a correlational research design which is based on quantitative approach. The study will be a cross-sectional study measuring the corporate management strategy, innovative dynamic capability, innovation leadership and the performance of hotel SMEs in Saudi Arabia. Data will be collected based on random sampling from the sampling frame that is obtained from The Saudi Chamber of Commerce. The collected data will be analysed using descriptive and inferential statistics. Statistical Package of Social Science (SPSS) and Structural Equation Modelling (SEM) using Partial Least Squares (version 3.0) will be employed to perform the analysis to answer the objectives and hypotheses of the study.* **Findings:** *The study intends to answer the following hypotheses:*

*H1: A significant positive relationship exists between higher level of corporate management strategy and the performance of tourism SMEs.*

*H2: Innovative dynamic capability will enhance or mediate the relationship between corporate management strategy and the performance of tourism SMEs.*

*H3: Innovation leadership will moderate the relationship between corporate management strategy and the performance of tourism SMEs.*

*The model is expected to provide evidence and recommendations to relevant parties for propelling the tourism SMEs industry towards achieving competitive advantage and for providing the capability to assess their innovative capabilities. This will help the hotels' SMEs develop corporate strategies and policies in order to support the tourism industry. The proposed model is crucial in guiding policy makers to the important variables that need to be given priority by tourism SMEs for the economic growth in this sector. Academia will also benefit from the findings as the results will add to the existing body of knowledge. Indeed, this model contributes to the body of knowledge in academia as well as towards practical implications to practitioners. Finally, this study intends to propose a performance management system for hotel SMEs using the latest information technology applications*

**Contribution:** *Results of the study is expected to validate the robustness of the theory applied in the study to explain the SMEs performance of the tourism industry in the context of a developing country. The study will closes the gap in previous research findings that will add to the current body of knowledge.*

**Keywords:** Corporate management strategy, innovative dynamic capability, leadership, performance

Abstract ID: AIMC-2017-EBM-788

## DOES EMOTIONAL INTELLIGENCE LEAD EMPLOYEE TOWARDS PRO-ENVIRONMENTAL BEHAVIOUR ?

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### Abstract

**Introduction:** *Preserving the environment only can be done through changing the behaviour of employee to pro-environmental behaviour that the problems of environmental degradation can be addressed. The study emphasized that emotional intelligence (EI) represents a capacity to regulate, direct and channel emotions and to discern such emotions and use the information to guide thoughts and behaviour, therefore should then consider the potential of EI in fostering employee pro-environmental behaviour. Meanwhile, previous researcher supported that emotion may influence employee pro-environmental behaviour through various processes which are different from other cognitive aspects of attitude, thus will lead towards generating numbers of new research question. **Methodology:** This is a conceptual paper that emphasized the role of emotional intelligence in fostering employee pro-environmental behaviour. All of the information are gathered from previous research in environmental, social science, organization behaviour and emotional intelligence literature. Relevant information were gathered to establish the relationship between variables in this study. **Findings:** In the context of environmental behavior, anticipated emotions that are determined on one's assessment of potential behavior and individual feelings of responsibility for the harmful consequences of not engaging the behavior, contribute to obtaining individual moral obligation to perform pro-environmental behavior (Onwezen et al., 2013). In addition, Kim et al., (2013) mentioned that, some empirical findings support the significant role of emotion in consumers' ecological behavior (Carrus et al., 2008; Kals et al., 1999). Parallel to this research, employee that has emotional experiences when engaging in a particular action, and they also anticipate emotions/ feelings they will experience when engaging in a specific behaviour (Onwezen et al., 2013). This anticipated emotional process is an important aspect in intention formation (Perugini and Bagozzi, 2001), and its function is particularly essential in the pro-social/pro-environmental decision-making process (Han and Ryu, 2012; Harth, Leach, and Kessler, 2013; Kim et al., 2013). Hence, an employee who is highly environmental concern in organization can use their emotional intelligence skills to feel more responsible to preserve the environment and may proceed their intention to preserve the environment and lead towards pro-environmental behaviour. **Contribution:** In line with the action to overcome environmental degradation, the findings would provide new knowledge in encouraging people especially employees in organization to develop and having a positive behaviour that can contribute towards preserving the environment. Practically, this research aim to incorporated emotional intelligence (EI) in environmental literature that can possibly fostering employee pro-environmental behaviour with in organization. This research involves both applied research and theoretical support to be develop upon, and that the analysis supposed to result in practical recommendations towards preserving the environment through behavioural change in the context of workplace specifically in Malaysia organization. Eventually, this research outcome can assist policy makers, management level in organization and respective environmental bodies/associations to choose the appropriate determinants for encouraging the pro-environmental behaviour towards employee or any target audience especially in the context of workplace.*

**Keywords:** Organization, emotional intelligence, employee, pro-environmental behaviour

Abstract ID: AIMC-2017-EBM-792

## IMPROVING QUALITY CONTROL PROCESS USING VALUE STREAM MAPPING

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### Abstract

**Introduction:** *Application of Value Stream Mapping (VSM) in the Department of Quality Control (QC) PT AEMI is very important to do. PT. AEMI is one of growing electronic component manufacturing industry in Indonesia. During this time, Kaizen project has been run and managed to become a culture in PT AEMI. However, these projects have not yet integrated and comprehensively and do not have long-term goals. Application of value stream mapping in PT AEMI expected to make Kaizen projects to be carried out more focused and result in an increase in the maximum efficiency. VSM is believed to be able to make the program more integrated, effective and comprehensive. This study aims to: (1) Creating a current state map in the Department of Quality Control PT. AEMI, (2) Identify waste in the Department of Quality Control PT.AEMI, (3)*

*Creating a future state map in the Department of Quality Control PT. AEMI, (4) Make a plan and analyze the improvement implementation* **Methodology:** Stages of the study were as follows: (1) identification of work processes, (2) Collection and analysis of work process time, (3) Analysis of the current state mapping, (4) The calculation of lead time and process time, (5) analysis of value added and non Value-added, (6) Analysis of waste, (7) Planning future state mapping, (8) Design improvement (improvement planning), (9) implementation of improvement, (10) Analysis of the implementation of improvements **Findings:** Results showed that: 1) Current state mapping at the Department of Quality Control PT. AEMI shows that the total lead time of 848 minutes with the non-value added activity 778 minutes. 2) Waste at the Department of Quality Control PT.AEMI for assambly product is in the process of handling that consists of the movement of products from assambly to QC 2 minutes, Transfer transactions of QC assambly to 479 minutes and the waiting time assambly area product inspection before 727 minutes. 3) Future state mapping at the Department of Quality Control PT. AEMI shows that the total lead time of 516.5 minutes by non-value added activity 446.5 minutes. 4) Improvements to do is to change the lay out of the final inspection area is to move from area to area manufacturing QC resulting in the reduction of non-value added activity by 46%. **Contribution:** Department of Quality Control (QC) is the most important departments in PT AEMI. This is because the QC department deals with all departments in PT AMI, such as warehouse department, stamping department, molding department and assembling department. Therefore in this study will be focused on the QC department to be a pilot project and is expected to contribute to serve as examples and guidance for other departments in PT AEMI to apply VSM

**Keywords:** Lean Manufacturing, Value Stream Mapping, Electronic Component Manufacture

Abstract ID: AIMC-2017-EBM-795

## EXCHANGE RATE EXPOSURE REVISITED IN MALAYSIA: A TALE OF TWO MEASURES

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### Abstract

**Introduction:** Theoretically, all firms are expected to be exposed to exchange rate movements directly or indirectly depending on their level of foreign involvement (Aggarwal & Harper, 2010), but, empirical studies on emerging or developed markets have shown little support for exchange rate exposure theory where the proportion of exposed firms tends to be lower than what the exchange rate exposure has expected (Bacha, Mohamad, Zain, & Rasid, 2013; Inci, Li, & Mccarthy, 2011; Parsley & Popper, 2006). Therefore, the purpose of this study is to re-examine the relation between share return and exchange rate movements at firm's level focusing in the large firms in Malaysia by investigating the effect of applying othogonalised market portfolio return and different measures for exchange rate movements on large firms' share returns in Malaysia.

**Methodology:** This research adopts the augmented two factor model exchange rate exposure model by introducing different measures of exchange rate movements and control variables. Besides exchange rate changes, the other alternative measure for exchange rate movement is exchange rate return volatility which is estimated and derived from the conditional variance for respective exchange rates using standard univariate GARCH (1,1) model (Bollerslev, 1986). For testing the effect of the exchange rate movements on share returns, if there is evidence of heteroskedasticity in the error terms, a GARCH (1,1) specification will be applied and the quasi-maximum likelihood method (Bollerslev & Wooldridge, 1992) will be used to estimate the parameters in the exchange rate exposure as well as the variance-covariance matrix. However, if the test fails to reject the null hypothesis of no heteroskedasticity, then, these firms' exchange rate exposure model coefficients are estimated using ordinary least squares (OLS), and the autocorrelation and heteroscedasticity consistent standard errors are calculated using the Newey-West (Newey & West, 1987) methodology (Muller & Verschoor, 2007).

**Findings:** The study results showed that orthogonalised exchange rate exposure model has performed better in capturing the effect of exchange rate movements on the large firm's share return. In addition, there is no significant different of exposed firms when using Trade Weighted Index (TWI) and multi bilateral exchange rates both in nominal and real terms. However, using exchange rate volatility fails to weaken the exchange rate exposure puzzle among the large firms in Malaysia. Moreover, majority of the exposed sampled firms in Malaysia have significant foreign involvement (foreign sales ratio more than 5%) mainly to the USD and JPY negatively. **Contribution:** Firstly, the findings from this study showed the important of choosing the right control variables may affect the ability of the exchange rate exposure model to capture the exchange rate exposure at firm level analysis regardless what measures of exchange rate movements will be applied. Secondly, firms are not only affected by the exchange rate returns but also by the exchange rate volatility which may offer direction for future exchange rate exposure research. Thirdly, the significant effect of different bilateral

exchange rates implies the importance of introducing multiple exchange rate rates in the exposure model. In addition, the evidence of exchange rate exposure in some of the firms with low level of foreign involvement support the argument that all firms are expected to be exposed to exchange rate movements (Adler & Dumas, 1984; Aggarwal & Harper, 2010). These results imply that all firms are expected to be affected to exchange rate movements directly and indirectly.

**Keywords:** Exchange rate exposure puzzle; orthogonalised market return; real exchange rate; Malaysia

Abstract ID: AIMC-2017-EBM-800

### THE ROLE OF OPEN INNOVATION IN BUSINESS INCUBATION PROCESS: THE CASE STUDY OF BANDUNG TECHNO PARK (BTP) INDONESIA

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#### Abstract

**Introduction:** The importance of business incubators to support the growth of new business venture cannot be overemphasized especially in developing country such as Indonesia. This study aims to provide depiction of the application of open innovation on business incubation process. It is conducted by presenting a case of Bandung Techno Park (BTP) as one of the first business incubator in Indonesia that positioned itself as incubator for ICT-based start-ups. **Methodology:** The functioning of BTP is depicted by using Business Model Canvas (BMC). The data were collected through a series of in-depth interviews. Informants were recruited based on how strategic the position held by informants in the organisation. The data produced were further validated by providing informants with opportunities to verify the result of the interviews. **Findings:** In the case of BTP, the existence of business incubation process must be supported by its adjacent businesses and relied heavily on the ecosystem under which its operated. Hence, the level of stakeholders' involvement can be considered as the primary factor of incubation process' effectiveness. Based on these findings, this paper proposed an improvement to BMC 3.0 to better visualize the role of open innovation in the way values are created, distributed, and captured. **Contribution:** This study tries to identify how might open innovation being applied in business incubation process. Improvement on the visualization of BMC 3.0 and formation of hypotheses to test the nature of its relationships also being provided. These features are difficult to be found on studies in similar field.

**Keywords:** business incubation, BMC 3.0, open innovation, start-ups

Abstract ID: AIMC-2017-EBM-802

### A RECENT SURVEY ON PROBLEMS FACED BY MICROFINANCE INSTITUTIONS IN NIGERIA

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#### Abstract

**Introduction:** In Nigeria, the Microfinance Institutions (MFIs) have not only gained much acceptance but have also become an essential component of the financial system in the country. Despite their important role in the Nigerian economy, these institutions have not received much research attention. The limited research in this area of study has resulted not only in little information about MFIs but also the lack of knowledge concerning their true nature, particularly their strengths and weaknesses as financial institutions. The purpose of the study was to identify as well as provide some insights into the types of problems encountered by MFIs in Nigeria. **Methodology:** This study involves microfinance institutions (MFIs) operating in the financial industry in Nigeria. The MFIs were identified and selected from the 2005 Central Bank of Nigeria (CBN) Directory. The CBN Directory indicated that there were 872 licensed MFIs in the country. These MFIs were located in 37 states in Nigeria. The listing of the MFIs obtained from the CBN Directory was used as the sampling frame of this study.

The data was collected by using questionnaires. The questionnaire used in this study comprised three sections. In the first section, nine items were used to collect information regarding the background of the respondents. The items in section two attempt to gather information concerning the characteristics of the MFIs. In section three, the respondents were asked to list at least five most pressing problems that their organizations faced.

The questionnaires were mailed to the Managing Directors/Chief Executive Officer (CEOs), General Managers and Senior Managers of the MFIs located in the 37 states in Nigeria. Of the total of 872 MFIs, only 121 MFIs located in 26 states completed and returned the questionnaires. The response rate of the study was 13.9%.

**Findings:** Analysis of the responses from the 121 respondents in the study shows that the MFIs faced at least 12 pressing problems. As presented, 24 respondents revealed that lack of access to electricity supply as obstacle to their business operation. Following this, another 23 respondents disclosed that their institutions have experienced limited supervision and loan defaults. Next, the other 17 respondents indicated that unsustainable intervention programs have affected their institutions. This is followed by another 14 respondents that reported insufficient cheap funds have restricted their funding activities. Another 13 respondents unveil lack of awareness and poor regulatory enforcement as barrier to their institutions. Seven respondents pointed out that their problem is related to the gap in communication and low awareness of MFIs among the society. The other seven respondents cited the lack of banking experience among the poor and low income class has restricted their lending ability. Another six respondents considered high operating cost as limitation to their loan disbursements. Four respondents indicated low literacy rate among the population has affected the accessibility of the loans provided by the MFIs. However, the other four respondents were concerned that the MFIs do not have sufficient donor funding, loan and equity. The problem related to limited standardized reporting and performance monitoring system was also mentioned by the respondents. The remaining two respondents complained about the lack of good roads and transportation system as obstacles to the MFIs. **Contribution:** Based on the analysis of data collected from 121 MFIs, the study was able to detect 12 types of problems encountered by the MFIs in Nigeria. The 12 problems confronted by the MFIs as identified in the study involved internal as well as external factors that appear to affect not only the operations of the MFIs but also their performance. The identification and understanding of these problems provide the first step toward positive management of MFIs. More importantly, by overcoming the problems identified in the study, MFIs would be able to improve their efficiency and effectiveness.

**Keywords:** Microfinance institutions, problems, Nigeria

Abstract ID: AIMC-2017-EBM-805

#### **EMPLOYEES' SAFETY BEHAVIOR MANAGEMENT MODEL IN DOWNSTREAM OIL AND GAS COMPANIES OF MALAYSIA: A THEORETICAL MODEL**

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#### **Abstract**

**Introduction:** The main purpose of this study is to develop a theoretical model for developing employees' safety behavior management model in downstream oil and gas companies of Malaysia. The model is proposed based on in-depth analysis of factors that influence safety behavior based on three main factors which are organizational factors, individual factors and environmental factors guided by Social Cognitive Theory (SCT).

**Methodology:** The paper describes the review of literature on three different main factors that influence safety behavior based on research articles and theses to propose the theoretical model. **Findings:** There are many factors involve in safety behavior, but mostly, the previous model was developed to see the relationship between the factors, did not include all factors together in one model holistically especially in downstream oil and gas industry of Malaysia. Therefore, this theoretical model include 18 factors together in one model specifically focus on Malaysian context. **Contribution:** The study contributes to the safety management literature especially safety behavior in providing an overview of the employees' safety behavior management model. This model is first of its kind to show how overall factors for safety behavior were connected to each other especially in the context of Malaysian downstream oil and gas companies.

**Keywords:** safety behavior, management model, downstream oil and gas, Malaysia

Abstract ID: AIMC-2017-EBM-817

#### **THE IMPACT OF MOTIVATIONAL FACTORS ON ONLINE GROCERY SHOPPING**

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#### **Abstract**

**Introduction:** This paper aims to investigate the motivational factors including social influences, facilitating conditions, hedonic motivations, perceived risk and perceived trust which influence the consumers' intention to purchase grocery online in Malaysia. From the literature review, this paper found that many studies have investigated numerous factors for purchase intention, especially, in the cases which fashion and trends are

involved. However, few studies have focused on the factors that affect consumers' intention to online grocery shopping, particularly in Malaysia. **Methodology:** A total of 400 questionnaires were distributed to the virtual community of a famous grocery retailer in Malaysia using private message. Multiple regression was used to test the relationships between motivational factors and purchase intention of grocery products. **Findings:** The results show that social influences, facilitating conditions, hedonic motivations and perceived trust are positively related to consumers' intention to purchase grocery online. However, perceived risk has no impact on the purchase intention. This can be explained that the risk of online shopping is reduced due to the popularity of online shopping nowadays. **Contribution:** The finding of the study is expected to help retailers to figure out how to get their shoppers to buy more in online settings.

**Keywords:** Online Grocery, Purchase Intention, Hedonic Motivations, Social Influences, Facilitating Conditions, Perceived Risk, Perceived Trust

Abstract ID: AIMC-2017-EBM-819

### MANAGING TAX DISPUTE DUE TO IFRS-16 ON THE RETROFITS IMPLEMENTATION IN INDONESIA

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#### Abstract

**Introduction:** The IFRS-16 will be implemented worldwide on the 1st of January 2019. Under the IFRS-16, operating lease is effectively removed, and all operational rated are qualified as debt. Operation lease is a major source and is important for off-balance sheet financing in Indonesia. Implementation of IFRS-16 will probably hurt Indonesian businesses, especially on tax treatment. The new financial modelling that provides monetary investment on "Energy-Saving Performance Contract (ESPC)" and "Saving Energy Agreement (ESA)" are growing in Indonesia. The markets for those new investments are increasing especially in incentivizing energy efficiency. The contract and/or service level agreements on retrofit can relieve the business owner from cash flow and new debts. **Methodology:** This paper will explore the impacts of specific provisions due to retrofits implementation within the IFRS Indonesian Chapter that could prohibit the application of retrofits practices in energy efficiency financing, and explore the unintended consequences given by the Indonesia Regulatory Accounting Body. This study will use a mix of grounded theory, literature review, case-analysis study and limited to Indonesian retrofits business practices **Findings:** The result indicates that the benefits of the retrofits project implementation beat the cost and complexity posed by the enactment of new accounting standards and procedures. Thus, the impact of the latest changes in IFRS-16 and taxation are being considered as a part of business constraints that should be addressed together by the retrofits provider and retrofits user. **Contribution:** The future efforts on off-balance sheet financing is very important for energy efficiency and the Indonesian economy will grow and benefit from it, therefore the regulator, industry and user communities should collaborate.

**Keywords:** IFRS, Off-Balance Sheet, Retrofits, SAK, Tax Implications

Abstract ID: AIMC-2017-EBM-827

### IMPERFECT MONITORING, CYCLICAL, AND LEARNING MODEL PERSPECTIVES: PRICE WAR IN THE INDONESIAN LIGHTING INDUSTRY

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#### Abstract

**Introduction:** To study the antecedents of the current price war in the Indonesian lighting industry, using the Early Warning Signal framework previously created by Oliver Heil and Kristiaan Helsen (2001). **Methodology:** Research studies using three monitoring models (Imperfect Monitoring, Cyclical, and Learning Model Perspectives), mixed with literature reviews in regard to price war and respondent's response towards the issue. Based on the previous model, four main variables were used as means of data measurement. **Findings:** Using the three antecedent models, the study found that many business practitioner in the industry regard price war as the result of declining demand, intra-brand competition, and not as a shift in customer's product preference. From four main variables, thirteen hypotheses were suggested. **Contribution:** Provide new understanding and the possibility of using price war to generate organizational evolution, by means of finding new sources of profit.

Provide guideline for managers who are looking to improve their organization's strategic positioning in the market they serve, especially if that particular market are entrenched in severe price war condition.

**Keywords:** Price War, Intra-Brand Competition, Lighting Industry

Abstract ID: AIMC-2017-EBM-837

### **PLAN BEHAVIOR AND KNOWLEDGE SHARING AMONG NURSES IN PATIENT COMPUTER MANAGEMENT SYSTEM: THE ROLE OF DISTRIBUTIVE JUSTICE**

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#### **Abstract**

**Introduction:** *In the era of globalization and rapid changes in technology the role of knowledge sharing is inevitably vital for an organization. Though many studies have been carried out in this topic however knowledge sharing among nurses in patient computer management system is inadequately understood. This study examined the relationship between plan behaviour components and knowledge sharing among nurses in patient computer application system. Consequently it examined the contribution or influence of plan behaviour components on knowledge sharing. Finally, the study determined the moderating effect of distributive justice on the relationship between plan behaviour and knowledge sharing.* **Methodology:** *Quantitative approach was employed in this study. The research was based on a correlational and cross sectional study which involved a total of 200 nurses.*

*Data was collected based on random sampling via self-administered questionnaire. Partial Least Squares (PLS) (Version 2.0) analysis was used to analyse the data, test the hypotheses and answer the objectives of the study.*

**Findings:** *The study revealed that plan behaviour components have significantly related to knowledge sharing. Plan behaviour components were also found to have a significant and positive influence on knowledge sharing. The study revealed that distributive justice has significantly impacted knowledge sharing.* **Contribution:** *Results of the study proved the robustness of the theory this is applied in the study to explain the knowledge sharing in the context of a Eastern perspective. The study closes the gap in previous research findings that will add to the current body of knowledge.*

**Keywords:** Knowledge sharing, plan behavior, distributive justice

Abstract ID: AIMC-2017-EBM-840

### **ORGANIZATIONAL CULTURES IN SUPPORTING SMES COMPETITIVENESS WITHIN INDONESIAN SILK INDUSTRY**

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#### **Abstract**

**Introduction:** *This study aims to determine the role of organizational culture in the context of the competitiveness of small and medium enterprises (SMEs) in the silk industry in Indonesia. The case studies carried out in Wajo, South Sulawesi as one of Indonesia's leading silk producer.* **Methodology:** *The influence of organizational culture on competitiveness is analyzed quantitatively and qualitatively through field survey. Respondents came from silk businesses and local governments, Regent, Head of the Department of Trade and Industry. Then it is compared to the SMEs practices in several Asian countries: Japan, China and India.*

**Findings:** *The results showed that the organizational culture of SMEs in the silk industry in Wajo district classified as 'good' so that it is a strong capital in the development of the industry in this area. Marketing, development of product design, advanced technology and copyright need attention in increasing competitiveness as a consequence of the free market.* **Contribution:** *This study support the Indonesian government that has recently turned out to specifically instruct Wajo local governments in taking strategic decisions to spur growth in this industry sector. This paper will directly be submitted to the Regent of Wajo as a reference in developing the silk industry. In general, this will enrich the research in SMEs practices particularly in Asia.*

**Keywords:** Competitiveness, Free Trade, SMEs, Organizational Cultures



Abstract ID: AIMC-2017-EBM-846

### THE MODERATING EFFECT OF MURABAHAH MODE ON

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#### Abstract

**Introduction:** *Green entrepreneurship is a skill and knowledge of farm production, which comprises of soil cultivation, rearing of animals and supply of raw materials to the industry. However, the growth and development of green entrepreneurship are declining. Despite the importance of the green entrepreneurship in terms of employment opportunities and poverty alleviation, revenue generation and economic growth, yet, the sector is decreasing and the findings from the sector revealed mixed results which motivated this study to incorporate Murabahah mode as a moderating variable on the relationship between the study variables.*

**Methodology:** *The study used a quantitative approach with 382 questionnaires and analysed Partial Least Square Structural Equation Modeling (PLS-SEM) through Smart PLS software. Findings:* *Path coefficients revealed a positive relationship between formal credit facilities and green entrepreneurship development. Also, it revealed a positive relationship between farm social amenities and green entrepreneurship development. More so, Murabahah mode was positive and significantly moderated the relationships between formal credit facilities, farm social amenities and green entrepreneurship development. This indicated that the proposed hypotheses were all supported. Contribution:* *The study recommended that financial institutions and farmer cooperatives in Kano, Nigeria should used this model as an essential solution to the current inefficiency of farm mode and services. Finally, the current paper introduces a new framework in the Kano state farm sector. More so, the paper hoped that; the proposed model will add more knowledge on the role of Islamic financial products in financing agriculture, agribusiness and agro allied industries as well as individual and group of farmers.*

**Keywords:** Green Entrepreneurship Development, Farm Ingredients, Murabahah Mode and, Conceptual Framework

Abstract ID: AIMC-2017-EBM-847

### THE RELATIONSHIP OF BRAND EQUITY AND REVISIT INTENTION IN FOOD TRUCK

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#### Abstract

**Introduction:** *As a new phenomenon in Malaysia, the food truck is the next of food and beverages trends after hipster cafe. Instead of bringing restaurant menu to the street, the food truck also creates branding for the marketing purpose. The food truck market also flourishes with the restaurant that runs food truck to create brand visibility. Besides, the understanding of brand equity in the food truck is still sparse. The aim of this study is to examine the relationship between brand equity in the food truck and revisit intention. Methodology:* *The data will be collected via survey questionnaire and distributed among food truck customer in Klang Valley.*

**Findings:** *It will be expected brand equity has the influence on customer revisit intention. Contribution:* *This study will contribute to the knowledge in brand equity theory and the revisit intention. It also an opportunity for food truck manager to improve understanding towards customer to succeed in the competitive environment.*

**Keywords:** brand equity, revisit intention, food truck

Abstract ID: AIMC-2017-EBM-849

### EXAMINING MODERATING EFFECT OF ORGANIZATIONAL CULTURE ON THE RELATIONSHIP BETWEEN STRATEGIC MANAGEMENT AND ORGANIZATIONAL PERFORMANCE

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#### Abstract

**Introduction:** *Performance of organizations that are related to health services is vital in developing countries. To ensure effective and high organization performance few factors need to be put into consideration. This study examined the relationship between strategic management focusing on two main dimensions of formulation and implementation strategy and organizational performance in Malaysian selected hospital. Consequently the study*

examined the different effect of formulation and implementation strategy on organizational performance. Finally the study determined the moderating effect of organizational culture on the relationship between strategic management in terms of formulation and implementation strategy and organizational performance. **Methodology:** Quantitative approach was employed in this study. The research was based on a correlational and cross sectional study which involved a total of 150 hospital management staff. The self-administered questionnaire was employed for the data collection. The obtained data were analyzed using SPSS Version 22. Descriptive and inferential statistics were used to answer the objectives and hypotheses of the study **Findings:** The study revealed that strategic management in terms of formulation and implementation strategy were positively related to organizational performance. Consequently formulation and implementation strategy have also contributed significantly on organizational performance with implementation strategy has contributed more significant effect on organizational performance than formulation strategy. Finally the result found that organizational culture has moderated significantly on the relationship between strategic management (formulation and implementation strategy) and organizational performance) **Contribution:** Results of the study proved the robustness of the theory that is applied in the study to explain organizational performance in developing country. The study bridges the gap of previous research findings that will add to the current body of knowledge.

**Keywords:** Strategic management, organizational culture, organizational performance

Abstract ID: AIMC-2017-EBM-851

**AIRBNB: A NEW DIMENSION TO MALAYSIA TOURISM INDUSTRY**

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**Co-Authors:** Huam Hon Tat; Muhammad Hafizuddin Junaidi; Zuraidah Sulaiman

**Abstract**

**Introduction:** Airbnb is a new buzzword over the past few years in Malaysia. Owing to the Internet advancement, Airbnb, a worldwide accommodations leader has transformed the hospitality service. Undeniably, Airbnb is a popular way for travellers to get cheap accommodation in many cities; however, the growth of Airbnb in Malaysia still lags far behind other main tourist spots. In fact, the home-sharing concept operates on the principles of trust and respect. Therefore, this study aims to investigate the peer-to-peer renting service through Airbnb in Malaysia. Particularly, relationships between trust, perceived risk and intention of accommodation providers for a booking request are investigated. **Methodology:** Multiple regression will be used to examine the relationships between trust, perceived risk and intention of Airbnb accommodation providers to accept a booking request. A sample of 200 accommodation providers from the Airbnb Malaysia website are chosen as respondents in this study using convenience sampling technique. Before data collection, the questionnaire was tested using pilot study of 20 respondents. **Findings:** In Malaysia, Airbnb is gaining the popularity as an avenue of income for property owners. Due to limited studies about Airbnb in Malaysia, it is important to increase the accommodation providers' intention to accept booking requests using trust and perceived risk factors. The Cronbach's alpha values  $> 0.7$  from the pilot study shows that trust and perceived risk are the two reliable indicators for accommodation providers' intention. **Contribution:** The findings of the study enable policy maker to look into safety issues and regulate home-sharing businesses.

**Keywords:** Airbnb, Malaysia, Trust, Risk, Intention

Abstract ID: AIMC-2017-EBM-853

**GREEN PURCHASE INTENTION TOWARDS MULTI-LEVEL MARKETING COMPANY**

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**Co-Authors:** Nor Haslinda Binti Mohd Lawi; Huam Hon Tat; Norhayati Zakuan

**Abstract**

**Introduction:** Recently, there are many ethical and legal issues connected with multi-level marketing (MLM) schemes. In fact, many direct sales companies use MLM or network marketing to generate profit through sales to customers and commission-based from distributor's downline. Due to the misconception of MLM, some direct sales companies that sell high-quality natural and eco-friendly products are being affected. As such, this paper aims to assess the consumers' green consumption values, green trust, green brand attitude and green brand purchase intention for one of a famous global MLM company in Malaysia. **Methodology:** The research

framework linking green consumption values, green trust, green brand attitude and green brand purchase intention will be tested using structural equation modelling. Data will be collected from a convenience sample of 150 consumers. **Findings:** Many previous studies show that green plays a prominent role in influencing consumers' trust, attitude and purchase intention. The reliability of the constructs, namely, green consumption values, green trust, green brand attitude and green brand purchase intention were established using reliability test via pre-test and pilot study. **Contribution:** This study is the first to apply the green construct in assessing consumer response to a MLM company. It is expected that the results of the study could help direct sales companies to develop their MLM strategies using green consumption values.

**Keywords:** multi-level marketing , green consumption values, green trust, green brand attitude, green brand purchase intention

Abstract ID: AIMC-2017-EBM-859

**THE INFLUENCE OF JOB SATISFACTION TO AFFECTIVE COMMITMENT, JOB SATISFACTION, AND EMOTIONAL EXHAUSTION, AND THEIR INFLUENCE TO PERFORMANCE AND INTENTION TO LEAVE**

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STIE YKPN School of Business

**Co-Authors:** No Co Authors

**Abstract**

**Introduction:** This research explores the interrelationship among job satisfaction, life satisfaction, affective commitment, emotional exhaustion, performance, and intention to leave. **Methodology:** Purposive sampling involving 399 Indonesian employees, structural equation modelling. **Findings:** Job satisfaction has positive influence to emotional exhaustion, affective commitment, and life satisfaction. Emotional exhaustion, affective commitment, and life satisfaction have positive influence to performance and intention to leave. **Contribution:** Limited researches related to mediating effect of life satisfaction, affective commitment, emotional exhaustion to the relationship of job satisfaction to performance and intention to leave.

**Keywords:** job satisfaction, life satisfaction, affective commitment, emotional exhaustion, performance, and intention to leave

Abstract ID: AIMC-2017-EBM-860

**THE MODERATING EFFECT OF PSYCHOLOGICAL CAPITAL ON RELATIONSHIP JOB DEMANDS, JOB RESOURCES AND JOB BURNOUT**

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**Co-Authors:** Norhani Bakri; Mastura Mahfar

**Abstract**

**Introduction:** Job burnout was conceptualized as multi-component construct which are emotional exhaustion, depersonalization and reduce personal accomplishment. Job burnout is related with emotional disorders of high work demands and less job resources to complete the work assignment. Job burnout is a chronic problem that needs to be given attention because it does not only give direct impact towards individual but it lead to harm others people life. **Methodology:** This research aims to explore job burnout effect on commercial airline pilots in Malaysia aviation industries. The total population for this research is 6669 according to DCA (Department Civil Aviation) statistic. Sekaran (2000) suggest that a range of minimum sample size of 30 and maximum of 500 is acceptable for quantitative research. According to G-Power analysis in this research, 165 sets of questionnaire were required in order to ensure the finding can represent all population. From the population, all sample will be chosen through a convenience sampling.

**Findings:** By reviewing the past research, the researchers indicate in consistence of the relationship between job demands, job resources and job burnout due to this variable relationship most emphasize on environment factor. Most psychological approach believe this in consistence relationship between variable causes due to human behaviors are affected by their interaction between personal and environment factors. **Contribution:** Furthermore this paper purpose conceptual model to further understanding the moderating role of the psychological capital in influencing the relationship between job demands, job resources and job burnout. This paper is then developed into concrete research hypothesis for future research.

**Keywords:** Psychological Capital, Job Demands, Job Resources & Job Burnout

Abstract ID: AIMC-2017-EBM-865

## EFFECTIVENESS OF E-WOM AND IMPACT ON PURCHASE INTENTIONS THROUGH PERCEIVED QUALITY IN LOCAL CULLINARY BUSINESS

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**Co-Authors:** Galih Abdul Fatah Maulani

### Abstract

**Introduction:** *With a large population and high consumer interest in local culinary, Indonesia becomes a potential market for small and medium-sized local culinary enterprises. However, most of local small and medium-sized enterprises (SMEs) in culinary sector face a wide range of challenges especially when it comes to huge promotion costs. Fortunately, the ever-increasing numbers of Internet users in Indonesia provides an opportunity for these SMEs to promote their products through Electronic Word of Mouth (E-WOM). E-WOM can provide solutions for them since it has a quick and wide promotion reach. The purpose of this study is to find out the influencing factors of E-WOM on consumers' perceived quality and purchase decisions. **Methodology:** This study used a descriptive and verification method. The samples include 156 followers of Instagram accounts of the local culinary enterprises based in Garut, Indonesia chosen using the probability, simple random sampling technique.*

*To find out the influencing factors of E-WOM on the brand image, the data were analyzed using SPSS exploratory factor analysis. In addition, a PLS method was carried out to find out the influencing factors of E-WOM on consumers' purchase interests and perceived quality using SmatPLS software. **Findings:** The results reveled that there were three influencing factors of E-WOM; they are opinions, product benefits, and rewards. Based on PLS calculation, it can be concluded that E-WOM has positive influence on both consumers' perceived quality and purchase interests, and consumers' perceived quality can affect purchase interests. **Contribution:** To date, there has been no previous research addressing the local culinary aspects as a tribal, urban, or even national identity. This study describes the influencing factors of E-WOM on consumers' perceived quality and investigates the relation between E-WOM and consumers' perceived quality and purchase decisions.*

*This study may contribute a practical significance as culinary business through E-WOM may become a locomotive engine that drives other subsectors of creative industry. It is expected that this becomes the first step to directly improve the income of the society and national economic growth. Theoretically, this study may become a reference for other researchers in developing local culinary business.*

**Keywords:** E-WOM, local culinary, SMEs, perceived quality, buying decision

Abstract ID: AIMC-2017-EBM-876

## EFFECT OF BOARD OF DIRECTORS DIVERSITY ON CAPITAL STRUCTURE AMONG LISTED FIRMS IN INDONESIA STOCK EXCHANGE

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**Co-Authors:** Prof. Tafdil Husni, SE, MBA, PhD; Rida Rahim, SE, ME

### Abstract

**Introduction:** *Corporate governance issues was a big concern of developed and developing countries nowadays, especially for large and listed companies. The company need financial resources to achieve its goals. Therefore, factors that could affect the company's capital structure should be carefully considered. Decision of the company's capital structure is one of the important decisions that are directly affected by the decision of the board of directors. The existence of well developed board diversity could help the effectiveness of debt to equity. Therefore it is important to develop a research about how effect of board of directors diversity on capital structure. The main objectives of this study was to determine the effect of board of directors diversity on capital structure among service non-banking companies listed in Indonesia Stock Exchange during the period of 2011 until 2015. **Methodology:** hypothesis testing was conducted to explain causal relationship between variables and fixed effect model was used to process the data. This study used purposive sampling technique to choose required samples and finally analyzed 35 companies. Independent variable in this study were the existence of women directors, age, nationality, education background, board meetings, board size, firm size, profitability and sales growth. Dependent variable was debt to equity ratio as proxy of capital structure. The study used some capital structure theories such agency theory, asymmetric information, trade-off, and pecking order. **Findings:** The results showed that the existence of women directors, education background, board meetings, firm size and sales growth has no significant effect to capital structure. While age, nationality, board size and profitability has negative significant effect to company's capital structure. **Contribution:** This study is expected to contribute to*

*the development of science, especially financial management. And the results of this study used as a source of information or references to further research about board diversity.*

**Keywords:** board diversity, firm size, profitability, growth, capital structure, agency theory, asymmetric information, trade-off, pecking order

Abstract ID: AIMC-2017-EBM-879

### **SERVICE INNOVATION CAPABILITY THAT SPURS INTERNATIONALIZATION IN INDONESIAN SMES**

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#### **Abstract**

**Introduction:** *Being successful at innovation requires detailed planning: thoroughness in pursuing opportunities that match significant customers' needs, developing new products or new services quickly at the correct cost to become fundamentally fit. Many companies make incremental improvements to their service offerings and few prevail with regards to make service innovations that produce new markets. The absorptive capacity variables utilize the external information/knowledge in relation to the company innovativeness into the new product, services, processes, and systems as the key essential factors for internationalization achievement.*

**Methodology:** *This study investigates several factors that affect the service innovation capability based on samples of 38 Indonesian SMEs. We presume that our samples previously have a potential absorptive capacity as a basis to enhance their innovation capabilities and company's performance. We test the hypotheses on a sample of Indonesian SMEs, using multivariate OLS regression analysis and Multi Discriminant Analysis.*

**Findings:** *The results indicate that the combine factors of "number sales & marketing", "product launching" and the "customer involvement" have a significant effect on "internationalization" in as a representation of service innovation capability. Contribution: By keeping these "science-push" and "demand-pull" of SMEs on innovation as a top priority, the innovation opportunity will be alive and better practice under AEC implementation. In the future, Indonesian SMEs need to wipe out and comprehend the boundary for moving from traditional economies to knowledge-based economies.*

**Keywords:** Absorptive capacity, Indonesian SMEs, Innovation capability, Internationalization, Service Innovation

Abstract ID: AIMC-2017-EBM-880

### **EFFECT OF BOARD OF DIRECTORS DIVERSITY ON CAPITAL STRUCTURE AMONG LISTED FIRMS IN INDONESIA STOCK EXCHANGE**

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**Co-Authors:** Prof. Tafdil Husni SE, MBA, PhD; Rida Rahim SE, ME

#### **Abstract**

**Introduction:** *Corporate governance issues was a big concern of developed and developing countries nowadays, especially for large and listed companies. The company need financial resources to achieve its goals. Therefore, factors that could affect the company's capital structure should be carefully considered. Decision of the company's capital structure is one of the important decisions that are directly affected by the decision of the board of directors. The existence of well developed board diversity could help the effectiveness of debt to equity. Therefore it is important to develop a research about how effect of board of directors diversity on capital structure. The main objectives of this study was to determine the effect of board of directors diversity on capital structure among service non-banking companies listed in Indonesia Stock Exchange during the period of 2011 until 2015. Methodology: Hypothesis testing was conducted to explain correlation relationship between variables and fixed effect model was used to process the data. This study used purposive sampling technique to choose required samples and finally analyzed 35 companies. Independent variable in this study were the existence of women directors, age, nationality, education background, board meetings, board size, firm size, profitability and sales growth. Dependent variable was debt to equity ratio as proxy of capital structure. The study used some capital structure theories such agency theory, asymmetric information, trade-off, and pecking order Findings: The results showed that the existence of women directors, education background, board meetings, firm size and sales growth has no significant effect to capital structure. While age, nationality, board size and profitability has negative significant effect to company's capital structure. Contribution: This study is*

expected to contribute to the development of science, especially financial management. And the results of this study used as a source of information or references to further research about board diversity.

**Keywords:** board diversity, firm size, profitability, growth, capital structure, agency theory, asymmetric information, trade-off, pecking order

Abstract ID: AIMC-2017-EBM-881

## DOES ISLAMIC WORK ETHICS INFLUENCE PRO-ENVIRONMENTAL BEHAVIOUR IN ORGANIZATION ?

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### Abstract

**Introduction:** *Environmental concern has become a dominant phenomenon around the world and is now identified as one of the greatest challenges human has ever faced. Besides, it is agreed by several researchers that organizations are considered to be one of the highest contributor towards climate change and in the final analysis, solving environmental degradation comes down to individual behaviour because it is only through changing the behaviours of individuals that the problems of environmental issues related to organization outcome can be addressed. Thus, by changing behaviour towards pro-environment will not only can contribute towards greening organization but also will help to prevent further environment destruction.* **Methodology:** *This is a conceptual paper that discussed how Islamic work ethics would influence employee pro-environmental behaviour in organization. All information gathered from previous literature mainly in environmental and Islamic work ethics study.* **Findings:** *Islam play an important role in preserving the environment as what has stated in Islamic thought, but the majority of studies which express the relationship between individual and organizational variables still focus on Western context, which ignored the important role of Islamic work ethics. Besides that, The Qur'an paints a picture of a khalifa who is a trustee on earth responsible and accountable for his conduct towards his fellow humans, creatures and the Earth itself (Rizk, 2014). Despite all of this, the Muslims ideally take their work as an integral part of the lives and therefore, they tend to perform their duties in the light of religious values (Possumah et al., 2013). In addition, a study by Rice (2006) discover that, religious play an important role in assuring a person to display pro-environmental behavior, therefore means that when a Muslim take who seriously the knowledge of their religious, may lead them to behave more environmentally in performing their daily lives for instance protecting green zone, influence other people to be more economical in using water, recycling and promote environmental management practice in organization.* **Contribution:** *In line with the action to overcome this catastrophe, the findings would provide new knowledge in encouraging people especially employees in organization to develop and having a positive behaviour that can contribute towards preserving the environment. Practically, this research aim to incorporated Islamic work ethic (IWE) in environmental literature that can possibly fostering employee pro-environmental behaviour with in organization. This research involves both applied research and theoretical support to be develop upon, and that the analysis supposed to result in practical recommendations towards preserving the environment through behavioural change in the context of workplace specifically in Malaysia organization. Eventually, this research outcome can assist policy makers, management level in organization and respective environmental bodies/associations to choose the appropriate determinants for encouraging the pro-environmental behaviour towards employee or any target audience especially in the context of workplace.*

**Keywords:** Islamic work ethics; employee; pro-environmental behaviour; organization

Abstract ID: AIMC-2017-EBM-883

## STORYTELLING AS A POWERFUL TOOL FOR EFFECTIVE LEADERSHIP: AN OVERVIEW

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### Abstract

**Introduction:** *The aim of this study is to explore and connect so far to some extent, two separately developed areas: (a) leadership and (b) narratives. Leadership and its importance have been stated as a base for organizational success. Regardless of the attention what has been given for leadership studies, publications and training courses, only few manage to succeed in transforming their organizations along with the changes in*

business environment. One of the biggest problems leaders face on their way is finding the common language with their followers, translate their vision into actions, and create change in the organisational culture, values and identity. **Methodology:** This study based on qualitative measures and used techniques observation, experiences, interviews, and reviewing text. **Findings:** Effective uses of stories as life metaphors will create common bridge between employees and their leader. Stories work when other methods do not, because it explains complex ideas more effectively; it engages employees mind as well as their emotions; it makes them imagine possible problems and intuits solutions from their own perspective; it communicates knowledge which otherwise is not possible to express explicitly; and once internalized, it has an effect on organizational identity and paradigm. **Contribution:** The study contributes to the extant literature on leadership and particularly to the literature of developing countries since no study relating to it was witnessed. This study reveals that stories, as being about life and using common language for both sides, can be used as a bridge between the leader's dream and the employee's task. Life as an example manages to explain complex ideas successfully. As stories have ability to touch emotions, put us imagine and feel problems from very personal perspective. Through internalizing, it helps to define problems on the right level. People will create their own story, fantasies and put them in action.

**Keywords:** Storytelling, effective leadership, narratives, Bangladesh

Abstract ID: AIMC-2017-EBM-885

### GOVERNANCE INDICATORS FOR EFFECTIVE MANAGEMENT OF MANGROVE RESOURCES

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#### Abstract

**Introduction:** Mangroves and marshes provide mutual benefits in terms of providing aquatic eco-systems. Swamp forests contribute a variety of services to carry out activities that depend on water resources such as agricultural production, fishing and tourism. The destruction of mangrove forests is alarming despite the benefits we are receiving. A major reason for excessive depletion and conversion of wetland resources is often the failure to account adequately for their non-market environmental values in developmental decision. The management role of the relevant agencies will only be effective pending supports by other stakeholders who may benefit directly or indirectly from the mangrove forest. **Methodology:** In this research, all the data and information are collected by using primary and secondary sources. There are 160 questionnaires collected during this study. The participants of this study were the local communities of Kuching Wetlands including Kampung Samariang Batu, Kampung Sungai Midin and Kampung Samariang Pinggir. Whom are mostly Malays. Majority of the residents involved in fisheries, followed by business activity and public or private employees. The data will be divided into qualitative and quantitative. The qualitative data and quantitative data will be organized into a frequency distribution. The frequency tables (frequency), percentage forms were used to mainly analyze the demographic characteristics of the respondents. Questionnaires and focus groups were conducted in Kuching, Sarawak and analyses using factor analyses were utilized in order to extract the index. **Findings:** The study distinguish that among the important factors in influencing the public perception of local governance mangrove forests in Kuching Wetlands, are community awareness, handling problems and conflict in the existing rules while other factors were not significant. However, most of the wetland local community does not contribute to ecotourism industry, even though they are aware of the importance if sustaining it. Thus the government can take opportunity to raise the awareness via the potential income that can be generated from eco-tourism activities and realizing its importance of sustaining the natural resources. **Contribution:** This study contributes to establish indicators and measurement of governance for the mangrove forests and wetlands in Sarawak.

**Keywords:** Ecotourism, Governance effectiveness, Perception, Socio economic

Abstract ID: AIMC-2017-EBM-886

### SUSTAINABLE COMMUNITY DEVELOPMENT THROUGH HOMESTAY PROGRAMME

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#### Abstract

**Introduction:** *This study analyses the dimensionality of tourist perceived value in community-based homestay tourism context.* **Methodology:** *A survey of 150 visitors to homestay in Kuching, Sarawak was conducted and used to examine the perceived value dimensions in tourism context, statistical analysis and structural equation model were used to verify the validity and reliability of scales used. Satisfaction Level was measured using tested perceived value with six dimensions that illustrated through structural construct, (i) emotional value, (ii) experiential value (host-guest interaction), (iii) experiential value (activity, culture and knowledge), (iv) functional value (establishment), (v) functional value (price), and (vi) functional value (service).* **Findings:** *The finding shows that emotional, experiential and functional are important determinants of perceived value which affect the visitor's satisfaction level on homestay tourism. Moreover, statistical findings indicated that only five dimensional have positive affect towards Satisfaction Level while function value (establishment) computed a negative affect towards satisfaction.* **Contribution:** *This study can act as an evaluation of homestay performance that objectively informs tourism authorities and related stakeholders about the performance of the homestays in Kuching Division generally as a whole.*

**Keywords:** Homestay tourism, tourist perceived value, experiential value, emotional value, satisfaction level, exploratory factor approach, confirmatory factor approach

Abstract ID: AIMC-2017-EBM-889

### INFLUENCING FACTORS ON CUSTOMERS' REVISIT INTENTION IN THE RESORT HOTEL: THE ROLES OF CUSTOMER EXPERIENCE MANAGEMENT AND CUSTOMER VALUE

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**Co-Authors:** Ratih Hurriyati; Lili Adi Wibowo; and Grisna Anggadwita

#### Abstract

**Introduction:** *Tourism is one of the sectors that contribute to the economy of a country. Activities of creative tourism became one of the strategy to increase public interest in the tourism industry. The tourism sector is related to the hospitality industry, where the growth of the hospitality industry cannot be separated from the development of the tourism sector, and vice versa. The rapid development of the hospitality industry resulted in the emergence of competitive rivalry in attracting customers to stay and use the facilities at the hotel.* **Methodology:** *The research method is quantitative method with the questionnaire as a data collection tool. The sampling technique used a non-probability sampling with accidental sampling approach. A total of 500 respondents participated in filling out the questionnaire. A theoretical framework is empirically tested to identify the roles of the customer experience management and customer value on customers' revisit intention through an integrated analysis. The analysis techniques used a Structural Equation Modeling (SEM) to test the hypothesis and Lisrel 8.8 as tools in data processing.* **Findings:** *The research findings indicate that customer value is significantly influenced by customer experience management, while the customer experience management have no direct effect on customers' revisit intention, but have an indirect effect through customer value.* **Contribution:** *The academic literature related to the level of customers' revisit intention in the hotel industry is still quite limited, so it becomes attractive domain for further study. Therefore, this study tries to fill the gaps in past research to identify factors that influence in increasing the customers revisit intention in the hotel industry by exploring the customer experience management and customer value.*

**Keywords:** Customer experience management; Customer value; Hotel industry; Resort hotel; Revisit intention; Tourism industry.



Abstract ID: AIMC-2017-EBM-893

### **GENDER IN AUDIT COMMITTEE AND FINANCIAL REPORTING TIMELINESS: CASE OF UNIQUE CONTINENTAL EUROPEAN MODEL**

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#### **Abstract**

**Introduction:** *The objective of this research is to investigate whether the Gender in Audit Committee affects the timeliness of financial reporting. Unlike famous previous studies such as U.S., the current study is conducted in the country which adapts Continental European System. **Methodology:** This study employs panel data analysis for 370 observations of 185 Indonesian listed companies in the 2014-2015 periods. Beside gender in audit committee, this study also employ several control variabels: other audit committee characteristics such as size, independency, expertise, and activity of Audit Committee, as well as company charactristics such as age, size, leverage and profitability of company **Findings:** This paper finds that there is no role of gender in audit committee in determining the financial reporting timeliness. In addition, Audit Committee size, independence, expertise, and activity also do not have a significant relationship with the timeliness of financial reporting. However, company's age give significant impact on financial reporting timeliness. The result of this study does not supports the premises arguing that Gender in Audit Committee has a strong role in financial reporting timeliness. **Contribution:** This study provides the no role of Gender in Audit Committee determining the financial reporting timeliness. The finding suggests that the present of Gender in Audit Committee could not minimalise the opportunistic behaviour of management and increase the accounting quality.*

**Keywords:** Gender in Audit Committee, Financial Reporting Timeliness, and Indonesia

Abstract ID: AIMC-2017-EBM-894

### **CAMEL ANALYSIS ON PERFORMANCE OF ASEAN PUBLIC LISTED BANKS**

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**Co-Authors:** SONIA KUMARI SELVARAJAN; AMY CHING EE LING

#### **Abstract**

**Introduction:** *Concerning the banking reform history and the recent banking integration, this provides a unique feature to the ASEAN banking market for this study to embark upon the issue of ASEAN banking performance. with the increasing of contestable international market, this study attempts to evaluate the performance of public listed banks in ASEAN region, specifically by in five major ASEAN nations, namely Malaysia, Singapore, Thailand, Indonesia, and the Philippines, which are also known as ASEAN-5. Being among the fast growing emerging countries and share similar social and economics characteristics (Echchabi, 2013), these countries are chosen for this study. **Methodology:** In order to provide an insight of ASEAN banking performance, the set of annual data used in this study covers the period from 1997 to 2011, by capturing the Asian financial crisis in 1997 as well as the global financial crisis in 2008. A total of 63 public listed banks are chosen among the five ASEAN countries as which 10 listed banks from Malaysia, 3 listed banks from Singapore, 10 listed banks from Thailand, 28 listed banks for Indonesia, and 12 listed banks for the Philippines. The set of data applied in this study is acquired from the secondary sources, namely Thomson Reuters Datastream 5.1. This study has adopted the CAMEL analysis framework in evaluating the performance of public listed banks in ASEAN countries. Based on Dang (2011), Apsal and Malhotra (2012) and Ongore and Kusa (2013), these factors include size of capital, composition of credit portfolio, management quality, interest rate policy, state of information technology, labor productivity, ownership, risk level, bank size, and etc. Through CAMEL analysis, the financial performance of banks can be evaluated based on Capital adequacy, Assets quality, Management efficiency, Earning quality and Liquidity. **Findings:** The study measures the performance of public listed banks in five major ASEAN countries; Malaysia, Singapore, Indonesia, Thailand and the Philippines. The CAMEL analysis is chosen to evaluate the bank performance based on five elements which are Capital Adequacy, Asset Quality, Management Efficiency, Earning Quality, and Liquidity. Annual data is utilized to compute performance of banks from the period of 1997 to 2011. The bank performance is measured based on two perspectives. First, the performance of banking sector in ASEAN region will be evaluated. Second, the performance of banking sector in each of the ASEAN countries will be examined.*

*The results of the CAMEL analysis indicate that public listed banks in Singapore have the best performance comparatively to Malaysia, Indonesia, Thailand, and the Philippines. To sum up, Thailand's public listed banks*

have the best performance in capital adequacy, Malaysia's public listed banks has the best performance in asset quality, Singapore's public listed banks has the best performance in management efficiency, while the Philippines' public listed banks has the best performance in both earning quality and liquidity based on the indicators of CAMEL. It is identified that Public Bank in Malaysia, United Overseas Bank in Singapore, Bank Artha Graha in Indonesia, Bank of Ayudhya in Thailand and Union Bank of the Philippines in the Philippines as the public listed banks with best performance by country through the comprehensive results. The results of the study are important as the emerging economies in ASEAN countries will attract both local and global investment banks to invest and strengthen their financial position in the ASEAN region. Hence, the banking performance of the country in this region as compares to its counterparts is relatively important with the increasing of contestable international market. **Contribution:** There is growing number of Asian banks becoming public listed and the increasing of market capitalization of Asian financial institution (Wyman, 2012). Hence this study is important that it will contribute towards the regional economic as well as to further enhance and achieve the regional integration. Nonetheless, there are streams of studies on the banking performance of developed economics, especially from the US (Besar, 2011).

**Keywords:** CAMEL, financial ratios, banking, ASEAN

Abstract ID: AIMC-2017-EBM-895

### **RESPONSE TO A NEW WAVE IN DIGITAL MARKETING : DOES BEAUTY BLOGGER INVOLVEMENT THE MOST INFLUENCING FACTOR IN HALAL COSMETIC PURCHASE INTENTION**

**Corresponding Author:** Telisiah Utami Putri

Bina Nusantara University

**Co-Authors:** Sri Bramantoro Abdinagoro

#### **Abstract**

**Introduction:** Digital marketing becomes a new phenomenon, beauty blogger involvement through social media brings out a new marketing way, blogger involvement becomes important to cosmetic brand, blogger's review influence consumer to keen to try product or even reluctant to a certain brand. This study is aimed to find out if beauty blogger involvement significantly influence purchase intention in halal cosmetic. **Methodology:** This study will be done via on-line questionnaire research method to 100 respondents who are cosmetic and social media users. **Findings:** The expected findings to get the answer how significant beauty blogger involvement as an influencer in halal cosmetic purchase intention **Contribution:** originally can be resulted from the method of online survey and criteria of respondents who are mass-market cosmetic users and social media users, while for contribution can be expected to be used for marketing and communication science field.

**Keywords:** beauty blogger, purchase intention, halal cosmetic.

Abstract ID: AIMC-2017-EBM-908

### **RESULTS STUDY OF OPEN AND CLOSED AUCTIONS IN ASTRA CREDIT COMPANIES USING BATNA AND ZOPA**

**Corresponding Author:** Dini Turipanam Alamanda

Telkom University

**Co-Authors:** Puspa Ovinia Saraswati; Abdullah Ramdhani

#### **Abstract**

**Introduction:** Decision made by the finance companies in solving the bad credit problems is through the retrievals of vehicles that have been financed, then sell them through the auction system. Truck withdrawal unit is the one with the highest auction frequency. The higher the auction frequency, the lower the vehicle's minimum price will become or the price will drop. The purposes of this study are to determine the best alternative to be carried out by Astra Credit Companies when analyzed using BATNA in open and closed auctions, and to know the price range and condition class of the auction unit that allows for an agreement to take place when analyzed using ZOPA in open and closed auctions. **Methodology:** Based on the type, this is a descriptive qualitative research involving longitudinal observations. The data was collected through interviews with the representatives of Astra Credit Companies and the bidders, observations of the auction processes, and analyses of the auction result's documentations study **Findings:** The study results reveal that open auction generates higher sales than the closed one, but the biggest margin between the minimum price and the selling price takes place in closed auction. The amount of the minimum price depends on the condition class and the frequency of the auction events of each unit. **Contribution:** Suggestion that can be implemented based on the research results for the

companies is that they should provide information on an ongoing basis for the prospective bidders or partnering dealers to increase their participation. The maximum payment is resulted from the sales of ISUZU NKR71HD WOODEN TRUCK (closed auction) and NKR71 HDDUMPTRK (open auction).

**Keywords:** decision-making, negotiation, auction, BATNA and ZOPA

Abstract ID: AIMC-2017-EBM-910

### **STRUCTURAL CHANGES IN SHOCK AND VOLATILITY TRANSMISSION BETWEEN OIL PRICES AND STOCK RETURNS: EVIDENCE FROM OIL-IMPORTING AND OIL-EXPORTING COUNTRIES**

**Corresponding Author:** NURUL NAZURAH ATU

UNIVERSITI TEKNOLOGI MARA

**Co-Authors:** IMBARINE BUJANG; NORLIDA JAAFAR

#### **Abstract**

**Introduction:** This study set out to examine difference effects of shock and volatility transmission between oil prices and stock returns on the specific events in oil-importing and oil-exporting countries, consist of the United States (US), China, Saudi Arabia, Malaysia and Brent oil market. **Methodology:** Structural Break test are employs in this study to determine the points of break and also include the two bivariate models of BEKK-Generalized Autoregressive Conditional Heteroscedasticity (BEKK-GARCH) and Vector Autoregressive-Generalized Autoregressive Conditional Heteroscedasticity (VAR-GARCH) model. **Findings:** The empirical results suggest that there is an inconsistent finding for stock market indices in each break for both models and some of the stock market indices shows insignificant results. Furthermore, the majority of the stock market indices in each break suggest that the BEKK-GARCH is the best model from 7 breaks out of 13 breaks. This study found that shock and volatility transmission appears more often from oil to the stock market. **Contribution:** The result of this study also contribute to the investors, which assist them to make a wise decision making on investment by looking to the stock market that less impacted by the movement of oil prices.

**Keywords:** Oil prices, Stock returns, Structural Breaks, BEKK-GARCH, VAR-GARCH

Abstract ID: AIMC-2017-EBM-912

### **DETECTION OF BUBBLES USING FINANCIAL FRAGILITY MODEL:EVIDENCE FROM MALAYSIA**

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**Co-Authors:** Assoc. Prof. Dr. Imbarine Bujang; Dr. Balkis Haris

#### **Abstract**

**Introduction:** The purpose of this study is to evaluate the existence of bubbles by estimated via the financial fragility model in Malaysia. **Methodology:** The empirical analysis is based on time series analyses using data stationary from 2005-2015 in quarterly basis. Duration dependence test namely Log-logistic hazard model and Weibull hazard model are used to detect the existence of bubbles. **Findings:** We found that bubbles does exist during the period of study, however the size of bubbles existence is small. Furthermore, both hazard models suggest that there is significant positive duration dependence. This can be proved that financial fragility model able to detect the existence of bubbles in Malaysia. **Contribution:** This paper will serve as a future reference for incoming researchers on topic related for detection of rational speculative bubbles using financial fragility model.

**Keywords:** Financial Fragility, Bubbles, Log-logistics hazard model, Weibull hazard model, Macroeconomics

Abstract ID: AIMC-2017-EBM-914

### **AN EMPIRICAL STUDY OF SHARIAH COMPLIANT HOTEL (SCH) PRACTICES, HOTEL GUEST ACCEPTANCE AND BEHAVIOURAL INTENTION AT FIVE STAR RATED HOTEL IN MALAYSIA**

**Corresponding Author:** Nur Zalikha Othman

Universiti Sains Malaysia

**Co-Authors:** Salmi Mohd Isa

#### **Abstract**

**Introduction:** Behavioural intention is a major consideration for hotel competitive advantages. To be sustain in this competitive market, hotelier need to differentiate their business with others. In responding to this development, hotels created innovative service called as Shariah Compliant Hotel (SCH). However, there is lack

of research on the practices and implementation of SCH has been carried out in the hotel industry. Therefore, the purpose of this study is to investigate the relationship between SCH practices, hotel guest acceptance and behavioural intention at Five-star rated hotel in Malaysia and develop standardization of SCH index. **Methodology:** This study will employ a two phases which includes both qualitative and quantitative methods. In Phase One, this qualitative research involves in-depth interview to develop preliminary index of SCH practices. In-depth interview participants will be chosen among expert from Islamic Tourism Council, Halal Development Corporation, Ministry of Tourism and Culture Malaysia (MOTAC), Malaysian Association of Hotel (MAH), tour and travel agents, attractions (e.g. shopping complexes, restaurants, tourist attraction, etc). The results of the in-depth interview will be the basis for the development of questionnaire which be used in the subsequent part of the research which in the quantitative research. Meanwhile in the Phase Two data collection process involves a quantitative survey. Quantitative survey will be carried on among guest that had experienced staying at Five-star rated hotel in Malaysia. **Findings:** The concept of Shariah Compliant Hotel (SCH) is very unique and competitive. Strongly influence by the effort, awareness and understanding as well as acceptance from the hotel guests. The development of SCH play a major role in order to attract more Muslim and non-Muslim tourists and to support government plans to be a world halal hub. Apart from that, this study also highlights the potential and bright prospects of 'Halal Hospitality' to the economy and to the hotel industry as well. However, the concept of SCH is relatively new and the attributes of compliance are currently not standardized. Consequently, there are different interpretation among hotels. Therefore, this study will introduces standardization of SCH index and to define accurately hotel guest acceptance because it will influence guests to return and recommend to others. In sum, given the result of the proposed study will benefit the theory and practical like hotel operators, travel agencies and the government agencies. Despite of its opportunities, the expected obstacles and numerous challenges and issues might be faced by the industry players in striving to establish SCH in Malaysia are then identified and discussed. **Contribution:** This study will extend the knowledge on the importance of SCH practices as predictors of behavioural intention. Hence, within the Malaysian context, this study enhances our understanding of the role of SCH practices and guest acceptance on hotel behavioural intention. In practical perspectives, the findings in this study would help hotels manager and operators to form strategies in maintaining guest loyalty. Specifically, this study will help hotel manager and operators to plan and implement strategies in shaping guests' positive image to the hotel and consequently able to persuade the guests to revisit the hotel.

**Keywords:** Behavioural intention; Shariah Compliant Hotel (SCH); hotel guest acceptance; Halal.

Abstract ID: AIMC-2017-EBM-918

## AN AGRICULTURAL INSURANCE MODEL AN EFFORT TO IMPROVE FOOD SECURITY WELFARE OF FARMERS AND STRENGTHEN THE FINANCIAL SECTOR IN INDONESIA

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**Co-Authors:** Rabiatal Adwiyah

### Abstract

**Introduction:** Agriculture is a sector that has the largest share of employment (40%) in Indonesia. In addition, the contribution of Gross Domestic Product (GDP) in the agricultural sector to national GDP can contribute to as much as 14% compared with other sectors. However, the fact shows that Indonesia is still on the verge of the weakness of national food security. Thus, that the state of this nation requires to import basic food items from other countries. This lack of support from financial institutions is one reason why farmers are not able to develop their business. The financial institutions tend to worry in financing to the agricultural sector, as the sector has great potential in the risk of crop failure. **Methodology:** As a solution to these problems, the government has launched a program of agricultural insurance. Therefore, in its implementation, the program was a failure due to the lack of farmers' mindset on the importance of agricultural insurance and the lack of will of government politics in launching the program. The Objective of this paper is to offer a model of agricultural insurance program as an implementation to be able to attract farmers and be profitable for the concerned financial institutions. The model in the research question is aimed to be a scheme of coordination between banking and insurance in developing agricultural businesses. The author uses this type of research which is a library research in order to describe the data in the literature and the documents. The author uses the technique of documentation study to collect data related to the research problems.

**Findings:** Through the models offered, banks will not worry about the funding for the agricultural sector for their agricultural insurance. Conversely, insurance agencies are concerned about farmers who will not pay for a premium as the premium is automatically deducted from the profits of farmers through a farmer bank. The

research result mention that farmers will not be objected to their farm insurance, as premiums are paid only 15% and 85% of them which are subsidized by the government. Moreover, if the farmers do not have any claim, the insurer is obliged to deliver the goods, as a productive employment for farmers even though the value is not 100% replace the premium paid. **Contribution:** Hopefully, when this model is implemented it will be able to become one of the programs that contribute to improving the welfare of the people, strengthen the resilience of the financial services industry, and expanding access to public finance.

**Keywords:** Agricultural Insurance, Food Security, Welfare of farmers, Financial Sector

Abstract ID: AIMC-2017-EBM-923

**THE STREET VENDORS PERCEPTION TO THE INFORMATION OF PUBLIC ACCESS DISRUPTION AS THE EFFECT OF THEIR EXISTENCE.**

**Corresponding Author:** Peumahan Hari Sembada C/ 2 Parupuk Tabing Padang Sumatera Barat

Jl. Damar No.69 E Padang

**Co-Authors:** Dorris Yadewani

**Abstract**

**Introduction:** *The background of this research is the presence of street vendors who's considered as disturber of public order. Meanwhile street vendor also considered as a motor of real economic for jobless people and to help people to find their needs locally. Methodology:* *The method used in this research is qualitative method with descriptive analysis approach to the informants doing their activity on S. Parman Street at Ulak Karang, Padang. The subject of this research is 5 street vendors as informants and 2 buyers as key informants. Data used in this research is primer data and seconder data. Data gathering is done by observing, interviewing and documenting and data analysis is done by qualitative research with descriptive approach. Findings:* *The result show that the informants admit that they use public access, such as Pedestrian Street and roadside. Contribution:* *Contribution of this research for street vendor is advice to not using public access to keep public order, for government is to manage and to regulate the street vendors. This research is author own works.*

**Keywords:** The Street Vendors , perception, the information of public access

Abstract ID: AIMC-2017-EBM-924

**THE MODERATING EFFECT OF MURABAHAH MODE ON**

**Corresponding Author:** Ahmad Bashir Aziz

Ahmed Ibrahim Mohammed

**Co-Authors:** Ahmed Ibrahim Mohammed

**Abstract**

**Introduction:** *PLEASE FIND THIS PAPER THE MAKE CHANGES IN RELATION TO AUTHOURS NAMES. THE PAPER IS ALREADY SENT TO YOU SINCE LAST WEEK FOR CONFERENCE. THAT IS REARAGEMENT OF THE NAMES SHOULD BE AS FOLLOWS: MAIN AUTHOUR IS AHMAD BASHIR AND AHMED IBRAHIM IS THE SECOND AUTHOUR (MAKE IT LIKE THIS: Ahmad Bashir Aziz and Ahmed Ibrahim Mohammed) Methodology:* *PLEASE FIND THIS PAPER THE MAKE CHANGES IN RELATION TO AUTHOURS NAMES. THE PAPER IS ALREADY SENT TO YOU SINCE LAST WEEK FOR CONFERENCE. THAT IS REARAGEMENT OF THE NAMES SHOULD BE AS FOLLOWS: MAIN AUTHOUR IS AHMAD BASHIR AND AHMED IBRAHIM IS THE SECOND AUTHOUR (MAKE IT LIKE THIS: Ahmad Bashir Aziz and Ahmed Ibrahim Mohammed) Findings:* *PLEASE FIND THIS PAPER AND MAKE CHANGES IN RELATION TO AUTHOURS NAME. THE PAPER IS ALREADY SENT TO YOU SINCE LAST WEEK FOR CONFERENCE. THAT IS REARAGEMENT OF THE NAMES SHOULD BE AS FOLLOWS: MAIN AUTHOUR IS AHMAD BASHIR AIZ AND AHMED IBRAHIM MOHAMMED IS THE SECOND AUTHOUR IN THE LISTIS (MAKE IT LIKE THIS: (1)Ahmad Bashir Aziz and (2) Ahmed Ibrahim Mohammed) Contribution:* *PLEASE FIND THIS PAPER AND MAKE CHANGES IN RELATION TO AUTHOURS NAME. THE PAPER IS ALREADY SENT TO YOU SINCE LAST WEEK FOR CONFERENCE. THAT IS REARAGEMENT OF THE NAMES SHOULD BE AS FOLLOWS: MAIN AUTHOUR IS AHMAD BASHIR AIZ AND AHMED IBRAHIM MOHAMMED IS THE SECOND AUTHOUR IN THE LISTIS (MAKE IT LIKE THIS: (1)Ahmad Bashir Aziz and (2) Ahmed Ibrahim Mohammed)*

**Keywords:** PLEASE FIND THIS PAPER AND MAKE CHANGES IN RELATION TO AUTHOURS NAME. THE PAPER IS ALREADY SENT TO YOU SINCE LAST WEEK FOR CONFERENCE. THAT IS

REARRANGEMENT OF THE NAMES SHOULD BE AS FOLLOWS: MAIN AUTHOUR IS AHMAD BASHIR AIZ AND AHMED IBRAHIM MOHAMMED IS TH

Abstract ID: AIMC-2017-EBM-931

### THE EFFECT OF GREEN : GBI AND RESIDENTIAL MARKET IN MALAYSIA

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#### Abstract

**Introduction:** Green building is known as a special construction and design for the purpose of sustainability. It is also well-known as high-performance buildings. Most of the time people make an assumption that green building must possess higher price than conventional building. Thus, this paper empirically compares the price of Green Building Index (GBI) building and non-certified. **Methodology:** The research included compiled sales transaction data which are provided by NAPIC and regressions are used to test whether there are sale price premiums for GBI certified buildings. A specific sample of GBI certified residential and comparables of similar buildings by observation and survey were compared to identify the existence of a sales price per square foot and the difference. **Findings:** The research used 532 samples of condominiums in Penang which having same characteristic of location, accessibility, physical and facilities. The GBI certified residential were build between 2009 to 2015 and mostly sold in 2014 onwards. This study has found that generally GBI certified residential demonstrate higher sales prices per square foot compares to non-certified regardless of same locality and characteristic. **Contribution:** Taken together, these findings suggest a role of green certification in promoting sustainability in built environment. This study also enhances our understanding of green building and the impact towards the economic in property market.

**Keywords:** green building, GBI certified, price, residential

Abstract ID: AIMC-2017-EBM-933

### IS ICT A COMPLEMENT OR SUBSTITUTE? A CROSS-REGIONAL STUDY ON THE IMPACTS OF ICT ACCESS AND USAGE ON UNEMPLOYMENT

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**Co-Authors:** Imbarine Bujang; Hamizah Hassan

#### Abstract

**Introduction:** Information and communication technology (ICT) is fast becoming a key tool in driving sustainable development. Not only does it revolutionize economic structure, ICT also promotes employment by paving the way for more and better jobs. However, body of literature posits that ICT results in two conflicting impacts: compensation (positive) and substitution (negative). The fact that unemployment level remained high even after the economic and financial turmoil in 2008 and 2009 triggers a global concern whether ICT reshapes the labor market in a more positive or negative manner. Building on this problem, this study estimates the impact of ICT on unemployment. **Methodology:** Econometric analysis for investigating the relationship between ICT and unemployment involved a panel dataset consisting of countries across the globe over a 9-year period (2006 to 2014). The sample countries are further divided into five regions: Africa, America, Arab, Asia and Europe. The dependent variable is unemployment rate (%) while the independent variables comprised of (i) several proxies of ICT access and usage, such as fixed broadband subscriptions (FBB), mobile cellular subscriptions (MOB) and Internet users (INTR); as well as (ii) growth determinants, such as total labor force (L), gross fixed capital formation (K), gross secondary enrolment ratio (EDU) and health expenditure (HLT). Following the standard endogenous growth theory, this study adopted and improvised the dynamic panel data proposed by Andrianaivo & Kpodar (2011), by (i) using unemployment as the main economic growth indicator to be tested instead of GDP, (ii) adding additional proxy of ICT apart from mobile phone, and (iii) considering a different set of growth determinants consistent with the endogenous growth model. Since the model may be plagued with problems of heteroskedasticity and endogeneity, this study employs the Instrumental Variables estimator and the Blundell-Bond system GMM estimator to produce reliable parameter estimates. **Findings:** Empirical findings revealed that access and usage to ICT has negative impact on unemployment rate. This holds true for all regions, except Arab countries, as none of the four ICT proxies appeared statistically significant. Fixed broadband subscriptions had a significant and negative relationship with unemployment rate particularly

in Asia, Europe and even Africa, implying that raising the amount of access to this modern form of technology can depress the number of unemployed in the said regions. Additionally in Asia, increasing the intensity of Internet usage among the population would also lead to lower unemployment rate. As for America meanwhile, mobile cellular subscriptions is the only ICT variable out of the three to be significantly and negatively correlated with unemployment rate, indicating the importance of mobile telecommunication network in improving employability in the region. In sum, overall result of this study is consistent with existing literature whereby ICT has positive employment impact and does not reduce the demand for labor. Instead, ICT lowers unemployment rate as evidenced by the significant and negative relationship between ICT and unemployment. Result of this study therefore, supports the compensation theory which suggests that the labour-saving impact of ICT can be offset in the long run. **Contribution:** Although previous technological innovations such as computers are believed to have delivered long-run employment, there is a concern where smarter machines may cause mass unemployment in recent times. Therefore, a key feature of this study is the inclusion of modern forms of ICT such as fixed broadband, mobile cellular and the Internet. Contribution of this study includes how each sample region exhibits stronger negative impact of ICT on unemployment when certain types of ICT are considered. This allows policy makers to concentrate more on specific types of ICT in effort to accelerate employment growth in the region.

**Keywords:** Information and communication technology (ICT); Instrumental Variables (IV); Generalized Method of Moments (GMM)

Abstract ID: AIMC-2017-EBM-934

### **THE EFFECT OF DISCIPLINE AND MOTIVATION TOWARDS PRODUCTIVITY OF EMPLOYEES' (CASE STUDY ON PT CONSULTING SERVICES INDONESIA)**

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Mercubuana University

**Co-Authors:** Ryani D Parashakti; Agustinus Haryadi; Muhammad Nashar

#### **Abstract**

**Introduction:** *The success of a company in achieving its objectives is not only depends on technology superiority, operating funds, infrastructure owned, but also depends on the human resources aspects. To achieve the objectives of the company, every employee of the company is expected to have discipline and high motivation to work so that it will increase the employee productivity higher.*

*Results of Junaidi research (2014), stating that the exemplary leadership, attached supervision, penalty, and remuneration may influence discipline. In addition, according to Primajaya (2012), the attention of the leaders towards employees about the work load can increase motivation, reduce the rate of errors and flaws in the work, as well as to foster high morale in working by giving awards to outstanding employees. From both opinions, it can be concluded that in order to improve the employees' performance, leaders should give penalty to employees who violate the rules and provide rewards for those who have a good performance.*

*This research aims to analyze the work discipline, motivation, and productivity of employees and influence between work discipline variable and motivation variable to the employee productivity of PT. Consulting Services Indonesia* **Methodology:** *The theoretical framework of the relation between discipline, motivation, and productivity in this study consisted of three variables, as follows:*

*Based on the problem formulation and the basic theory that has been described before, the hypothesis in this study are:*

*H01 : No significant effect or contribution between discipline towards productivity of PT. Consulting Services Indonesia employees.*

*Ha1 : Significant effect or contribution between discipline towards productivity of PT. Consulting Services Indonesia employees.* *H02 : No significant effect or contribution between motivation towards productivity of PT. Consulting Services Indonesia employees.*

*Ha2: Significant effect or contribution between motivation towards productivity of PT. Consulting Services Indonesia employees.*

*H02 : No significant effect or contribution between motivation towards productivity of PT. Consulting Services Indonesia employees.*

*Ha2: Significant effect or contribution between motivation towards productivity of PT. Consulting Services Indonesia employees.*

*The sample of this study is the Finance and Accounting division employees of PT. Consulting Services with sample as much as 60 people*

*This Research is using descriptive quantitative method and data collection techniques using primary data.*

**Findings:** *The first hypothesis proposed in this study was significant effect between disciplines towards productivity of PT. Consulting Services Indonesia employees (Ha1). The results obtained are the regression coefficient on the discipline variable is 1,015 and t count of discipline is 63,745 with a significant level of 0.000 (<0.05). Thus the first hypothesis is received.*

*The second hypothesis proposed by this study is significant effect between motivation towards productivity of PT. Consulting Services Indonesia employees (Ha2). From this research, the regression coefficient of motivation variable is - 0,031 and tcount of motivation is at -1,403 with a significant level of 0,000 (<0,05). Thus the second hypothesis which states that motivation have a significant effect on employee productivity is not acceptable.*

**Contribution:** *This Research conducted in one of Leading consultant in Indonesia. As a consultant this company often faced problem on Employee motivation and disciplines as this company has very tough competition among consultant.*

*The contribution for this research. Based on the results of research about discipline and motivation of PT. Consulting Services Indonesia employees, it can be concluded as follows a.the discipline value in finance and accounting division employees PT. Consulting Services Indonesia is in good categories.*

b. *The motivation in finance and accounting division employees PT. Consulting Services Indonesia is good categories.*

c. *The productivity in finance and accounting division employees PT. Consulting Services Indonesia is good categories.*

d. *A significant effect between discipline towards productivity of PT. Consulting Services Indonesia employees. Thus the first hypothesis is received.*

e. *No significant effect between motivation towards productivity of PT. Consulting Services Indonesia employees. Thus the second hypothesis is not acceptable.*

**Keywords:** Discipline, motivation, productivity

Abstract ID: AIMC-2017-EBM-937

## **MACROECONOMIC VARIABLES AND THE PREDICTION OF FINANCIAL DISTRESS COMPANIES IN THE MANUFACTURING SECTOR IN MALAYSIA**

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**Co-Authors:** None

### **Abstract**

**Introduction:** *This paper tries to predict financial distress companies in the manufacturing sector in Malaysia using financial distress companies as the dependent variable and financial ratios and macroeconomic variables as the independent variables. **Methodology:** Logit Analysis was used as the analysis procedure because ratios do not have to be normal if it is used. It is also suitable when the dependent variable is binary in nature. Furthermore, it can also provide the probability of a company being financially distress. **Findings:** This study found that the independent variables that can be used to predict financial distress companies in the manufacturing sector in Malaysia were total assets turnover ratio, current ratio, net income to total assets ratio and money supply (M2). The findings from the internal validation showed that the prediction model provided a more than 50% chance that the model is accurate. In addition, the findings from the external validation also showed that the model might be able to be used outside the time period that the model was estimated because the overall percentage accuracy were more than 50% for five years before distress. **Contribution:** This study not only provide the prediction model of financial distress companies in the manufacturing sector in Malaysia using financial ratios and macroeconomic variables as its independent variables but it also validate the findings internally and externally. Internal and external validations were seldom conducted in previous studies on the prediction of financial distress in Malaysia due to lack of data.*

**Keywords:** Macroeconomic variables, financial ratios, financial distress, manufacturing sector, Malaysia



Abstract ID: AIMC-2017-EBM-938

### THE STREET VENDORS PERCEPTION TO THE INFORMATION OF PUBLIC ACCESS DISRUPTION AS THE EFFECT OF THEIR EXISTENCE.

**Corresponding Author:** Perumahan Hari Sembada C 2 Parupuk Tabing Padang Sumatera Barat Indonesia  
Jl Damar No 69 D Padang

**Co-Authors:** Dorris Yadewani

#### Abstract

**Introduction:** *The background of this research is the presence of street vendors who's considered as disturber of public order. Meanwhile street vendor also considered as a motor of real economic for jobless people and to help people to find their needs locally.* **Methodology:** *The method used in this research is qualitative method with descriptive analysis approach to the informants doing their activity on S. Parman Street at Ulak Karang, Padang. The subject of this research is 5 street vendors as informants and 2 buyers as key informants. Data used in this research is primer data and seconder data. Data gathering is done by observing, interviewing and documenting and data analysis is done by qualitative research with descriptive approach.* **Findings:** *The result show that the informants admit that they use public access, such as Pedestrian Street and roadside.* **Contribution:** *Contribution of this research for street vendor is advice to not using public access to keep public order, for government is to manage and to regulate the street vendors.*

**Keywords:** The Street Vendors , Perception, Public acces

Abstract ID: AIMC-2017-EBM-940

### THE EFFECT OF BUSINESS DEVELOPMENT SERVICES ON SME PERFORMANCE

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**Co-Authors:** Nabila Azwa Ambad; Imbarine Bujang

#### Abstract

**Introduction:** *This research's aim is to investigate the effect of Business Development Services (BDS) relating to non financial support and financial support on the performance of manufacturing SMEs in Sabah, Malaysia. Business development services is recognized as a supporting services to SMEs, aimed to assist SMEs to overcome internal and external constraints on its development and thus improve its performance. A self-administered questionnaire was used to collect data from 200 manufacturing SMEs in Sabah. In order to analyse the data, this study employed Partial Least Square (PLS). The results found that only financial support has an effect on SMEs manufacturing performance. Contrary to expectation, the results show that non financial has no effect on SMEs manufacturing performance in Sabah The outcome of this study provided important information especially for government agencies responsible for SMEs development such as SME Corp., to look further at the programmes and guidelines, and enforce new policies toward improving the performance of SMEs in Malaysia especially in Sabah.* **Methodology:** *The participants in this study were manufacturing SMEs in Sabah. The criterion for the participants is that (1) SMEs operating in Sabah, Malaysia, (2) manufacturing and manufacturing related sectors, (3) SMEs that do not exceed 200 full-time employees, and (4) SMEs that received BDS from agencies in the form of either financial or non-financial support. The data were analysed using Partial Least Squares (PLS) approach to Structural Equation Modelling (SEM). Two-staged process used to analysis and interpreted the data. First is the assessment of the reliability and validity to the measurement model and the second is the assessment of the structural model to test the hypotheses under this study.* **Findings:** *The hypotheses testing results revealed that only financial support was found to have an effect to SME manufacturing performance in Sabah. This findings also suggested that the better financial support provided by BDS is the better performance of SME. Contrary to expectation, the results revealed that non financial has no effect on SME performance. As such, non financial is not significantly influencing SME performance in Sabah because surprisingly, this study show that the services are under utilised. Respondent from this study shows that only 16.1% of the respondents used non financial support provided . Interview with SMEs also show that most of the SMEs were unaware of the existence of non financial support* **Contribution:** *The key contribution of this research is the empirical evidence of the effect of BDS on SME performance especially form East Malaysia. The implication for both federal and state governments and also policy makers may use the research findings from this study to help formulate policies to promote and encourage the development and cultivation of BDS for Sabah SMEs in order to improve SMEs performances.*

**Keywords:** Business Development Services; non financial support ; financial support ; SME Performance

Abstract ID: AIMC-2017-EBM-941

## CUSTOMER EXPERIENCE, CORE SERVICE ,CHARGING AND BRANDS TOWARDS CUSTOMER LOYALTY IN TELECOMMUNICATION SECTOR

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### Abstract

**Introduction:** Telecommunication sector is one of the highly competitive industries and also high switching cost. Current telecommunication market trend is gradually reaching its saturation level. In order to enable it to remain competitive there is an urgent needs for telecommunication to develop and continue to improve as well as the enhancement towards customer loyalty. Therefore, this study is to examine the relationship between customer experiences towards customer loyalty. Several studies in the past have helped explained the influence of some significant variables in the subject of loyalty, but there are only a small numbers studies that examined the effects of certain factors such as customer experience, core service, charging and brand against the loyalty of subscribers of the mobile telecommunication companies or mobile service providers. **Methodology:** Hence , the current study is aimed to examine customer experience using two-stage approach in PLS-SEM. Core service, charging and brand are construct as formative measurement to form customer experience in a higher order component model. Questionnaire –based survey was distributed to 248 subscriber as a sample in this study **Findings:** The findings show that customer experience is significant towards customer loyalty. Furthermore, this study also attempts to validate the connection between these factors and customer loyalty. **Contribution:** To mention that the customer experience is the interaction between customer with a service provider in terms of core service, charging and brands, which will affect the durability of the relationship with that customer towards service provider, an exceptional customer experience is essential to any service providers that needs to grow and remained competitive involving product and services differentiation's in today's market environment. This study will benefit the telecommunication service industry. Since it will enable them to pinpoint those experiences that customers valued most – which may be entirely different from the experience communicated by the firm. It will provide the best practice guideline for building customer loyalty through customer experience.

**Keywords:** customer loyalty; customer experience; core services; charging ; brands ; telecommunication

Abstract ID: AIMC-2017-EBM-943

## IMPACT OF INTERNAL MARKETING PRACTICES ON SERVICE EMPLOYEE COMMITMENT IN MALAYSIA PUBLIC ORGANISATION

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### Abstract

**Introduction:** The purpose of this paper is to investigate complaint situation on service employee attitude and has a twofold purpose: to identify internal relationship factors influence service employee commitment and to link these factors to the complaint behavior. **Methodology:** To fulfill the purpose previously outlined the study use quantitative methodology. The data were collected through self-administered survey from 454 service employees of four agencies of Malaysia public sector organisation. Structural equation modelling was utilized to analyse the data. **Findings:** In line with the social exchange perspective, the findings demonstrate that it is through the increased of organizational identification that high potential of service employees become more committed and consistently delivery quality service to customers. **Contribution:** This study contributes to organizational behavior and service marketing literature. It examines the relationship between internal marketing practices on service employee commitment. This study is also address the lack of research investigating internal relationship factors on service employee attitude. The result of the study suggest that the managerial as well as theoretical implications on the basis of the findings.

**Keywords:** service employee commitment, internal marketing practices, internal communication, training, internal market research

Abstract ID: AIMC-2017-EBM-946

## INNOVATION THROUGH RELATIONAL CAPITAL AND INTEGRATED SUPPLY CHAIN STRATEGY: A SUPPLY CHAIN MANAGEMENT PERSPECTIVE

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### Abstract

**Introduction:** *It is recognized that integrative relationships is the key ingredient for sustainable supply chains where behavioural characteristics within supply chain structures are given more emphasis. In essence, innovation capability can be achieved by all members in the supply chain and this is attain through vital operational performance dimension such as innovation that requires relational capital as suggested by the Social Capital Theory and integration capabilities as found in strategic relationship management. Theoretically, integrated supply chain initiatives have been recognized as the main weapon in creating competitive advantage in previous supply chain studies. However, very few studies have addressed the linkages between relational capital and integrated supply chain structure leading to the outcome of innovation capability in the context of Malaysian food processing industry. Theoretically, the Resource Based-View has widely been used in previous studies particularly within strategic management discipline whilst little attention has been given to the Social Capital Theory in addressing supply chain management for food processing industry. Additionally, from a practical perspective, only a small number of companies practice integrated strategic initiatives and are willing to invest in relational capital as most of them lack the understanding of how they can benefit from such best practices and investment. Therefore, this study is proposed to examine the importance of behavioural characteristic in influencing the formulation of integrative relationships in supply chains and the linkages between relational capital and integrative relationship strategy with innovation capability*

**Methodology:** *In the present study, a mail survey was used as the means for data gathering and the data were analysed by using SEM-Partial Least Squares (SEM-PLS). The unit of analysis for this study was the food manufacturers in Malaysia specifically classified as small-medium companies. The classification of companies was based on the latest definition of small medium enterprises (SME), provided by the National SME Development Council (NSDC) in 2013. Stratified random sampling has been used as the sampling technique and the stratum was established based on the member's shared criteria or characteristics. The population was divided into four strata based on geographical stratification of central region, northern region, southern region and east-coast region. The sampling frame used was the food processing manufacturers listed in the FMM-MATRADE Industry Directory: Food & Beverage (2010). In total, 600 questionnaires were distributed to companies located in Peninsular Malaysia and only 203 questionnaires were returned. However, only 184 questionnaires were considered usable as they met the criteria for data analysis. To assess the potential for non-response bias, a comparison of the early and late responses was carried out by conducting t-test analysis. The independent sample t-test result indicated that non-response bias was not an issue in interpreting the results of the present study.*

**Findings:** *On the basis of the usable data collected from 184 food manufacturers in Malaysia, the proposed theoretical framework was tested using the SEM-PLS path modelling. It was found that relational capital significantly influenced the formulation of integrated supply chain strategy and innovation capability of small-medium firms. On top of that, the results showed that integrated supply chain strategy was related to firms' innovation capability. Also, the results provided empirical support for the notion that an integrated supply chain strategy affects innovation capability and had a mediation effect on the relationship between relational capital and innovation capability.*

**Contribution:** *The present study is carried out in order to investigate the link between relational aspect of social capital's main constructs, integrated supply chain strategy and innovation capability particularly in the food processing industry. Results from the empirical analysis revealed that integrated supply chain strategy mediates the relationship between the soft aspects of social capital construct and innovation capability. This study contributes to the supply chain management and strategic management literature with the consideration of social capital theory and offers practical insights in the development of strategic relationships in order to increase innovation capability of firms.*

**Keywords:** Relational capital, innovation capability, food processing industry, supply chain integration

Abstract ID: AIMC-2017-EBM-948

### **ORGANIZATIONAL CULTURE AND ETHICS IN DECISION-MAKING**

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#### **Abstract**

**Introduction:** Malaysia was recorded among the highest number to accidents in the world. Police traffic is the body responsible to ensure the safety of road users through the laws. However, the reports in the media and press about the power abuse among police traffic is increased and maked public not see this profession as a noble job. Some causes of this problem is the organizational culture among civil servants is not practiced in the right place for the failure to make ethical decisions in their profession **Methodology:** This article focuses on an organizational culture that should be practiced, the decisions that need to be practiced and ethical factors decisions by civil servants especially the traffic police. The total population for this Research is 638 according to Department investigations and traffic enforcement. Sekaran (2000) suggest that range of minimum sample size of 30 and maximum of 5000 is acceptable for quantitative research. From the population, all sample will be chosen through a convenience sampling. **Findings:** As a conclusion, the improvement of organizational culture should be refined to produce law practitioners and implementer in ethical especially for civil servants in decision-making. **Contribution:** The topic selected in the article will expect can improve the organizational culture and an ethical decision making among law's practitioner and implementer especially police traffic. In addition, the positive view can also given to the public on ethical decision making that could be practiced by police traffic.

**Keywords:** Organizational Culture, Practice and Cultural Organization, Decision Making, Ethics, Ethical Decision, Ethical Decision Making Factors

Abstract ID: AIMC-2017-EBM-952

### **THE MODERATING ROLE OF KNOWLEDGE LEAKAGE IN EXTERNAL KNOWLEDGE SHARING AND INNOVATION PERFORMANCE : AN EMPIRICAL STUDY**

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#### **Abstract**

**Introduction:** To remain competitive in this era of global competition, organizational innovation has become a substantial avenue for companies. Being innovative for a sustainable future, collaborations with other actors have become a necessity for organization to outrun their counterparts. External knowledge sharing in collaboration contribute opportunities to firm's innovation and sometimes carry risk of knowledge leakage. This research aims to focus on optimistic and adverse effects of external knowledge sharing n firm's innovation performance. Precisely, we empirically attempt to examine and predict the association of firm's external knowledge sharing on innovation considering the effect of corporate-sensitive knowledge leakage. **Methodology:** Knowledge can be viewed as an objective entity, and objectified commodity that can be shared, leaked and managed. So quantitative approach to the phenomenon is applied. To collect data, existing validated survey instruments have been used with multi-items on a seven-point Likert-type scale. We randomly selected 450 firms in two main cities: Capital and Commercial in Bangladesh. The sample belongs firms from various high-tech, telecom and manufacturing industries such as energy, chemical, machinery, IT and electronics. We sent the questionnaire to top managers in each firm including Chairman, CEO, general manager to eliminate common method variance. For empirical findings, SPSS 20 used to calculate reliability, descriptive statistics and correlation of the measurements. Then multiple regression analysis used to test the hypothesis. We also include a range of control variables in the analyses to ensure the explanatory power of the independent variables. **Findings:** Based on usable questionnaires survey of 175 collaborative firms in Bangladesh indicate that external knowledge sharing has a favorable influence on innovation performance, instead extreme level of knowledge leakage adversely moderates the relationship between external knowledge sharing and innovation. The findings of this study offer significant theoretical and practical insights for organization to emphasize on potential prospects and threats associated to external knowledge sharing, which still persist empirically under-studied. **Contribution:** The study contributes to the extant literature on innovation management in three important ways. First, it supports that sharing more knowledge externally benefit through improved relative innovation performance. Second, this study empirically contributes to the under-researched discussion regarding the negative effects of knowledge leakage. Thirdly, the findings offer useful insights into knowledge management in

collaboration including positive innovation and negative leakage for developing countries and particularly to the literature of Bangladesh since no study relating to it was witnessed.

**Keywords:** Knowledge Sharing, Collaboration, Knowledge Leakage, Innovation Performance

Abstract ID: AIMC-2017-EBM-960

### LONG-RUN ANALYSIS ON SPOT AND FUTURES PRICES OF MALAYSIAN CRUDE PALM OIL

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#### Abstract

**Introduction:** The instability of the commodity prices in a recent decade has increase the possibility to use the risk instrument tools. In this paper, the authors aim to investigate the long run relationship between crude palm oil (CPO) spot and futures prices by comparing the cointegration in overall period, five trading days and ten trading days before the expiration date of the contracts. The comparison of cointegration between spot and futures market of CPO five and ten trading days before maturity date of the contracts, will reveal the form of relationship between spot and futures market by taking consideration of maturity week of the contracts.

**Methodology:** The data of the study consist of daily closing prices of CPO traded in MPOB and 1, 2 and 3 months daily prices of CPO futures contracts traded in BMDB. The cointegration is tested using Johansen cointegration procedure. **Findings:** As far as price convergence between spot and futures prices is concerned, the study find a strong long-run relationship between the spot price and the futures prices only for 1 month contract in overall and ten trading days before maturity date. There are no long run relationship between spot and futures prices for 2 and 3 months contract and the co-integration are not detected in five trading day before maturity date of the contracts.

**Contribution:** The existence of co-integration between the spot and one month futures prices in overall period and ten trading days before the maturity date of the contract shows that only one month futures contract is efficient in Malaysian CPO futures contract. The 1 month futures contract also should be exercise 10 trading days before the maturity date of the contract to get maximum hedging benefits. In context of Malaysian CPO futures markets, probably this is the first study which explores the co-integration analysis of spot and futures prices prior to the maturity date of the futures market contracts.

**Keywords:** CPO Futures contract, hedging, co-integration, maturity date of contract

Abstract ID: AIMC-2017-EBM-964

### THE EFFECT OF INFORMATION INTEGRATION AND KNOWLEDGE SHARING ON LOGISTICS INTEGRATION

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#### Abstract

**Introduction:** Exploration of logistics integration is mostly interesting topic since logistics functions explicitly affect the effective and efficient flow of materials. Greater levels of integration are benefited by dyadic communication related to logistics, and superior coordination of the manufacturing firm's logistics activities with its suppliers. However, within the supply chain, there can be delays, reinforcement, or alternation in the flow of information, this could lead to stock, and production hiccups partly due to the lack of information and knowledge integration. To date, much of the operations management literature has focused on improving material flow in the supply chain given this level of information integration and knowledge flow. Therefore, this study attempts to untangle the relationship of information and knowledge sharing and logistics integration by considering dyadic integration. **Methodology:** A questionnaire survey and structural equation modelling were employed in this research. After a structural and measurement model was devised from existing supply chain literature, the main data were collected from Malaysian National Automotive Industries. Structural equation modelling was applied to test proposed hypotheses on the associations between variables.

**Findings:** Information and knowledge integration had a positive impact on logistics integration. The findings suggest that information and knowledge integration can influence logistics integration only when the manufacturer's level of SCI is sufficiently effective in developing necessary supply chain practices. Greater levels of logistics integration are related to the strength of communication among manufacturing company and suppliers. According to the result of this study, organizations can earn a sustainable competitive advantage if they employ superior resources and industry processes protect these resources.

**Contribution:** *This study seminally examines the effect of information integration and knowledge integration in the supply chain on logistics integration. The novelty of this study is to differentiate between IT infrastructure and information sharing, which previous studies considered them as one concept. It is important to distinguish resources that can create sustainable benefit from those that do not. Knowledge integration, in addition, is widely recognized as a strategic resource for developing a sustainable competitive advantage.*

**Keywords:** Information Integration; Information Sharing; Information Technology; Logistics Integration; Knowledge integration.

Abstract ID: AIMC-2017-EBM-970

**SAFETY BEHAVIOR FACTORS TOWARDS THE DEVELOPMENT OF EMPLOYEES' SAFETY BEHAVIOR MANAGEMENT MODEL IN DOWNSTREAM OIL AND GAS COMPANIES OF MALAYSIA**

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**Abstract**

**Introduction:** *The main purpose of this paper is to examine the safety behavior factors that will be included in the development of employees' safety behavior management model in downstream oil and gas companies of Malaysia. **Methodology:** This study describes the review of literature on different factors that grouped under three domains that influence safety behavior based on research articles and theses. The factors were proposed to selected panel of experts in downstream oil and gas companies of Malaysia and the factors were selected using Nominal Group Technique (NGT). **Findings:** There are many factors involve in safety behavior, but mostly, the previous model was developed to see the relationship between the factors, did not include all factors together in one model holistically especially in downstream oil and gas industry. Therefore, this study found that there were 18 (eighteen) safety behavior factors that will be included in the development of employees' safety behavior management model **Contribution:** The study contributes to the safety management literature especially safety behavior in providing an overview of safety behavior factors that are important to be included in the development of employees' safety behavior management model. This model is first of its kind to show 18 (eighteen) factors that influence safety behavior holistically were included in the employees' safety behavior managements model especially in the context of Malaysian downstream oil and gas companies*

**Keywords:** Safety Behavior Factors, Nominal Group Technique (NGT), Downstream, Malaysia

Abstract ID: AIMC-2017-EBM-982

**ADMINISTRATOR POLICY: IMPORTANT FACTORS OF THE EFFECTIVENESS OF ZAKAT UTILIZATION**

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**Abstract**

**Introduction:** *There are many factors that determine the success of zakat management organization (OPZ). One area which is critical for the success of OPZ, is the effective use of zakat social value and leadership policy. The effectiveness of the use of social values is basically related with public accountability. Zakat management organizations as public sector organizations carry out the intermediation role of zakat which is receiving funds from muzaki(donors) and distribute zakat to mustahik( recipients). **Methodology:** The purpose of this research is to study OPZ leadership policy in supporting the effective use of social value zakat. Descriptive analysis method is used. The analysis unit is 14 OPZ in Greater Bandung. Data collection techniques are questionnaires, interviews and documentation. **Findings:** The research results of the effectiveness of the use of zakat social value, determined by administrator policy. **Contribution:** Contribution of research to construct a model of behavior for amil. Originality of research is the application of the concept of Administrator Policy of OPZ.*

**Keywords:** Administrator Policy, Effectiveness and Zakat

Abstract ID: AIMC-2017-EBM-987

## MOBILE ADVERTISING: BEHAVIOURAL INTENTION AMONG UNDERGRADUATES IN MALAYSIA

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### Abstract

**Introduction:** *In today's world, smartphone has become a necessity in our daily life. All the businesses will take advantage of mobile phone to advertise their product to create awareness. Due to the new techniques and technologies, mobile advertising has become more efficiently (Saadeghvaziri & Hosseini, 2011). Therefore, we conduct the factors that influence the effects of mobile advertising campaign, especially the case of Short Messaging Service (SMS). According to Yeo, Tan and Lim (2016), mobile technology is growing intensively. Smartphone become more convenience and able to let users to have fun while they experience mobile device shopping, and they able to open many browsers so they can either comparing the price, shopping or purchasing goods.* **Methodology:** *The research framework such as the five independent variables (perceived usefulness, perceived ease of use, irritation, credibility, and informativeness) has connected with dependent variable (behavioural intention). This research design has planned to involve 300 respondents. The unit analysis for this study is all undergraduates in Malaysia. A questionnaires consisting of 33 items were developed to measure the construct and it's dimensions. All measures used in this study were adapted from existing scales; perceived usefulness and perceived ease of use (Knight & Burn, 2011); informativeness (Chowdhury et al., 2006); credibility (Liu et al., 2012); irritation and behavioural intention (Unal, Erci, & Keser, 2011). The survey was collected between November 2015 and January 2016. Using the drop-off, pick-up method, the researchers visited every higher learning institutions to explain the purpose of the survey to the Student Affairs Department and to later collect the responses. Statistical Package for Social Science (SPSS Version 20.0) was employed for the statistical analysis in this study. There have few data analysis to analyse data which is descriptive test, reliability test, and multiple regression analysis.* **Findings:** *A total of 274 undergraduates have participated in this study which comprised of 91% of the response rate. There are about 21.5% experiencing the mobile advertising through SMS/MMS. Furthermore, the frequency of the respondent towards these mobile advertisement is approximately 24.5%. All the Cronbach's alpha values of the independent and dependent variables are in the accepted reliability range from 0.776 to 0.850. Multiple regression analysis is used to determine the relationship between the five independent variables and dependent variable. The result showed that this model is significant at 5% significance level with F – value of 312.098. The R – square value as shown is 0.85 and this indicates that 85% behavioural intention can be defined by the independent variables such as perceived usefulness, perceived ease of use, irritation, credibility, and informativeness. The findings revealed that four direct relationships hypothesized namely perceived usefulness, perceived ease of use, credibility and informativeness were significantly related to the behavioural intention towards mobile advertising.* **Contribution:** *This study highlights the behavioural intention towards mobile advertising among the undergraduates. It will be able to help the retailers or any business entity to identify the best influential way in retaining the undergraduates towards the usage of mobile advertising. The findings from this study will also help the Malaysian businesses with empirically-based insights and holistics ideas for enhancing their mobile advertising platform.*

**Keywords:** perceived usefulness, credibility, informativeness, mobile advertising, behavioural intention, Malaysia

Abstract ID: AIMC-2017-EBM-991

## A STUDY ON REVISIT INTENTION FOR BOUTIQUE HOTELS IN MELAKA

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### Abstract

**Introduction:** *Melaka tourism industry has developed rapidly due to its cultural heritage, ethnic cultural, featured delicious food and etc. The competition in hospitality industry in Melaka has increased due to the high demand of accommodations in Melaka. There were approximately 271 hotels in Melaka including 240 boutique hotels between 1 to 3 stars (Melaka Tourism Promotion Division, 2014). Boutiques hotel can be defined as a unique accommodation with less than 100 rooms, without a large chain and emphasized on personal services. This study is adopting SERVQUAL model to study the factors affecting customer revisit intention to boutique*

hotels in Melaka. **Methodology:** SERVQUAL model that developed by Parasuraman et al. (1985, 1988, 1991) were adopted in this study in order to study the factors that affect customers' revisit intention to boutique hotels in Melaka. The five key elements in SERVQUAL model which are tangibility, reliability, responsiveness, assurance and empathy are served as the independent variables in this study. The questionnaire design was adopted the questionnaire items from Ooi (2009) and Jani & Han (2013). A total of 200 guests with experience visited to any boutique hotels in Melaka are selected as the targeted respondents. SPSS software was used to conduct the statistical analysis for this research. **Findings:** For the reliability analysis, all the six variables are in the acceptable range with the Cronbach's alpha values range from 0.817 to 0.933. From the multiple linear regression analysis result, it showed that 51.9 % of total variation in the dependent variable (revisit intention) can be explained by all the five independent variables. The hypothesis analysis result also showed that tangibility, reliability and responsiveness has relationship towards revisit intention to boutique hotels in Melaka. However, empathy and assurance showed no significant relationship towards revisit intention. **Contribution:** This study is adopting the existing SERVQUAL model to study revisit intention of boutique hotels in Melaka. Service quality plays a significant role in managing a hotel organization that a good service quality helps hotel to create positive image and maintain a good customer relationship within consumers who visited to the particular hotel. Therefore, a combination of good service quality and unique theme can be a very strong competitive advantage that helps boutique hotel have a sustainable business in this stiff competition market in Melaka.

**Keywords:** Revisit intention, Boutique hotel, SERVQUAL, Malaysia

Abstract ID: AIMC-2017-EBM-997

#### **FACTORS AFFECTING GREEN PURCHASE DECISIONS: AN EXPERTS VIEW**

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#### **Abstract**

**Introduction:** Over the last decade, consumer consumption of goods and services has increased tremendously across the world, leading to depletion of natural resources and severe damage to the environment (Chen & Chai, 2010).

Hence, various countries across the globe are beginning to realize this threat and have started working towards minimizing the harmful impact of their business activities on the environment. This realization and concern towards the environment and society has led to the emergence of sustainable development which emphasizes the need to promote sustainability and advocates that form of development which minimizes negative impact on the environment and society. Sustainable development further encourages eco innovation and green consumption. Eco innovation focuses on incorporating environmental sustainability practices at every stage of creation of goods and services (Veleva & Ellenbecker, 2001). 'Green consumption' on the other hand, is normally related to environmentally responsible consumption where consumers consider the environmental impact of purchasing, using, and disposing of various products, or using various green services (Moisander, 2007). **Methodology:** Keeping the objectives of this study into consideration, referring literature review to extract the factors that influence green consumer purchase decision was used. After that, design the questionnaire and distributed to group expert opinion and interview them to validate factors and determine the most significant factors that affect green consumer purchase decision. **Findings:** Most of experts strongly agreed with the item factors such behavior, attitude, value and awareness that influence green consumer purchase decision. **Contribution:** This study determined and identified what factors that influence green consumer purchase decisions. The factors that were under investigation in this study were behavior, attitude, value and awareness. Data collection was conducted through interviewed with focus group. The results from the study indicated that behavior, attitude, value and awareness directly and positively influence consumer purchase decisions towards green product. The findings of the study will provide marketers with a clearer understanding as to how they can influence consumer attitude and buying behavior towards green products. With the information, companies can drive sales and increase market share through appropriate marketing strategies

**Keywords:** Green Products; consumer purchase decision, Values, Attitudes and Awareness.



Abstract ID: AIMC-2017-EBM-998

### **FACTORS INFLUENCING SMALL AND MEDIUM ENTERPRISE PERFORMANCE IN NIGERIA: A PILOT TEST**

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#### **Abstract**

**Introduction:** *The purpose of this study is to examine and evaluate a sample of data on the factors influencing the performance of SMEs in Nigeria using quantitative approach. **Methodology:** The researcher applied a survey method to administer 40 questionnaires to SME owner-managers randomly selected in Kano, Nigeria. Four factors were identified and used as a determining factors of SMEs performance, these are entrepreneurial orientation, technology orientation, contemporary marketing as independent variables and government support policy as a moderating variable. Validity and reliability of the instruments were scrutinized by professional in the field of management and their observations were used in modifying the items of the questionnaire. Similarly, to present the results of the pilot test, the 40 questionnaires were analysed using PLS-SEM 2.0 **Findings:** The results of the pilot test indicates that the Cronbach's alpha for all the constructs are higher than the threshold of 0.70. Similarly, results of the convergent as well as discriminant validity suggest a value greater than 0.50 for all the construct. Therefore it is concluded that all the constructs in this study are reliable and there is no issue for removal of any items in the questionnaire. The findings confirmed the validity and reliability of the instruments adapted for the main study. **Contribution:** This study has not been conducted in any prior study to the best our knowledge. This research will contribute to the literature, particularly as it is coming from an emerging economy. Also, to policy makers, government, regulators and SMEs owner-managers on factors influencing the performance of SMEs in Nigeria.*

**Keywords:** SMEs, Performance, Government support, owner-managers, Nigeria.

Abstract ID: AIMC-2017-EBM-1002

### **ARE THE EFFECTS OF AGE STILL RELEVANT IN PREDICTING INVESTORS' RISK-TAKING BEHAVIOUR? EVIDENCE FROM MALAYSIAN STOCK MARKET.**

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#### **Abstract**

**Introduction:** *This study explored the moderating role of age on the relationship between psychological factors (herding, conservatism bias, familiarity bias, regret, and self-confidence bias) and investor's risk-taking behaviour. **Methodology:** Data that were collected from individual investors in Wilayah Persekutuan (W.P.) Kuala Lumpur, Selangor, and Melaka, were analysed using the Partial Least Squares Structural Equation Modelling (PLS-SEM). **Findings:** While this study signifies that age does moderate herding, regret, and self-confidence bias in the risk-taking of investors, no significant difference is found in the distribution of risk-taking between the age groups. Thus, the willingness to assume higher levels of risk is determined by the individuals' inclination towards psychological biases. **Contribution:** The findings in this study are pivotal in addressing some inconsistencies in the previous research that may contribute further to stereotyping and discrimination based on age. Therefore, age stereotype should be avoided when formulating microstructure strategies to raise the investor's participation in the stock market.*

**Keywords:** Age, Risk-Taking, Herding, Regret, and Self-Confidence Bias

Abstract ID: AIMC-2017-EBM-1005

### **INFLUENCE OF ORGNIZATIONAL POLITICS ON JOB PERFORMANCE : A CASE STUDY OF PULAPOL TRAINING COMPLEX,KUCHING, SARAWAK**

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#### **Abstract**

**Introduction:** *Politics is crucial and forms part of every organization and is a multifaceted and an indispensable construct of organizational life. This study aimed to examine the influence of Perceived*

*Organizational politics (POP) on job performance in the public sector.* Data was collected from 100 police personnels in PULAPOL in Kuching using survey method with questionnaire as the main tool. The instrument used to measure organizational politics was assessed via Ferris and Kachmar (1992) 15-item uni-dimensional measure of organizational politics. Job performance was measured using an instrument developed by Borman & Motowidlo (1993). Results of the instrument's Cronbach Alpha measurement show that the score of reliability is above .90 which indicates an acceptable level. The results indicate that organizational politics is positively correlated with job performance. This study provides insights on the relationship between organizational politics and job performance in the public sector. The findings of this study may help public sector to manage its organizational politics and its effect on job performance.. **Methodology:** A survey design was used to reach the research objectives. The specific design was the cross sectional design, where a sample is drawn from a population at a particular point in time (Shaughnessy & Zechmeister, 1997). About 100 questionnaire were randomly distributed to employees in PULAPOL. About 82 employees returned back the questionnaire giving a response rate of 82 %. Organizational politics was measured using scale developed by Ferris and Kachmar (1992) and job performance was measured using an instrument developed by Borman & Motowidlo (1993). Results of the instrument's Cronbach Alpha measurement show that the score of reliability is above .70 which indicates an acceptable level. This is summarized in Table 1 below.

This study intend to test the following hypothesis::

H1: There is a significant relationship between organizational politics and job performance..

H1a: There is a significant relationship between general political behavior and job performance

H1b: There is a significant relationship between Go along to go ahead and job performance

H1c: There is a significant relationship between Pay and promotion policies and job performance

H2: There is a significant difference in organizational politics between male and females employees

H3: There is a significant difference in organizational politics and length of service

**Findings:** Majority of the respondents were male ( 53.8 percent ) and aged between 31 to 45 years old (51.9 percent ) and mostly were married. Majority of the respondents were Malay (64.6 percent) followed by Bidayuh (15.6 percent). About 46.5 percent of the sample had SPM qualification. As for length of service 31 percent had served for 3 to 9 years followed by 19.7 percent for more than 20 years. About 84.3 percent of the respondents were from the Support Group. About 72.5 percent of the respondents earned between RM1,000 to RM3000.

The mean for organizational politics is 3.04 indicating a low level of organizational politics.. As for the dimensions of organizational politics the dimension which has the highest mean is Pay and Promotion Policies ( mean 3.62) and the lowest mean is General political behavior (mean 2.92). And for job performance the mean is 3.72 indicating a high level of job performance. In addition, the study found a weak positive relationship between organizational politics and job performance (  $r = 0.380$ ;  $p < 0.01$ ). This indicates that organizational politics had a positive effect on employee job performance. . In addition the study found no relationship between pay and promotion policies and job performance ( $p > 0.05$ ).

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**Contribution:** The findings of this study confirm that Organizational politics has a significant relationship with job performance in PULAPOL. Majority of staff perceive that the level of organizational politics as low and job performance as high. In terms of correlation, there is a weak positive relationship between organizational politics and job performance. Thus a higher level of organizational politics is related to higher levels of job performance amongst the staff. Politics in the organization does not always affect negatively to the workers, sometimes it affects positively to the employee performance. Employees feel that due to politics in the organizations competition level will increase which will increase the productivity, efficiency of the employees. Employees try to get strong position, keep their place powerful by increasing their performance due to politics in the organization. This study contradicts previous findings by (Abbas, Raja, Darr, & Bouckenoghe, 2012) and Vigoda (2000) which found significant relationships of perceived organizational politics with job performance. The study presents two major implications: theoretical contribution and practical contribution. In terms of theoretical contribution, the results of this study confirm that organizational politics and job performance are correlated and hence contributes to research on organizational politics and job performance in the public sector. In terms of practical contributions, the findings of this study can be used as a guideline by public agencies to understand organizational politics and its effect on job performance. Since less studies have been done on organizational politics and how it effects job performance the findings of this research contributes to knowledge on organizational politics and job performance in the public sector.

**Keywords:** organizational politics , job performance, public sector, PULAPOL

Abstract ID: AIMC-2017-EBM-1008

**RELATIONSHIP BETWEEN BEHAVIOURAL ASPECT, SAFETY COMPLIANCE AND ITS EFFECT ON SAFETY CULTURE IN THE MANUFACTURING INDUSTRY IN PENINSULAR MALAYSIA**

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**Co-Authors:** -

**Abstract**

**Introduction:** Occupational Safety and Health (OSH) is an important aspect in reducing risk and accidents in the workplace. The high number of accidents in manufacturing industry leads to the question of “whether, in the quest of optimizing productivity, employers pay enough concern to the safety and health of the employees?” While many factors contributed to workplace accidents, safety-related behaviors act as the important key in promoting safety culture. **Methodology:** The measurement tools were adopted from the published work of previous researchers except for safety compliance which was tested as the intermediary variables for the first time in this study. The target respondents were the employees working in manufacturing industry in Peninsular Malaysia and quantitative method was applied. The data gathered from the survey were analyzed using Statistical Package for Social Science (SPSS). The responses to the survey were rated accordingly to the Likert scale type with “1” indicated very poor and “5” indicated excellent. **Findings:** This study showed management commitment, training and education, employees’ involvement and motivation has positively and significantly related to safety culture. In addition, safety compliance was act as intermediary in the relationship between management commitment, training and education and employees’ involvement with safety culture while the safety compliance has negatively significant relation to safety culture. Therefore, it requires a strong commitment from the employees as well as a strong support from the employers to help employees gain their confidence, motivation and at the same time to be competent in their jobs in order to develop safety culture at the workplace. **Contribution:** The purpose of the study is to measure whether there is a significant relationship between the behavioral aspects and the safety culture in the manufacturing industry in Peninsular Malaysia.

**Keywords:** Occupational Safety and Health, safety compliance, safety culture

Abstract ID: AIMC-2017-EBM-1012

**THE STREET VENDORS PERCEPTION TO THE INFORMATION OF PUBLIC ACCESS DISRUPTION AS THE EFFECT OF THEIR EXISTENCE.**

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AMIK Jayanusa

**Co-Authors:** Syafrani

**Abstract**

**Introduction:** Street vendors is a phenomenon in almost all regions in Indonesia, which is always a positive and negative impact on the region where the street vendor activity. The positive is the economy in a sustainable life in areas where street vendor activities, while the negative effects are disturbed some public access as a result of the existence of such street vendor, such as public roads are always jammed, the sidewalk is not functioning, trash increases or the environment increasingly neglected, area aesthetics will show discomfort. For the more crowded street vendor activities will have an impact upon the producer. However street vendor unaware that what was done to give effect to society because of disruption of public facilities. It is very necessary of information for the street vendor’s understanding and perception to the impact caused by their presence in an area. **Methodology:** The research was conducted by qualitative method with type research field investigations and descriptive analysis of the street vendor, managers, buyers and decision makers who do trading activities in S. Parman Street, Ulak Karang Padang. Samples as research subjects were the street vendors as much as 5 people, managers, local government, the buyer and road users. The data used are primary data and secondary data. Data Collection Techniques conducted by observation, interview, and documentation while data analysis is conducted qualitatively by a descriptive approach. **Findings:** The findings and the results are show that the information obtained is correct in running its activities to seek fortune already utilizing public access such as sidewalk and road **Contribution:** Contributions to the street vendors are expected to have awareness in running its activities mainly on the utilization of public access and if you want to keep running its activities must be willing to abide by all the regulations set forth by the government, because it became a street vendor answers to some of the problems faced by street vendors as well as for the government attempted to manage and regulate the existence of street vendors to be in line with policies that have been set by the government for street vendors somehow able to overcome the problem of the existence of the public economy. This research is author own works.

**Keywords:** Perception, acces public,street vendors

Abstract ID: AIMC-2017-EBM-1019

### **HALAL ASSURANCE MECHANISMS IN HALAL INDUSTRIES: A CASE STUDY ON THE ADOPTION OF INTERNAL CONTROL FOR HALAL COMPLIANCE IN THE LOGISTICS INDUSTRY**

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**Co-Authors:** Zurina Shafii

#### **Abstract**

**Introduction:** *Halal Assurance System (HAS) is an internal system adoptable within halal certified companies for the purpose of ensuring continuous halal assurance. The internal control systems for halal mechanisms in HAS complements the Halal certification exercise provided by the regulator of the Halal industry, namely the Department of Islamic Development Malaysia or Jabatan Kemajuan Islam Malaysia (JAKIM). It is the aim of this paper to study the adoption of internal halal control towards the development of halal assurance in a logistic company. Methodology: This study adopted a single case study research by using interview method. Findings from in-depth interviews revealed that halal assurance system as practiced by the company has ensured Halal assurance in the transportation and warehousing activities with the adoption of Halal assurance initiatives including Halal internal audits. Findings: The findings from this case study may be used as reference process and standard measurements for other companies currently holding Halal certificate or those planning to obtain one. Contribution: More studies should be replicated on the practice of HAS so that its best practices could be documented for a better HAS in the future.*

**Keywords:** Halal Assurance, Halal logistics, Halal Audit Compliance

Abstract ID: AIMC-2017-EBM-1021

### **THE MODERATING EFFECT OF MURABAHAH MODE ON**

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#### **Abstract**

**Introduction:** *Green entrepreneurship is a skill and knowledge of farm production, which comprises of soil cultivation, rearing of animals and supply of raw materials to the industry. However, the growth and development of green entrepreneurship are declining. Despite the importance of the green entrepreneurship in terms of employment opportunities and poverty alleviation, revenue generation and economic growth, yet, the sector is decreasing and the findings from the sector revealed mixed results which motivated this study to incorporate Murabahah mode as a moderating variable on the relationship between the study variables. The objective of this paper is to examine the moderating effect of Murabahah mode on the relationship between farm ingredients and green entrepreneurship development. Methodology: The study used a quantitative approach with 382 questionnaires and analysed Partial Least Square Structural Equation Modeling (PLS-SEM) through Smart PLS software. Findings: path coefficients revealed a positive relationship between formal credit facilities and green entrepreneurship development. Also, it revealed a positive relationship between farm social amenities and green entrepreneurship development. More so, Murabahah mode was positive and significantly moderated the relationships between formal credit facilities, farm social amenities and green entrepreneurship development. This indicated that the proposed hypotheses were all supported. Contribution: Therefore, this study recommended that financial institutions and farmer cooperatives in Kano, Nigeria should used this model as an essential solution to the current inefficiency of farm mode and services. Finally, the current paper introduces a new framework in the Kano state farm sector. More so, the paper hoped that; the proposed model will add more knowledge on the role of Islamic financial products in financing agriculture, agribusiness and agro allied industries as well as individual and group of farmers. Furthermore, further research should look for other Islamic financial product and relate it other farm input in Kano state and Nigeria in general.*

**Keywords:** Green Entrepreneurship Development, Farm Ingredients, Murabahah Mode and, Conceptual Framework

Abstract ID: AIMC-2017-EBM-1024

**TRANSACTIONAL LEADERSHIP AND OCCUPATIONAL STRESS ALONGSIDE EMPLOYEE PERFORMANCE (CASE STUDIES OF PLANTATION COMPANIES IN RIAU PROVINCE)**

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Muhammadiyah Jakarta University

**Co-Authors:** Purwanti

**Abstract**

**Introduction:** *The purpose of this research is to determine the effects of Transactional Leadership on Occupational Stress alongside their effects towards Employee Work Performance (Using Plantation Companies in the Riau Province as a Case Study). In this research, the population of study revolves around all the Plantation Company Field Managers that operate in the Riau Province in which sampling is done through respondents of 196 Field Managers from Large Plantation Companies in the Riau Province. **Methodology:** The data analysis technique that will be utilized in this research is the SEM (Structural Equation Modeling) analysis using the SPSS AMOS 22 Program. **Findings:** The research results show that: (1) Transactional Leadership has a significant effect on Occupational Stress. (2) Transactional Leadership has no significant effects on Work Performance. (3) Occupational Stress has a significant effect on Work Performance. **Contribution:** The research results show that: (1) Transactional Leadership has a significant effect on Occupational Stress.*

**Keywords:** Keywords: Transactional Leadership, Work Stress, Work Performance, Field Manager.

Abstract ID: AIMC-2017-EBM-1031

**MANAGING MEMBERS' CITIZENSHIP BEHAVIOUR: A VALUE CO-CREATION DIMENSION IN COOPERATIVES AND ITS RELATIONSHIP VIEW**

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**Co-Authors:** Jati Kasuma Bin Ali, Rosmimah Bt Roslin, Hiram Ting

**Abstract**

**Introduction:** *Members' citizenship is a form of voluntary, extra-role customer behaviour which is found to have positive impact on the service organization. Although past studies have been dedicated to value co-creation behaviour in service industry, much less is done to substantiate the causality between its specific dimension, namely members' citizenship, and its outcome in the context of cooperative industry, in particular the credit service in the emerging markets. This paper aims to look into members' citizenship behaviour (MCB) and determine its relationship with trust and loyalty among the members in the credit cooperatives in Sarawak. **Methodology:** Service Dominant (S-D) Logic and Social Exchange Theory are adopted as the underpinning basis to develop the framework of the study. By appropriating the quantitative approach, 395 copies were collected and deemed usable after data cleaning procedure. Common method variance and non-response bias were checked statistically and addressed. Partial least squares structural equation modelling was employed to test the hypotheses empirically. **Findings:** The findings indicate that members' citizenship has positive effect on the trust and loyalty of the cooperative members in the state with substantive effect. **Contribution:** This study contributes to the knowledge and practice in the service industry by underscoring the importance of member's citizenship behaviour in the credit cooperatives in Sarawak and emerging markets.*

**Keywords:** Members Citizenship; Value Co-creation; Trust; Loyalty; Cooperative

Abstract ID: AIMC-2017-EBM-1044

**FACTORS INFLUENCING ELECTRONIC WORD OF MOUTH LEADING TOWARDS PURCHASING DECISION IN THE CONTEXT OF PAKISTAN'S SMARTPHONE INDUSTRY**

**Corresponding Author:** Muhammad Abdullah

University of the Punjab

**Co-Authors:** none

**Abstract**

**Introduction:** *The study investigates the factors affecting the electronic word of mouth leading towards the purchasing decision of smart phone. The purpose of this study is to find which factors influence the purchasing decision of individual by reading the online reviews of other reviewers. Majority of internet users for purchasing smart phone read the reviews, so both the quality and quantity of reviews matters for that specific brand. In this study, four factors as independent variables (information quality, website credibility, social tie and numbers of review) individually impact on the electronic word of mouth which further leads to the consumer purchasing*

*decision. **Methodology:** It is a quantitative research. Data is cross-sectional in nature. It is a causal research because four variables are affecting purchasing decision. Two hundred and sixty one smart phone users are used as sample for this study. Judgmental sampling technique is used because the data is collected from the smart phone users only. SPSS software is being used as a statistical analysis tool. **Findings:** Result of this study shows that out of four only two variables (website credibility and numbers of review) have significant relation with the purchasing decision. The result founds that purchasing decision is positively influenced if the electronic word of mouth is generated on the credible website. And a large number of reviews positively influenced the purchasing decision of smart phone users. However, the relationship of other two factors (information quality and social tie) with purchasing decision is insignificant **Contribution:** . This study provides comprehensive picture to the managers about the factors that are perceived to be important by the consumer to make a purchase decision. So this study assists the managers in designing their strategies for Pakistani market.*

**Keywords:** Electronic word of mouth, Purchasing decision, Information quality, Social tie, Website credibility, Numbers of reviews

Abstract ID: AIMC-2017-EBM-1045

### **EFFECTIVENESS OF E-WOM AND IMPACT ON PURCHASE INTENTIONS THROUGH PERCEIVED QUALITY IN LOCAL CULINARY BUSINESS**

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Universitas Garut

**Co-Authors:** Galih Abdul Fatah Maulani

#### **Abstract**

**Introduction:** *With a large population and high consumer interest in local culinary, Indonesia becomes a potential market for small and medium-sized local culinary enterprises. However, most of local small and medium-sized enterprises (SMEs) in culinary sector face a wide range of challenges especially when it comes to huge promotion costs. Fortunately, the ever-increasing numbers of Internet users in Indonesia provides an opportunity for these SMEs to promote their products through Electronic Word of Mouth (E-WOM). E-WOM can provide solutions for them since it has a quick and wide promotion reach. The purpose of this study is to find out the influencing factors of E-WOM on consumers' perceived quality and purchase decisions. **Methodology:** This study used a descriptive and verification method. The samples include 156 followers of Instagram accounts of the local culinary enterprises based in Garut, Indonesia chosen using the probability, simple random sampling technique.*

*To find out the influencing factors of E-WOM on the brand image, the data were analyzed using SPSS exploratory factor analysis. In addition, a PLS method was carried out to explore the influence factors of E-WOM on consumers' purchase interests and perceived quality using SmartPLS software. **Findings:** The results revealed that there were three influencing factors of E-WOM; they are opinions, product benefits, and rewards. Based on PLS calculation, it can be concluded that E-WOM has positive influence on both consumers' perceived quality and purchase interests, and consumers' perceived quality can affect purchase interests. **Contribution:** To date, there has been no previous research addressing the local culinary aspects as a tribal, urban, or even national identity. This study describes the influencing factors of E-WOM on consumers' perceived quality and investigates the relation between E-WOM and consumers' perceived quality and purchase decisions.*

*This study may contribute a practical significance as culinary business through E-WOM may become a locomotive engine that drives other subsectors of creative industry. It is expected that this becomes the first step to directly improve the income of the society and national economic growth. Theoretically, this study may become a reference for other researchers in developing local culinary business.*

**Keywords:** E-WOM, local culinary, SMEs, perceived quality, buying decision

Abstract ID: AIMC-2017-EBM-1046

### **WORK-RELATED VALUES AND JOB SATISFACTION IN PLANT TURNAROUND MAINTENANCE.**

**Corresponding Author:** Adiza Alhassan Musah

Universiti Teknologi PETRONAS

**Co-Authors:** Zulkipli Ghazali; Ahmad Nizam Shahrul Isha

#### **Abstract**

**Introduction:** *Individual work values have significant influence on their attitudes, decisions and behaviour at work. The study examined how the fulfilment and satisfaction of work-related values leads to job satisfaction in a*

temporary work environment of plant turnaround maintenance **Methodology:** A mixed methodology was employed and 312 plant turnaround maintenance workers from 13 plants reported the degree to which the fulfillment and satisfaction of their work-related values led to job satisfaction. SPSS Amos-SEM and Regression analysis were used to analyse the data. **Findings:** Results indicated that the fulfillment and satisfaction of work-related values had significant effect on job satisfaction, and those with high work-related values experienced low job satisfaction. Findings highlight the potential role turnaround maintenance workers work-related values have in reducing dissatisfaction with one's job. **Contribution:** For the turnaround maintenance environment, this may have implications for reducing role ambiguity and conflict. The study contributes to the work-related values literature as well as the knowledge base of meaning of working in temporary work environment.

**Keywords:** work-related values, satisfaction, fulfilment, job satisfaction, plant turnaround maintenance

Abstract ID: AIMC-2017-EBM-1047

### **WORK CULTURE, COMMUNICATION AND TEMPERAMENT IN THE CHOICE OF CONFLICT MANAGEMENT STYLES OF PLANT TURNAROUND MAINTENANCE EMPLOYEES**

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Universiti Teknologi PETRONAS,

**Co-Authors:** Zulkipli Ghazali; Ahmad Nizam Shahrul Isha

#### **Abstract**

**Introduction:** Conflict involving the project team, can be detrimental to project success. There is dearth of literature addressing variables predicting conflict management styles especially in projects. The study aims to assess the impact of work culture, communication and temperament on conflict outcome in plant turnaround maintenance project environment in Malaysia **Methodology:** Mixed research method used to explore how communication, work culture and temperament affect project conflict outcomes. Data was gathered from turnaround maintenance workers in 13 petrochemical plants in east and west Malaysia. About 500 questionnaires were distributed, 320 questionnaires were returned and 302 was useable. Stated hypotheses were tested using SmartPLS software **Findings:** The results revealed work culture and temperament had a positive effect on conflict management styles, except for communication which had negative impact on conflict management styles. Based on the current results, TAM project teams whose members tend to suppress a display of confrontational style of conflict seem to be in a better position to curb the negative outcome of conflict. Furthermore, we found that temperament as a comprehensive human factor has the most effect on conflict outcome, and depending on how it is used it can play a vulnerable or protective role in the outcome of conflict **Contribution:** The results provide scientific attitudes and perspectives for researchers especially for turnaround maintenance managers, and helps the proper application of temporary employees in tasks compatibility to ultimate improvement of turnaround maintenance organization.

**Keywords:** work culture, communication, temperament, conflict management style, plant turnaround maintenance

Abstract ID: AIMC-2017-EBM-1050

### **CONCEPTUAL REVIEW OF ENTERPRISE RESOURCE PLANNING (ERP) SYSTEM IN HIGHER EDUCATION INSTITUTIONS (HEIS)**

**Corresponding Author:** Abrar Ullah

University Technology Malaysia

**Co-Authors:** Rohaizat Bin Baharun

#### **Abstract**

**Introduction:** This study provides an overview of Enterprise Resource Planning (ERP) publications both in journals and conferences with focus on Higher Education Institutions (HEIs) **Methodology:** The overview covers the span between 2009-2016, categorised by themes discussed in the recent literature. **Findings:** The article further intends to serve three goal. First to explore what kind of questions arises in the domain. Second this study will be helpful source for further study. last, it will provide a complete bibliography of the articles for the mentioned span. **Contribution:** This research is conducted to both map and assess the relevant intellectual territory of ERP system with focus on higher education, in order to update the state of art picture of the research, research question, leading further to develop the knowledge base.

**Keywords:** Information System, ERP System, Higher Education, Literature Review

Abstract ID: AIMC-2017-EBM-1064

**THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER'S HYBRID CAR PURCHASE DECISION IN JOHOR BAHRU.**

**Corresponding Author:** Kooi Chung Leng

University Technology Malaysia

**Co-Authors:** Thoo Ai Chin

**Abstract**

**Introduction:** *Malaysia continues effected by environment deterioration which caused by rapid economic growth and urbanization. The environmental deterioration problems have induced vehicle manufacturer to produce more eco friendly cars which can minimize the influence to the environment. Consumers have raised concerns toward environmental problems and are willing to exhibit green products purchase behaviour. The main objective of this study is to explore the influence of green marketing mix elements on hybrid car purchase intention. The concept of the Green Marketing mix can be categorized as new concept which introduces the new environmental concern into traditional marketing mix factors. Methodology:* Approximately four hundred questionnaires will be distributed to residents who live in Johor Bahru. Statistic analysis software includes SPSS and Amos (SEM) will be used to analysis the data.

**Findings:** *This study will explore the influence of green marketing mix factor including product, promotion, price and place on consumer's hybrid car purchase decision Contribution:* The results of the study enable to provide valuable market information to the automotive policy maker and hybrid car manufacturer on improving the penetration rate or market share of hybrid car in Johor Bahru market

**Keywords:** Green Marketing Mix, Hybrid Car , Purchase Decision, Johor Bahru

Abstract ID: AIMC-2017-EBM-1067

**THE INFLUENCE OF GREEN MARKETING MIX ON CONSUMER'S HYBRID CAR PURCHASE DECISION IN JOHOR BAHRU.**

**Corresponding Author:** Kooi Chung Leng

University Technology Malaysia

**Co-Authors:** Thoo Ai Chin

**Abstract**

**Introduction:** *Malaysia continues effected by environment deterioration which caused by rapid economic growth and urbanization. The environmental deterioration problems have induced vehicle manufacturer to produce more eco friendly cars which can minimize the influence to the environment. Consumers have raised concerns toward environmental problems and are willing to exhibit green products purchase behaviour. The main objective of this study is to explore the influence of green marketing mix elements on hybrid car purchase intention. The concept of the Green Marketing mix can be categorized as new concept which introduces the new environmental concern into traditional marketing mix factors. Methodology:* Approximately four hundred questionnaires will be distributed to residents who live in Johor Bahru. Statistic analysis software includes SPSS and Amos (SEM) will be used to analysis the data. **Findings:** *The main objective of this study is to explore the influence of green marketing mix elements on hybrid car purchase decision Contribution:* The results of the study enable to provide valuable market information to the automotive policy maker and hybrid car manufacturer on improving the penetration rate or market share of hybrid car in Johor Bahru market.

**Keywords:** Green Marketing Mix, Hybrid Car, Purchase Decision, Johor Bahru.

Abstract ID: AIMC-2017-EBM-1074

**IN THE PURSUIT OF ENTREPRENEURIALISM: THE MEDIATING EFFECT OF ENTREPRENEURIAL ORIENTATION TOWARDS PUBLIC UNIVERSITY LIBRARIANS PERFORMANCE**

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Universiti Teknologi Malaysia

**Co-Authors:** Amran Md Rasli, Noor Hazarina Hashim, Azlin Shafinaz Mohamad Arshad

**Abstract**

**Introduction:** *This study examined individuals perceived capabilities towards work performance within non-profit settings such as Malaysian public university librarians within the constructs of entrepreneurial competencies, market orientation and the mediating factor of entrepreneurial orientation Methodology:* This study used a mixed method approach to convergent parallel design. The statistical analyses inclusive of SPSS



and mediation analysis by SEM-PLS. For sampling, the selected procedure is the probability sampling technique of cluster sampling and Israel's (1992) sampling size. The questionnaire consists of 56 question items, adapted from previous studies and using a five Likert scale rating. **Findings:** The mediation analysis is based upon Preacher and Hayes (2004, 2008) bootstrapping procedure. Mediation effect is measured variance account for (VAF) analysis. VAF is calculated through the size of indirect effect relative to the total effect. In this model, perceived entrepreneurial orientation (PEC) and perceived market orientation (PMO) were mediated by perceived entrepreneurial orientation (PEO). For PEC, indirect effect/total effect (0.081/0.568) produced VAF = 0.142, which means the size of indirect effect is only 14.26%. This result indicated that no (almost) mediation occurred. Whereas, for PMO, indirect effect/total effect (0.125/0.132) produced VAF = 0.94. This means that the size of indirect effect is 94%, which indicated full mediation. **Contribution:** To take up the opportunity to explore entrepreneurial behaviour through an integrated research framework by positioning it from non-profit organisations and government agencies. Others like (Bercovitz et al., 2015; Rasmussen et al., 2011; Riviezzo, 2014; Riviezzo et al., 2015), (Bercovitz et al., 2015) and (Riviezzo, 2014; Riviezzo et al., 2015) Therefore, the authors hope this research leads to the identification of non-profit employees' readiness towards entrepreneurial direction. Also, it reveals about the characterisation of Malaysian public university librarians market orientation by pointing out that the librarians' market orientation are engaged towards market intelligence generation of Kohli and Jaworski (1990) rather than cultural orientation of Narver and Slater (1990).

**Keywords:** Perceived capabilities, entrepreneurial competencies, market orientation, entrepreneurial orientation, performance

Abstract ID: AIMC-2017-EBM-1075

### **EXPLORATION STUDY OF DEVELOPMENT PROCESS OF THE TECHNOLOGY TRANSFER EFFECTIVENESS: EVIDENCE FROM AUTOMOTIVE SECTOR**

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**Co-Authors:** Noraini Abu Talib

#### **Abstract**

**Introduction:** This research investigates the important process of technology transfer from the joint venture company in the automotive sector in Malaysia. Technology transfer effectiveness will be assess in a holistic way begin with understanding in depth about the process of technology transfer, key challenge, and business strategy to overcome the challenges during the process related to the success factors in perspective of Organizational learning (OL), Knowledge Based View (KBV) and Resource Based View (RBV). **Methodology:** Semi-structured interviews will be conduct against 30 participants from Ingress Group of companies consist of R&D staffs, Top Management, Designer/Engineer & Technician, instead of expert from government agency related to technology transfer activities. **Findings:** This research makes several theoretical, empirical and methodological (modified Delphi method) contributions to the literature on factors related to transfer technology effectiveness, and evolutionary process of technology transfer. **Contribution:** This study will present relevant contribution to the company's top management, policy maker and researcher who are interested to get involved directly in the process of the transfer of technology and it's effectiveness.

**Keywords:** Technology transfer effectiveness, Technology transfer key challenges, Organizational Learning, Knowledge Based View and Resource Based View

Abstract ID: AIMC-2017-EBM-1078

### **DOES SERVICE QUALITY OF SELF-CHECKOUT TECHNOLOGY IMPROVE PURCHASING INTENTION IN MALAYSIA RETAILER INDUSTRY?**

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**Co-Authors:** Soo-Fen Fam

#### **Abstract**

**Introduction:** A major challenge for Malaysia supermarket industry is to strengthen customer spending power and patronage level with the development of other existing supermarket. Customer behavior reflects market response as well as the performance of a retail business. The aim of this research is to determine the factors that affect self-checkout technology service quality and to investigate the relationships among service quality, customer satisfaction and purchasing intention in Malaysian supermarkets. The service quality dimensions includes speed, ease of use, reliability, enjoyment and control was adapted from Dabholkar's attribute based

*model. Methodology:* A questionnaire-based survey was used and data was collected from 382 customers who had experience of using self-checkout at selected supermarket at Putrajaya. The data collection process consumed about 5 weeks which starts in the first week of February 2017 until the first week of March 2017. The data was analysed using multiple regression analysis by IBM-SPSS version 23. **Findings:** The results show that all hypothesis formulated in the study were positively significant and reliability is the most influential factors in measuring service quality of self-checkout technology, followed by ease of use, speed, control and enjoyment. **Contribution:** This paper proposed a conceptual model to the extent attribute-based model to explain the relationship of purchasing intention with customer satisfaction and service quality in self-service context. The contribution of this study is to provide practical insights into service quality dimensions for managing customer satisfaction and business performance.

**Keywords:** Service Quality, Self-service technology, Self-Checkout, Dabholkar attribute-based model, Multiple Regression, retailing

Abstract ID: AIMC-2017-EBM-1083

### **EFFECTIVE TALENT MANAGEMENT STRATEGY IMPACTING EMPLOYEE ENGAGEMENT IN SMES IN MALAYSIA.**

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**Co-Authors:** Dr Dewi Tajuddin; Dr Nabila Azwa Ambad

#### **Abstract**

**Introduction:** Talent and Talent Management becoming the preceding focus of scholars and practitioners after the efficacious launched of “war for talent” by McKinsey & Company in 1998 (Aljanabi & Mohanachandran, 2013). McKinsey (1998) added that the main focus on talent management is related to distinction of individual employee performance whereby the important roles in an organization should be directive to the ‘A Performers’ which referred to high skill employees (Aljanabi & Mohanachandran, 2013; Scullion & Collings, n.d.). After the prolonged economic developments between 2002 through 2007, internationally, business leaders were apprehensively concern in engaging and retaining talented people and attaining qualified talent in career development (Beechler & Woodward, 2009).

In Malaysia, the competition in global talents become the critical gap due to inexperienced in talent management. Additionally, this is the result of inexpert due to deficiency of proper implementation even though most organizations have the awareness of the importance of managing talented workers (Osman, Omar, Mahphoth, & Mohd, 2013). According to (Mahan Poorhosseinzadeh1 and Indra Devi Subramaniam2, 2012), many organizations referring to their human capital providing them sustainability in their businesses assessing them to overcome the ambiguity in globalization environment. Most organizations acknowledge and identify some sort of talent management in their organization but still lacking of effective implementation and coordination. Therefore, the organizations are focusing on talent management to add value as a strategy to the organization thoroughly by way of the recognition of the importance of human capital process (Aned O., Mohamed Zainal, & Alya O., 2013; Mahan Poorhosseinzadeh1 and Indra Devi Subramaniam2, 2012).

The fundamental and critical challenge of Malaysia nowadays is to retain its highly skilled citizen. (Mustafa Kamil et al., 2011) affirmed talent management practices is considered as a strategy to retain employees. (Juhdi, Pa’wan, & Hansaram, 2013; Juhdi, N.; Pa’wan, F.; Milah, R. @ S. K. H.; Othman, n.d.) found that the intention retaining the talented employees becomes more critical due to pathetic implementation on identifying potential talents. Therefore, the failing of an organization initiating intentionally in talent management might facing negligence due to losing top talented people (Isa, 2014; Mustafa Kamil et al., 2011; Osman et al., 2013). For that reason talent management practices is an essential drive forward influencing the engagement and retention of potential talent promoting success and improve organization performances (Osman et al., 2013). Employee Engagement was a major problem in private sector in Malaysia (Sheemun, Suhaimi, Abdullah, Rahman, & Mat, 2013).

In viewing of these findings (Dhanalakshmi R. V., 2014; Golshan & Omar, 2011; Gunto & Alias, 2013; Isa, 2014; Kagwiria, 2013; Mustafa Kamil et al., 2011; Sumardi & Othman, 2009), though the nature of this relationship is motivating and exciting, there is no study has analyzed the relationship between Talent Management Practices (TMP) and Employee Engagement (EE) in Asian’s setting and particularly in Malaysia’s Small & Medium Enterprises (SME). Hereafter, new chapter discloses whereby engagement of employee talents becomes critical to the organization performance and economic. Therefore, scholars and researchers believe the needs to focus on talent management practices as a strategy to influence employee

engagement and, in turn employee engagement impacting the talent management which both affect the organization performances significantly.

This paper seeks to address the gap in knowledge field by determining the relationship between Talent Management Practices (Performance Management, Training and Development and, Talent Review and Succession Planning) and Employee Engagement (Job Engagement and Organization Engagement) in the selected SME organizations in Malaysia.

Specifically, this study attempts to:

1. Examine the relationship between Talent Management Practices (TMP) and Employee Engagement (EE)
2. Examine the relationship between Talent Management Practices (Training & Development) and Employee Engagement (EE).
3. Examine the relationship between Talent Management Practices (Succession Planning) and Employee Engagement.
4. Examine the relationship between Talent Management Practices (Talent Review & Succession Planning) and Employee Engagement.

This study attempts to test the following hypothesis:

There is a positive relationship between Talent Management Practices (TMP) and Employee Engagement (EE).

**Methodology:** This is a quantitative study. It incorporates a scientific research inquiry designed to study the relationship between the independent variables (IV) and dependent variables (DV). The research instruments comprise of self-administered questionnaires as the primary source. A set of questionnaire using Likert Type Scale (1-5) are administered to respondents by the researcher.

As this study employs the survey method, for data analysis, Structural Equation Modelling (SEM) as a model to test for direct and mediating effects, followed by Confirmatory Factor Analysis (CFA) to test for reliability and validity the survey instrument. The mechanism is the questionnaires are collect, a running number is assign to each individual respondent before the data are enter into the computer analysis. The running number functions as an identification code for each respondent for the purpose of checking their responses if there is a problem with the quality and validity of data collection. The data are analyze using the Statistical Package for the Social Science (SPSS) version 20.0 program and Structural Equation Modelling (SEM). The secondary data was obtained from literature review.

The population for the study will be a Small and Medium Enterprise in Sabah, Malaysia. According to statistic from the Department of Malaysia Statistic (2011), there were about 40, 884 SMEs throughout Sabah. For the purpose of the study, the researcher will only select SMEs from Services and Manufacturing sectors that obtained from Sabah Industrial Department (2015) as the target population. The selection will be based on SME definition by SME Corporation Malaysia Secretariat (2014) that effectively implemented on 1st January 2015. The sample of this study is defined as the individuals who hold a permanent post as an Executives to the Managers at the selected Services and Manufacturing sectors at five (5) main Division at Sabah based on the advancement of the development that actively progress throughout the division. The divisions that are selected comprises of (1) West Coast Divison (Kota Kinabalu), (2) Sandakan Division (Sandakan), (3) Tawau Division (Tawau), (4) Interior Division (Keningau) and (5) Kudat Division (Kudat) which has direct connection in terms of road facilities. The sampling technique for the study is multi-stage sampling method. Therefore, for this sampling each Division circulated into three stages as shown below:

Stage 1: District, whereby, Kota Kinabalu will be divided into four (4) focus town, namely; i) Kota Kinabalu Capital, ii) Penampang, iii) Putatan, and, iv) Inanam.

Stage 2: Area, whereby, each town will be segregated into two (2) focus areas – Area 1 and Area 2.

Stage 3: SME Types, whereby, each area focus on SMEs related to Services Sector and Manufacturing Sector.

The instrument used was selected based on the theories and concepts identified in the literature review. For the purpose of collecting primary data from SMEs in Sabah, a questionnaire is prepare for this study. A developed, tested and validated survey questionnaire based on the scale item is used to conduct the survey. A five (5) point Likert Scale is used in the survey questionnaire with option from Strongly Agree to Strongly Disagree. Each option was assigned a scale: 5 = Strongly Agree; 4 = Agree; 3 = Neutral; 2 = Disagree and 1 = Strongly Disagree. **Findings:** This study contributes to an understanding of the impact of Talent Management Practices and Employee Engagement on SMEs performance generally and particularly in Malaysia. Even though Talent Management Practices have been considered as one of the significant factors appear to cultivate the performance of organization, it can be said actually most of the Malaysian SME does not practice Talent Management Practices and Employee Engagement effectively in their business (Zakaria et al., 2011). Henceforth, Malaysian SMEs have to comprehend their own capabilities, particularly their core strengths such as the talents and talent management practices in order to support SMEs to be innovative and competitive.

Small business are no longer competing against same sized challengers whereby globalization has exposed them to the wrath of big multinationals that are hungry for growth (Hayashi & Dolan, 2013). Therefore, in order to remain competitive, the management of SMEs need to put more attention on the implementation of talent management practices which contribute to organization performance. As mentioned by Malaysian Human Resource Minister, Datuk Dr. S. Subramaniam, which said that, SMEs should pay more attention to the factors of human resource particularly the skillful workforce in improving their productivity as well as maintaining the existing talent. This is due to lots of small and medium businesses which had limited expertise in managing human resource compared to large corporations (Bernama, 2011, April 19).

Therefore, with the inspiration on understanding the predictors of business performance, SMEs must realize the talent management practices that are affecting business performance (Ale Ebrahim, Nader; Ahmed, Shamsuddin and Taha, 2010). SMEs need TMP to be practiced in their organization to facilitate goal achievement and also significantly generate more innovation and becomes first mover advantage in business environment (Zakaria et al., 2011).

In conclusion, Malaysia SMEs should consider on how to enhance the capacities and capabilities in the area of human resource and talent development in order to cultivate their business performance and success (Gallato et al., 2012; Zairani & Zaimah, 2013). Moreover, SMEs also need to cooperatively adopting and practicing continuously the best practices of human resource system in order to achieve competitive advantage and sustainability in overall organization performances (Hayashi & Dolan, 2013; Zakaria et al., 2011)

**Contribution:** The impact of the study cohesively stimulate a new research and develop a fresh theoretical model for Malaysia's researcher that has specialization in talent management practices and employee engagement in Small & Medium Enterprises. As the study is ongoing its relatively demonstrate a new finding in terms of relationship between talent management practices, employee engagement which is comprehensively delivering new theoretical framework which creating opportunity exploring the necessity of business development and enhancement in the area of SMEs as it is the backbone of the countries for future economic growth. Going forward, this study is also significance as it is expected that the identification and development of talent management strategy would result in additional benefits for the organization and its employees. The professionals such as entrepreneurs, managers and practitioners have the sustainable asset who are the high talented people that driving the development and managing the organization towards new paradigm impacting international market through relevant workable talent management practices. The national policy on New Economic Model (NEM) and Sixth Malaysia Plan (2016-2020) could benefited from the study as it is contribute an influential finding which can be one of the necessary references for producing and implementing new policy. Furthermore, the contribution of the research is transforming the irrelevant policy towards workable policy which in turn transforming the productivity and profitability of the organizations pertaining to SMEs development. Therefore, the importance and profitability investing in talent is a productive strategy increasing the development of SMEs towards large organization to battle into international market.

**Keywords:** Talent Management Strategy, Talent Management Practices, Employee Engagement, Small & Medium Enterprises (SMEs)

Abstract ID: AIMC-2017-EBM-1097

GVVCVCVC

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utm

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**Abstract**

**Introduction:** vcvc **Methodology:** vvvxcvxc **Findings:** vvbv **Contribution:** bcvbcv

**Keywords:** fre,tyy,

Abstract ID: AIMC-2017-EBM-1111

**BUSINESS PERFORMANCE BASED ON CUSTOMER CAPITAL AND TECHNOLOGICAL CAPITAL**

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**Abstract**

**Introduction:** *In the modern age, knowledge based economy is considered as one of the most crucial assets for business performance. The present knowledge based economy is mainly based on intangible assets such as intellect, skill and expertise. Intellectual capital is considered as the backbone of knowledge based economy. This research aims to analyze the effect of customer capital and technological capital on the business performance* **Methodology:** *This research uses multiple regression analysis. Primary data through questionnaires was self-administered. To gather data, 42 questionnaires were distributed to business owners in one of the leading culinary areas in Medan City, namely Asia Mega Mas Complex. A total of 35 business owners responded.* **Findings:** *The results reveal that customer capital and technological capital has significant and positive relationship with business performance in Asia Mega Mas Complex, Medan City.* **Contribution:** *The result is expected to enrich and act as the source of reference of customer capital and technological capital and business performance in the area of entrepreneurial knowledge. Despite the fact that a lot of researches investigating about the business performance, only a few researches specifically highlight the business performance on the basis of customer capital and technological capital.*

**Keywords:** Customer Capital, Technological Capital, Business Performance, Small Medium Enterprise

Abstract ID: AIMC-2017-EBM-1117

### **THE RELATIONSHIP BETWEEN TOTAL QUALITY OF CAMPUS LIFE (TQCL) AND STUDENT ENGAGEMENT**

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#### **Abstract**

**Introduction:** *College environment have an impact on the development of the students individual experience throughout the course of their study. Students have the opportunity to deal with sports, arts, community service activities, social circles and lifetime partners through student engagement in university community. Student engagement refers to the student behaviour for physical and psychological activities and also how institutions play a role in providing resources, support services and curriculum to encourage such behaviour. This study is aimed to identify the relationship between the total quality of campus life (TQCL) dimensions and student engagement at higher education institution in Malaysia. There are four main components of TQCL namely as curriculum, co-curriculum (structured), unstructured co-curriculum, and support services and facilities.*

**Methodology:** *This study involves final year undergraduate students from 20 public universities across Malaysia. The study sample was selected using stratified random sampling technique and self-administered questionnaire was used in data collection process. Structural Equation Modelling - Partial Least Square (SEM-PLS) analysis was employed to analyse the structural model for identifying the relationship between the dimensions of TQCL and student engagement.* **Findings:** *Findings revealed that all dimensions or constructs of TQCL namely curriculum, co-curriculum (structured), unstructured co-curriculum and support services and facilities have a significant positive relationship with student engagement.* **Contribution:** *This study contributes on the overall dimensions of quality of campus life namely curriculum, co-curriculum (structured), unstructured co-curriculum and support services and facilities that have a significant relationship with student engagement.*

**Keywords:** Total Quality of Campus Life (TQCL), Curriculum, Co-curriculum (Structured), Unstructured co-curriculum, Support Services and Facilities, Student Engagement.

Abstract ID: AIMC-2017-EBM-1118

### **THE SYNERGISTIC RELATIONSHIP OF BEHAVIOURAL INTENTION DETERMINANTS IN MULTI-CONDITIONS**

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#### **Abstract**

**Introduction:** *This study suggests the understanding of business technology adoption should be viewed from a new lens. Most studies have modelled the determinants as a decision to adopt or not to adopt as snapshot. Such discussions have helped us to identify a set of technology adoption determinants and serve to explain the behaviour of organisation's member while making decision. However, a foundational knowledge of practice suggests, a decision to adopt of a widespread technology generally should be treated as a decision point process where the level of significant of each determinant will act differently depending on the state of the determinant.*

**Methodology:** This study is designed by utilising two theoretical lenses wherein critical adoption factors are identified through the theory of planned behaviour and the progression of each factor is observed through Ettlé's (1980) multi-stage adoption model. Employing a survey method, this study has employed data gathered from 162 owners of SMEs. The use of a linear approach in this study has shown that the level of importance of adoption determinants changes across different adoption stages. However, the employment of the linear approach - for example in this study using partial least squares (PLS) - could not demonstrate the relationship of these determinants working in combination. We furthered the investigation by using a non-linear approach - applying polynomial regression (Edwards and Parry 1993) and a response surface analysis method (Box and Draper 1987) — which facilitated the assessment of the combination of two predictor variables and related it to an outcome variable (Shanock et al. 2010). This approach demonstrates a tripartite relationship between attitude, subjective norms and intention respectively. In demonstrating these scenarios - linear and non-linear approaches - the two most critical adoption stages of Ettlé's model, namely, evaluation and trial are selected.

**Findings:** Overall, the findings indicate that some determinants are significant and some determinants are less significant in the process of adopting cloud ERP. More specifically, the findings indicate that the levels of significance of each of the determinants vary as the adoption setting (i.e., stage) changes. For example, when the decision-maker is given the opportunity to use cloud ERP for a specific period of time (without needing to pay anything as this is merely for trial), the positive or favourable feeling towards the cloud ERP system supersedes the influence of subjective norms or pressure from external agencies. We believe that the hands-on experience influences the change in the dominant role from subjective norms to the attitude of the decision-maker. In this example, it is assumed that a favourable attitude towards the technology would overpower the unfavourable attitude. **Contribution:** This study makes theoretical contributions to the body of technology adoption research specifically in the domain of technology adoption by SMEs. Accordingly, this study presents an intention model by which to explain and predict decision-makers' behaviour patterns regarding cloud ERP adoption. Further, this study contributes to the industry by providing guidance to the ERP ecosystem in an attempt to understand their potential buyers' behaviour patterns and perceptions towards the adoption of cloud ERP. It also highlights the role of external agencies such as government in triggering the continuity of cloud ERP adoption, especially in the early stages of the process.

**Keywords:** Technology adoption, cloud ERP, multi-stages, polynomial regression, response surface methodology

Abstract ID: AIMC-2017-EBM-1121

## THE EFFECT OF GOOD CORPORATE GOVERNANCE, CORPORATE SOCIAL RESPONSIBILITY AND QUALITY OF FINANCIAL REPORTING ON ISLAMIC BANKING IN INDONESIA

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### Abstract

**Introduction:** The purpose of this study was to identify the effect of the structure of Islam good corporate governance (GCG) towards corporate social responsibility (CSR) and the quality of financial reporting of Islamic banking in Indonesia. GCG is proxied by the board of directors, the audit committee and the supervisory board of sharia. In addition, this study also aimed to identify the influence of corporate governance on the quality of financial reporting and CSR as an intervening variable. **Methodology:** This study was designed using primary data from 12 (twelve) Islamic Banks in Indonesia with 107 respondents as a sample. Data analysis was performed using structural equation modeling (SEM). **Findings:** The analysis showed that the Islamic GCG simultaneously dealing with the disclosure of corporate social responsibility (CSR) Islamic banking. Islamic GCG is also associated with the quality of corporate financial reporting. Islamic GCG proxied by the board of directors and audit committees, does not affect the partial disclosure of CSR, while sharia supervisory board to influenced CSR disclosure. Furthermore, the board of directors and audit committee does not affect the quality of financial reporting, while the sharia supervisory board affect the quality of financial reporting. **Contribution:** This study proves that the disclosure of CSR variables not yet to be proven as a mediator in relation between Islamic GCG with the quality of financial reporting on Islamic banking in Indonesia.

**Keywords:** Good Corporate Governance, Corporate Social Responsibility, Quality of Financial Reporting

Abstract ID: AIMC-2017-EBM-1122

### **SERVQUAL MODEL, EVALUATION OF SERVICE QUALITY, AND CUSTOMER SATISFACTION TOWARDS TRAINING INTENTION**

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#### **Abstract**

**Introduction:** *Service quality worldwide has been linked to customer satisfaction, competitive advantage and service differentiation. Increased customer awareness and demand have been brought about by changes in technology and regulatory environment and control. The Administrative Staff College of Nigeria (ASCON) cannot exclude itself from this organisational environment. The purpose of this research is to evaluate the relationships of service quality, and customer satisfaction towards customer training intention at ASCON.*

**Methodology:** *This study uses a quantitative and descriptive research design which employs a survey method to confirm the stated hypotheses. Questionnaire was used to measure the constructs involved, using a 5-point Likert scale, ranging from (1) for strongly disagree to (5) for strongly agree. Both sampling design (probability and non-probability) and sample size factors were used to establish representatives for the study sample. The sample was made up of 300 respondents who were previously trained at ASCON for the past 10 years. The data analysis was done in two phases. Firstly, the summary of the data was done in tables and charts. Secondly, Analysis of Moments Structure (AMOS) software was used to analyse the Structural Equation Modelling in the study. The Kaiser-Meyer-Olkin (KMO) test was done to determine the sample size adequacy. Other tests done on the data were that of multicollinearity and reliability which showed none item has >0.90 correlation and alpha values >0.7 to 0.9.* **Findings:** *Based on the analysis done, the three hypotheses developed were supported at  $P < .05$  significance level. The study results are as follows: i. Service quality significantly affects customer training intention. ii. Service quality influences customer Satisfaction. iii. Customer satisfaction affects customer training intention.* **Contribution:** *The research is first of its kind and contributes to service quality knowledge in government organisation. The study has shown communication as a factor for service quality in training institution. The introduction of communication in the SERVQUAL model framework serves as a new frontier in research. Secondly, prior studies SERVQUAL framework on buying or purchasing but this study has change this approach by using training intention. Furthermore, the structural model developed in the study fits the data which measures with empirical research standard. The results of the study is of practical importance as it unravels relationships among the constructs of service quality, customer satisfaction and training intention and how they interact.*

**Keywords:** Evaluation, service, satisfaction, training, Nigeria

Abstract ID: AIMC-2017-EBM-1133

### **ASYMMETRIC COINTEGRATION BETWEEN CRUDE OIL PRICE AND MALAYSIA FOOD PRICE**

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#### **Abstract**

**Introduction:** *In recent years, the frequency of large food price increases has accelerated around the world. In January 2007 to the July 2008, the global food price index increased dramatically for about 90%, from 135 to 226, in a short time period. Subsequently, the food prices plunged sharply in January 2009 peaking in 2008. After hitting this low point, the food price index again showed an upward growth and hit a second peak in June 2011, which was slightly higher than the 2008 peak. Due to the dramatic changes in food prices, there have been numerous studies postulated that the crude oil price instability is a main determinant of the food price crises occurred in recent years (Chen et. al., 2010; Gilbert, 2010; Ibrahim, 2015; Abdalaziz et. al., 2016; and etc.). Theoretically, the industrial cost of production, especially in the agriculture sector, relies heavily on the crude oil price. Therefore, the increment of the pass-through of crude oil price will lead to the decrements in the supply of food and agricultural products due to the increase in the cost of fertilizers, transportation and capital, such as fuel. Several literature suggested that one should take into account the asymmetric price behavior of crude oil price in food price fluctuation. Meyer and Cramon-Taubadel (2004) explained that the price adjustment usually has a promptly response in the upward direction due to market power. Karantininis et al. (2011a, b) further explained that both the long-run and the short-run price asymmetry movements relate to the interaction between cost structures of firms and market power.* **Methodology:** *This study will extent the Enders and Siklos (2001) asymmetric cointegration approach to estimate the asymmetric cointegration between crude oil price and food*

price fluctuation in Malaysia. In this study, we endorsed annual data from 1980 to 2015 to analyze the oil price impact on the Malaysian food price fluctuation. The food price index (FP) is adopted to represent the Malaysian food price. The real income is proxy by the real gross domestic product (RGDP) and in millions ringgit. Furthermore, the crude oil price (COP) is proxy by the West Texas Intermediate crude oil price in US dollar per barrel and Malaysian exchange rate (MYR) measured in ringgit per US dollar. All of these variables are adopted from the Monthly Statistical Bulletin published by the central bank of Malaysia ([www.bnm.gov.my](http://www.bnm.gov.my)).

**Findings:** Based on these findings, the crude oil price, market business cycle and exchange rate have a long-term significant impact on determine the food price fluctuation. However, the control policy should focus on the exchange rate stability rather than the oil price in Malaysia. Since the raise and fall of oil price have a symmetric magnitude on the food price adjustment, policymakers should promote the market freedom in oil industry such as reduce the market oil price subsidies. In contrast, the asymmetric impact of exchange rate on Malaysian food price fluctuation suggested that the policymaker have to stabilize the national currency in order to maintain the movement of food price. As claimed by Abdlaziz et al. (2016), the long-run cointegrated relationship between oil price and food price is strong when the depreciation of a country's currency occurs. Yet, the depreciation of currency will have a huge impact to boost the Malaysian food price and caused it to be volatile. Moreover, the appreciation of exchange rate will increase the food import volumes, thus further import the inflation from international market. Hence, this indicated that the cost-push inflation may affect the food price crisis occurs if the Ringgit Malaysia last on unstable. **Contribution:** The previous literature adopted the asymmetric nonlinear ARDL proposed by the Shin et al. (2011) was assumed that the ECT coefficient is symmetric, however, this will not able to capture the possibility of asymmetric magnitude exists in the self-adjustment (the ECT shock). Hence, in this study, the extended Enders and Siklos (2001) asymmetric cointegration model is appropriate use to analyze the asymmetric speed of adjustment, and also the probability of asymmetric impact of exogenous on the endogenous variable exists if the magnitude of exogenous increase has a significant different than the magnitude of exogenous reduction.

**Keywords:** asymmetric cointegration, food price, crude oil price, malaysia

Abstract ID: AIMC-2017-EBM-1139

## THE EFFECT OF INTEGRATED REPORTING DISCLOSURE QUALITY ON REPUTATION AND FIRM PERFORMANCE: THE THEORETICAL FRAMEWORK

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### Abstract

**Introduction:** The purpose of this study is to determine the effects of Integrated Reporting disclosure quality on reputation and firm performance. The relationship between the variables identified using the theoretical framework of signalling theory and institutional theory. According to signaling theory, the primary objective of the corporate disclosure is to inform analysts and investors about the firm quality and value. Integrated Reporting demonstrates how an organization creates value through the connectivity of strategic objectives, risk, and performance, and this requires the company to report in integrated manners on their commitment to the value creation activities. Therefore, if the report is prepared according to the recommended Integrated Reporting Framework 2013, this signal a quality of the company. **Methodology:** This study is qualitative in nature using content analysis method. This study reviews literature on the development of financial reporting to sustainability reporting and the latest development of Integrated Reporting. The paper goes on to analyze the importance of analysing the content of Integrated Reporting and the effects of disclosure quality towards reputation and firm performance. Prior literature suggests that firms' effort to develop sound disclosure policies will be rewarded with the economic benefits. Disclosure activities are an investing activity by managers to create a reputation and is value added to the firm. . A number of databases in fields such as social sciences, psychology, and economics were used to acquire literature on the topic. **Findings:** The finding from previous literature shows that 92% of participants understand the benefits of value creation and 84% see current benefits regarding data quality by improving their measurement of non-financial information. Also, 79% of reporter sees the advantages of IR in decision-making and better long-term decision-making (IIRC, 2014). Much of the claimed benefits is provided through the interviews and survey. Therefore, this study is important as it provides a theoretical framework that determines whether the relationship between IR and firm performance can be explained and influenced by corporate reputation and institutional features. In future, this study will embark into quantitative study that uses the proposed framework towards the pioneer community of integrated reporters. **Contribution:** This paper makes several contributions. First, the paper makes a theoretical contribution by



providing new evidence that enhances the validity of the application of signaling theory and institutional theory in IR. Rather than study the direct relationship between IR and firm performances, this study incorporated external factors such as corporate reputation and institutional features which may influence the relationship in IR and firm performances. Second, this study offers a more comprehensive analysis of the “quality” for Integrated Reporting and not concentrating on the existence or non-existence of the disclosure.

**Keywords:** Integrated Reporting, Performance, Reputation, Disclosure

Abstract ID: AIMC-2017-EBM-1142

### **THE INFLUENCE OF HUMAN RESOURCE MANAGEMENT PRACTICES AND CORPORATE CULTURES INTEGRATION ON THE PERFORMANCE OF ACQUIRING COMPANIES IN MALAYSIA**

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#### **Abstract**

**Introduction:** *Despite decades of research, the key factors for success in Mergers and Acquisitions (M&As) and the reasons why M&As often fail remain poorly understood. The major reasons identified for this low performance include unskilled execution and incompatible cultures. However, many companies involved have only been evaluated based on their compatibility regarding financial figures and technical aspects, lack of research focused on the people issues. In view of this, there is a need to investigate the influence of human resource management (HRM) practices and corporate cultures integration, focusing on the improvement of company performance.* **Methodology:** *A research model is developed to investigate the influence of HRM practices dimensions (skill-enhancing, motivation-enhancing and opportunity-enhancing practices) on the company performance by examining the mediating effects of corporate cultures integration in post-M&A phase. A mail survey technique is employed to collect data from acquiring companies involved in M&A between the years of 2004-2009. Out of 277, 171 useable responses were received and further analysed using the partial least square (PLS) technique. Smart PLS 2.0M3 was used to validate the research model and test the proposed research hypotheses* **Findings:** *The results signify that HRM practices dimensions, corporate cultures integration factors are critical for the success of M&A. However, company performance is not influenced indirectly by opportunity-enhancing practices as these practices did not receive statistical support. The lack of opportunity-enhancing practices such as employee involvement could be one of the factors of M&A failure or taking longer period to success in most acquiring companies in Malaysia.* **Contribution:** *Theoretically, the present study contributes to the new knowledge by examining the three primary dimensions of HRM practices instead of testing it individually. Thus, it allows greater understanding of the effect of each dimensions in the HRM intended to enhance employee skills, motivation and opportunity to contribute in the company performance particularly in M&A context. Practically, it helps the practitioners to identify several practices or capabilities that could be adopted and invested more in enhancing their HRM practices within a strategic condition at the micro or macro organisational level.*

**Keywords:** Mergers and Acquisitions, HRM practices, Corporate Cultures Integration, Organisational Performance, Acquiring Companies.

Abstract ID: AIMC-2017-EBM-1147

### **SMOOTH TRANSITION EXPONENTIAL SMOOTHING AND GARCH MODELS IN FORECASTING VOLATILITY FOR CRUDE OIL**

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#### **Abstract**

**Introduction:** *Forecasting the volatility of crude oil accurately has becoming challenging and complicated due to the booming international trade and increasing interconnection with financial markets as hedge and risk diversification instruments in portfolio investments. Volatility is a crucial factor in risk management and options pricing. This paper introduces a volatility forecasting method namely Smooth Transition Exponential Smoothing (STES) applied to crude oil. This method forecasts the volatility by allowing the smoothing parameters to vary over time as a logistic function of user-specified variables, in order to adapt to changes in the characteristics of the time series. The sign and size of past shocks are used as transition variables in order to capture the dynamics*

of conditional variances arising from changes in characteristics of time series over time **Methodology:** The primary research issue of this study is to forecast the post-sample weekly volatility forecasts of crude oil. The volatility forecasting performance of STES method is assessed and justified against the family of GARCH models in a comparative analysis. The forecasting capacity of STES is further assessed by taking into account the possible contributing factors to the accuracy of volatility forecasts. The identified contributing factors under investigated in the study are high frequency data, different proxy for actual variance in the parameter optimization and forecasts evaluation. The empirical results generated from the aforementioned contributing factors are benchmarked against the family of GARCH models in a comparative analysis. **Findings:** The empirical results showed that STES method outperformed GARCH model with encouraging results. This indicated that the adaptive parameters estimation approach of the STES method is superior to fixed parameters estimation approach of the GARCH model. The smoothing parameter is allowed to vary over time to adapt to changes in the characteristics of the time series. This is particularly useful to crude oil given to the complications in volatility forecasting in consequence of the structural market changes and increasing interconnection with financial markets.

The high frequency data and realized variance as a proxy for actual variance have contributed positively in improving the accuracy of volatility forecasts.

**Contribution:** The findings of this study have justified the outperformance of STES against the family of GARCH models in the Crude oil, ie two major commodity products in addition to the financial markets in the empirical study of Taylor (2004), Choo (2008) and Ung (2010).

**Keywords:** SMOOTH TRANSITION EXPONENTIAL SMOOTHING; CRUDE OIL

Abstract ID: AIMC-2017-EBM-1148

### THE AFFECTING FACTORS OF CAPITAL BUFFER ON BANKING SECTOR IN INDONESIA STOCK EXCHANGE

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#### Abstract

**Introduction:** The resilience improvement in micro economic is by increasing quality and quantity capital of bank, followed by adequacy of capital reserves (buffer) which must be possessed by the bank, and it compulsory to develop 2.5% conservation buffer from risk weighted assets owned by the bank. The amount of countercyclical capital buffer which is required is 0%-2.5% from risk weighted assets owned by the bank. By implementing Basel III Indonesia it is expected that the banking industry will be stronger and able to conduct the business operation even though in the middle of economic crisis. **Methodology:** This research is assosiatif research, analyze the effect of Non Performing Loan (NPL), Lag of Capital Buffer (BUFFt-1), Loans to Total Assets (LOTA) and Bank Size (Size) to Capital Buffer. This research used secondary data, with 30 samples of bank listed in Indonesia Stock Exchange. Used regression panel data with Eviews as tool analysis **Findings:** LOTA and Size have negative significant effect to Capital Buffer, ROE and NPL have positive insignificant effect to Capital Buffer, BUFFt-1 has negative insignificant effect to Capital Buffer. **Contribution:** This is can be a reference to bank in analyze their financial condition in the future, so that bank will not get worse when economic crisis happen in the future. Given the fact that numerous researches focus on analyzing capital buffer in Indonesia on 2015, this research has complemeted the previous study.

**Keywords:** capital buffer, ROE, NPL, Lag of Capital Buffer, Loans to Total Assets, Bank Size

Abstract ID: AIMC-2017-EBM-1150

### MODELLING ANTECEDENT FACTORS INFLUENCING E-TRAINING USE INTENTION AMONG EMPLOYEES

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#### Abstract

**Introduction:** Last few decades saw an intense development in information technology (IT) has in many ways affected the ways organisations achieve their goals. Training, in every organisation is an ongoing process that aims at updating employees' knowledge and skills towards goals attainment. Through adequate deployment of IT, organisations can effectively meet their training needs. However, for successful IT integration in training, the

employees who will use the system should be positively disposed towards the new system. This study predicts employees' intention to use e-training system by extending the technology acceptance model (TAM) using internet self-efficacy, trust and interactivity. **Methodology:** Two hundred and sixty-five employees participated in the study and PLS-SEM (SmartPLS 3.0) was used in the analysis. **Findings:** The findings of the structural equation modeling reveal that perceived usefulness and perceived ease of use have direct and positive effects on employees' intention to use e-training. It was also shown that perceived ease of use had no effects on perceived usefulness, while trust has the strongest indirect effect on employees' intention. On the other hand, internet self-efficacy had no moderating effect on the relationship between perceived ease of use and perceived usefulness. In addition, the importance-Performance Map Analysis (IPMA) shows that perceived usefulness and trust are more effecting in influencing intention. **Contribution:** This paper presents a model for investigating intention to use e-training in an organisational setup.

**Keywords:** e-training, interactivity, trust, perceived ease of use, and perceived usefulness

Abstract ID: AIMC-2017-EBM-1151

### EFFECTS OF COMPUTER/INTERNET SELF-EFFICACY AND ORGANISATIONAL SUPPORT ON INTENTION TO USE E-TRAINING

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#### Abstract

**Introduction:** The paper recognizes the importance of Information Technology (IT) and its increasing adoption in organisations. As organisations do undergo through problems relating to employee performance, on the other hand developments in IT offer these organisations innovative ways of delivering training through technology. Using e-training, organisations can improve employees' knowledge and skills. However, e-training success depends on employees' intention to use it. While factors influencing e-training use intention has been mostly investigated based on the experiences of the private organisations, such investigations in the public organisations have been largely overlooked by researchers. This paper extends the technology acceptance model (TAM) by investigating the roles of internet self-efficacy and organisational support on employees' intention to use e-training in public organisation. **Methodology:** A five Likert-Scaled questionnaire was used for data collection where a total of three hundred and one employees took part in the study. SmartPLS 3.0 was used in data analysis. **Findings:** Results of the analysis shows that internet self-efficacy, organisational support and perceived usefulness have positive and significant effects on intention. On the other hand, ease of use, internet self-efficacy, and organisational support positively influenced perceived usefulness. **Contribution:** The paper presents a model for evaluating intention to use e-training in public organisations.

**Keywords:** E-training, internet self-efficacy, organisational support, perceived ease of use, perceived usefulness

Abstract ID: AIMC-2017-EBM-1159

### A REVIEW OF THE CONCEPTUALIZATION OF ORGANIZATIONAL CITIZENSHIP BEHAVIOR

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#### Abstract

**Introduction:** Scholarly interest in the concept of organizational citizenship behavior has increase and the notion is still in its emerging stage of development. Therefore, this study intends to review a scholarly research on the conceptualization of organizational citizenship behavior and its development. **Methodology:** This study searched for organizational citizenship behavior related articles available at the academic research databases namely Scopus and Web of Science. The keywords that were used for searching articles were "organizational citizenship behavior", or "extra-role behavior". **Findings:** This study shows that organizational citizenship behavior generally comprises of five dimensions namely altruism, conscientiousness, courtesy, sportsmanship, and civic virtue. **Contribution:** The study provides review of the conceptualization of organizational citizenship behavior.

**Keywords:** Organizational citizenship behavior; extra-role behavior; measurement scales.

Abstract ID: AIMC-2017-EBM-1162

## REFLECTIONS ON PRACTICE-CENTRED CURRICULA IN TEACHING ENTREPRENEURSHIP IN MALAYSIA

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### Abstract

**Introduction:** *This paper discusses the challenges of entrepreneurship education in a regional Malaysian context and provides the design details of entrepreneurship modules providing a meaningful experience. It is argued that active, experience-centred module delivery helps to revitalize student curiosity in entrepreneurial activities.* **Methodology:** *The paper utilizes the phenomenological approach to explore the contemporary challenges of entrepreneurship education and to gain a deeper insight into its complexity. The material for phenomenological analysis is obtained by means of focus groups which are contrasted with the students' written reflections and staff reflections on teaching and learning activities in entrepreneurship modules.*

**Findings:** *The findings indicate that the timescale for studying entrepreneurship is too short because of competing priorities in the programme of study and the eclectic essence of entrepreneurship. It was also found that students believe that being supported by staff who have experience of entrepreneurship is motivating and reassures them about further learning. The concerns about the applicability of Western concepts of entrepreneurship education to the Malaysian context are not corroborated.* **Contribution:** *It has been argued that practice-centred learning opportunities are often associated with off-campus education and take place in the 'real world'. The design provided for standalone entrepreneurship modules evidently ensures a rich experience for students and provides an effective springboard for developing entrepreneurial aspirations.*

**Keywords:** entrepreneurship education, practice-centred learning, video assessment, lecturials, practicals

Abstract ID: AIMC-2017-EBM-1173

## CORPORATE SOCIAL RESPONSIBILITY RECONSTRUCTION THROUGH PIERRE BOURDIEU PERSPECTIVE

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### Abstract

**Introduction:** *The emerge of triple bottom line concept or 3P which are people, planet & profit, gives a new point of view that the company, in running its business, is not demanded only to focus on the profit (single bottom line) or shareholder oriented, but the company is also demanded to care about planet (environment) and people (social). There is a shift of a paradigm in the business circles from shareholder oriented into stakeholder oriented and it is presented in the social responsibility of the company to the society and environment or well-known as corporate social responsibility (CSR).* **Methodology:** *However, what CSR exactly that is should be applied? This is still becoming a very big question needed to find its answer. CSR is still seen as voluntary, charity, philanthropy activity and burden corporate expense. This study aims to reconstruct CSR in Pierre Bourdieu's perspective at PT Tirta Investama Pasuruan – Keboncandi Plant. In the Trilogy Bourdieu it is formulated that social practice = habitus x capital + field. CSR reconstruction in Pierre Bourdieu's perspective is expected to give new ideas about "the real CSR" which leads to corporate sustainability concept. This study used multi paradigm method in qualitative approach.* **Findings:** *The result of this research showed that the implementation of Corporate Social Responsibility (CSR) at PT Tirta Investama – Keboncandi Plant is implemented by "basic on need and on risk". The implementation of CSR based on the principle of "Dual Commitment" which means if the company want to succes in bussines, the company should be succesfull in social. The process of understanding and interpretation about CSR in PT. Tirta Investama continues to evolve, and nowadays its concentrate on sustainability. If the CSR at PT Tirta Investama – Keboncandi Plant is reconstructed using Trilogy Bourdieu, it has represented kind of social practice in Bourdieu formula. The main purpose of the corporate social responsibility is in order to gain sustainability. CSR become a mandatory activity, based on good habit, strengthened by capital and accompanied by field mastery. When the company has already won its social practice the sustainability in the grip.* **Contribution:** *This research containt originality about reconstruction corporate sosial responsibility through Pierre Bourdieu perspektive in PT Tirta Investama (Aqua Grup)- Keboncandi Plant. This research is expected to contribute about the understanding of "the real CSR" that has led to sustainability. Then more over its become a new discourse in the implementation of corporate social responsibility in the business environment.*

**Keywords:** Corporate Social Responsibility, Trilogy Bourdieu, Sustainability

Abstract ID: AIMC-2017-EBM-1174

## **SOCIAL CAPITAL STRENGTHENING STRATEGY IN MAINTAINING INVESTMENT SUSTAINABILITY IN LUMAJANG REGENCY**

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### **Abstract**

**Introduction:** Lumajang regency has potential geography to be developed. The geography condition should be able to increase the regional income by investment. On the other hand, has founded that investment level and regency income has decreased. Based on field research, it caused by global economic changing (interest, electricity, tax etc) and criminality. But other condition also existed that there are some investors who still exist with no business declining using social capital strength. This study aims to uncover the strategy of social capital strengthening in maintaining investment sustainability in Lumajang Regency. **Methodology:** This research uses qualitative phenomenology method. **Findings:** The result of this research is there are two strategies used by these investor in maintaining their business in uncertain condition in Lumajang Regency. Personal-Approach Strategy (PAS) is the strategy using personal approach by persuasive way to create bounding social capital. While Self-Bargaining Strategy (SBS) is strategy using job competency and power to create linking social capital. **Contribution:** This strategy can be used by the existing investor to re-start or maintain the business in Lumajang and also can become a one of consideration for Lumajang potential investor on what they must do to reach sustainable and profitable business in Lumajang Regency.

**Keywords:** Social capital, investor, Lumajang Regency

Abstract ID: AIMC-2017-EBM-1175

## **CORPORATE DEFAULT PREDICTION: FROM ACCOUNTING RATIOS TO INTELLIGENT METHODS**

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### **Abstract**

**Introduction:** The aim of the paper is a review of the corporate default prediction to find out the significant accounting, macroeconomic variables and statistical methodologies. **Methodology:** Corporate Default Prediction (CDP), also known as corporate failure or bankruptcy prediction, is a popular topic of discussion as it plays a vital role in decision making in various fields such as accounting, finance, business and engineering. **Findings:** Some researchers have employed statistical methods and machine learning techniques to predict failure. This paper presents a review of the current literature on CDP. **Contribution:** The failure of the firm makes the cost over the shareholders. This paper is valuable to either, researcher, lenders and borrowers.

**Keywords:** Corporate Default Prediction; Models;

Abstract ID: AIMC-2017-EBM-1176

## **RELATIONSHIP BETWEEN TRAINING & DEVELOPMENT AND ORGANIZATIONAL PERFORMANCE IN NIGERIAN EDUCATIONAL SECTOR ADMINISTRATION: MEDIATING ROLE OF ETHICAL CLIMATE**

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### **Abstract**

**Introduction:** The purpose of this study is to investigate the mediating effect of ethical climate (EC) on the link between training and development and organizational performance (OP). Resource Based View (RBV) stress that, internal resources play a vital role on OP, considering training and development as one of the dimension of HRM practices can be regarded as best internal resources influencing performance in organization. **Methodology:** This study is a survey research and cross sectional in nature and data used for this study were collected between April to July 2016 using a questionnaire instrument that was self-administered to 216 ministries of education, parastatals, boards and agencies in seven (7) of Northern Nigeria. From the 216 questionnaires administered 181 questionnaires were usable, duly filled and returned, a response rate close to 81% percent. To be able to determine the consistency of the study instrument, a content validity was also

conducted. All the instruments (items) used in the questionnaire were adapted from various sources with suitable internal consistency reliability and validity were confirmed in the literature. The internal consistency reliability of the construct was evaluated using composite reliability and computed Cronbach's alphas values. Additional, discriminant validity was also assessed to consolidate the authenticity of the study instrument scales. **Findings:** This study investigates the mediating effect of EC on the link between training and development and OP. Statistically, result revealed that all the study hypotheses were found significantly supported. The relationship between training and development and OP is found significant in this study (H1). Similarly, the hypothesis on the link between training and development and ethical climate is found significant and supported in this study (H2). Moreover, the hypothesis on the relationship between ethical climate and OP also supported (H3). Lastly, the mediation hypothesis (ethical climate) on the link between training and development and organizational performance is also supported (H4). **Contribution:** Basically, the results of this study will help the administrators, managers, policy makers/stakeholders and policy implementation committee in Nigerian PESA ministries, boards, agencies as well as the parastatals to be encourage and ensure good and adequate training of employees that can creates ethics among the personnel and the system in general to promote superior performance. In conclusion, the study recommends the use of large sample, other country educational sector administration can also conduct a similar study using other individual practices or bundles to replicate the result of this study.

**Keywords:** Training and development, Ethical climate, Organizational performance, Public educational sector, Nigeria.

Abstract ID: AIMC-2017-EBM-1179

#### **FACTORS AFFECTING YEMEN HIGHER EDUCATION INSTITUTIONS PERFORMANCE**

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#### **Abstract**

**Introduction:** Yemen's higher education and its institutions face unmatched circumstances and challenges. Yemen's higher education institutions encounter a lot of obstacles and issues that affect its performance of being competitive among other institutions of the same region or the rest of the world. In fact, the universities in Yemen are currently operating in difficult circumstances. In this paper, the researcher investigates current obstacles and factors that affect the performance of higher education intuitions of Yemen and results them in not being listed among World Class Universities. **Methodology:** The research methodology for this study was based on qualitative method, where 5 experts and very experienced people have been interviewed. **Findings:** The findings of this study showed that, lack of national vision of government, leadership, financial support, research and development funding, autonomy, governance, academic staff development, ratio of students enrollments in humanity studies and quality of academic programs are some of the major issues that the Yemen higher education institutions currently experience. **Contribution:** The theoretical contribution of this study is to enrich the body of knowledge with facts and real information related to the Yemen higher education institutions. The practical contribution is to provide the current and real issues to the decision makers to find solutions and enhancing the performance of the higher learning institutions of Yemen.

**Keywords:** higher education institutions, challenges, obstacles, Yemen

Abstract ID: AIMC-2017-EBM-1195

#### **THE IMPACT OF HUMAN RESOURCES QUALITY, INFORMATION TECHNOLOGY UTILIZATION AND INTERNAL CONTROL TOWARD THE INFORMATION VALUE OF FINANCIAL REPORTING IN LOCAL GOVERNMENT**

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#### **Abstract**

**Introduction:** The availability of qualified human resources and supported with information technology expected can contribute in financial reporting process that can produce financial statements that relevant, reliable, dependable, and on time, as addition human resources and information technology there are another important things must be concern are control internal accounting that serves to regulate the accounting techniques such as a change in approach accounting systems and recording procedures, documents and forms

are used, the functions of authorization for internal purpose, reporting and monitoring. The control function can help human resources to determine the boundaries and rights in work then the kind of information technology can be used to help they work **Methodology:** The research of method used is a causal research using primary data obtained by distributing questionnaires to the respondents, population this research were all servant and employees in all regional organizations Solok district with sample selection using purposive sampling **Findings:** The research results showed that the human resources quality and information technology have not a significant impact on information value of financial reporting in local government, whereas the accounting internal control has significant impact toward the information value of financial reporting in local government. **Contribution:** The results are expected to provide benefits to local governments in considering factors that can improve the quality of financial reports and generated as a form of accountability to the public. In addition further research in order to add other variables to provide a strong influence in produce Information value of financial reporting in local government

**Keywords:** Information Technology, Internal Control, Value Information, Human Resources

Abstract ID: AIMC-2017-EBM-1199

### **PATTERN RECONFIGURABLE DIELECTRIC RESONATOR ANTENNA BASED ON PHASED ARRAY SWITCHES**

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#### **Abstract**

**Introduction:** Nowadays wireless communication devices required reconfigurable antenna because it can provide variety features in frequency, polarization and radiation pattern to improve the overall system performance. The reconfigurable radiation pattern has got a significant interest in the field of reconfigurable antenna. **Methodology:** The significant of study is to obtain radiation pattern reconfigurable. In order to achieve pattern reconfigurable, two elements array with phased control switches was applied **Findings:** The finding results obtain thee different radiation pattern at different angles (19, 0, -19)<sup>o</sup> at 2.6 **Contribution:** By using phased array Switches to obtain pattern reconfigurable on dielectric resonator antenna

**Keywords:** Phased Array Switches; Pattern Reconfigurable; Dielectric Resonator Antenna; LTE

Abstract ID: AIMC-2017-EBM-1209

### **A CONCEPTUAL FRAMEWORK FOR THE MEASUREMENT OF DYNAMIC CAPABILITY IN SMALL FIRMS**

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#### **Abstract**

**Introduction:** This study aims to explain the concept of dynamic capability and to assess the extent to which different ways of measuring dynamic capabilities in quantitative studies have been done. In addition, it also propose a suitable measurement of dynamic capabilities for small firms, particularly in the tourism industry **Methodology:** The study is based on current literature of dynamic capability carried out in various industries and context. An in-depth review of the extant literature is used to develop a conceptual framework by exploring, conceptualizing and operationalizing existing dynamic capabilities measurements and how they influence firms performance. **Findings:** At the end, this study describes the concept of dynamic capability and presents a conceptual performance measurement framework for the measurement of dynamic capability in small firms **Contribution:** The paper shows an enhanced method of how to define measures of business performance as a result of the development of dynamic capability and offers suggestions for future research in order to understand more thoroughly how dynamic capability influences SME performance

**Keywords:** Dynamic capability, Performance measures, small firms

Abstract ID: AIMC-2017-EBM-1211

## PROPERTIES OF ACCOUNTING INCOME IN INDONESIA: NET INCOME AND TOTAL COMPREHENSIVE INCOME

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### Abstract

**Introduction:** *Introduction-* The main objective of this study is to examine the the properties of Net Income (NI) and Total Comprehensive Income (TCI) of manufacture companies listed in Indonesia Stock Exchange. There are four properties of TCI and NI examined in this study. They are persistence, variability, predictive ability, and value relevance. **Methodology:** *Design and Methodology -*The Sample covers manufacture companies listed in Indonesia Stock Exchange in 2012. The number of sample that fulfills the criteria is 24 companies and the sample period was 2012-2014. There are six hypotheses tested in this study. The Regression approach is used to examine the hypotheses. **Findings:** *Findings and Results-*The results from the regression indicate that (i) net income is more persistent than total comprehensive income (ii) the cross-sectional variation of total comprehensive income is higher than that of net income. But, the difference in variability is not significant.(iii) net income predicts one-year-ahead cash flow better than total comprehensive income (iv) net income predicts one-year-ahead net Income better than total comprehensive income (v)the value relevance of net income differs from total comprehensive income by using return model (vi) the value relevance of net income differs from total comprehensive income by using price model. **Contribution:** *Contribution and Originality-*The use of Financial Accounting Standards based on International Financial Reporting Standard (IFRS) in Indonesia starting on or after 1 January 2012 requires companies to present net income, other comprehensive income (OCI) and total comprehensive income (TCI) in a statement of comprehensive income. The analysis of properties of net income and total comprehensive income is useful to provide evidence on the properties of net income and total comprehensive income under International Financial Reporting Standards (IFRS). For investors and securities analysts these results can add their knowledge regarding the properties of these accounting income.

**Keywords:** Net Income, Total Comprehensive Income, persistence, variability, predictive ability, and value relevance.

Abstract ID: AIMC-2017-EBM-1217

## THE IMPACT OF ISLAMIC MICROFINANCE IN IMPROVING HUMAN WELL-BEING IN MALAYSIA: A STRUCTURAL EQUATION MODELLING APPROACH

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### Abstract

**Introduction:** *Microfinance has been a proven tool and means in alleviating society's economic capability and quality of life. However, the use of charities for improving well-being of the poor has been found inadequate for lacking of productive capacity. Islamic microfinance is designed to offer opportunities to the less privileged in the society to generate income, accumulate assets and protect themselves against unexpected adverse events. The main objective of this paper is to examine the relationship between Islamic microfinance services and their impacts on the well-being of its clients in Malaysia.* **Methodology:** *The methodology of this study is quantitative research approach that seeks responses from the service provider, namely Amanah Ikhtiar Malaysia (AIM). A sample of 291 staffs of AIM was selected from Kelantan, Pahang and Terengganu states in the Peninsular Malaysia. The statistical procedure used to analyse the data was by applying Structural Equation Modelling (SEM) technique, via AMOS.* **Findings:** *Three (3) hypotheses (H1, H2 and H3) were formulated to test the significance of micro-credit, micro-saving and charity and welfare fund on clients' well-being respectively. The results showed that H1 and H3 were rejected indicating that micro-credit and charity and welfare fund do not lead to improvements in clients' well-being. However, H2 was supported which indicates that micro-saving leads to improvement in clients' well-being. Micro-saving, designed towards assets building, is found to have significant impact on improving the well-beings.* **Contribution:** *There is an evidence to suggest that, the Islamic microfinance approach in Malaysia has demonstrated the power and success in reaching the poor people especially in the rural areas and has accelerated entrepreneurial growth. The finding of this study has suggested the importance of capital accumulation as a necessary and sufficient condition for growth and development.*

**Keywords:** Islamic Microfinance, Amanah Ikhtiar Malaysia, Well-being.



Abstract ID: AIMC-2017-EBM-1220

## TRACING THE EFFECTS OF MOBBING IN LOSSING THE PERFORMANCE OF ENGINEERS: AN EVIDANCE OF A TELECOM SECTOR

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### Abstract

**Introduction:** *This study intends to investigate the influence of mobbing in losing the performance of engineers in the telecom sector of Pakistan.* **Methodology:** *This study has collected data through questionnaires based survey from the engineers of telecommunication companies in urban areas of Pakistan. Questionnaires were circulated among 120 respondents but only 92 respondents provided data.* **Findings:** *Results indicate that mobbing has negative and significant relationship with the performance of engineers in the telecom sector of Pakistan. Mobbing has negative but significant relationship with job involvement, creativity and efficiency of engineers in the telecom sector of Pakistan.* **Contribution:** *This paper addresses the need to examine the relationship of mobbing with the performance of engineers in the telecom sector at the urban areas of Pakistan where competition among companies and unemployment rate is high.*

**Keywords:** Mobbing , Performance, Engineers

Abstract ID: AIMC-2017-EBM-1224

## UNDERSTANDING CONSUMPTION OF COMPLEMENTARY AND ALTERNATIVE MEDICINE FROM THE PERSPECTIVE OF SELF-DETERMINATION THEORY AND VALUE DIMENSIONS: A CONCEPTUAL MODEL

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### Abstract

**Introduction:** *Healthcare spending by Malaysian on Complementary and Alternative Medicine (CAM) was high and increasing in recent years. The high spending and demand on CAM prompt the need to study consumer decision to use CAM from the marketing perspective. The aim of this conceptual paper is to propose the application of key constructs from Self-Determination Theory (SDT) and dimensions of value to understand the consumption of CAM among consumers.* **Methodology:** *The model proposed in this conceptual paper comprises three key constructs from SDT, namely perceived autonomy supportive, autonomous motivation and controlled motivation, as well as three value dimensions, i.e. functional value, emotional value and social value, to predict the consumption of CAM. In SDT, autonomy support is proposed to positively relate to autonomous motivation but negatively relate to controlled motivation. SDT also emphasizes the importance of value to autonomous motivation, nonetheless, lack of previous literature studied the relationship between motivation and value of consumption. A conceptual graph is then used to visualize the relationship of these constructs.* **Findings:** *This paper proposed that the autonomous motivation is more strongly related to the value dimensions, especially emotional value, while controlled motivation has a weaker relation to value dimension but may related strongly to social value.* **Contribution:** *This conceptual paper is thus trying to address the gap of research and conceptualise the relationship between motivation and values. This paper hoped to provide a new perspective in understanding the underlying motivation to consumption behaviour of CAM for health maintenance.*

**Keywords:** Complementary and Alternative Medicine, consumption, self-determination, dimensions of value

Abstract ID: AIMC-2017-EBM-1226

## THE CALM BEFORE THE STORM: ESTIMATING VALUE-AT-RISK IN MALAYSIA STOCK MARKET

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### Abstract

**Introduction:** *A myriad of factors leading to the calamity of the financial crisis have been widely examined. Yet, studies merely focused on the major causes while ignoring risk mismanagement – another important aspect which could be detrimental in certain circumstances. Value-at-Risk (VaR) has been widely used as the main measure for market risk since its inception in 1996 by JP Morgan. However, the fact that VaR is grounded on*

*the normal market condition theory leads to its failure in capturing the tail risk especially in an extreme event especially during the financial crisis. **Methodology:** This study examines the behaviour of Value-at-Risk by using volatility model which is GARCH model by using the daily returns of five top listed stocks in Bursa Malaysia. The periods studied span from 2007 to 2009 covering the stormy period, as well as from 2010 to 2015 covering the calm period. **Findings:** It was found that only three companies exhibit an arch effect in the series during the calm period while two companies during the stormy period. The highest daily VaR was estimated by Genting while Hong Leong to be the lowest. Interestingly, the error measures showed that the estimation of daily VaR was more accurate during the stormy period as opposed by the finding of Danielsson & Zhou (2016). **Contribution:** This study contributes a new insight on the practicality of the application of GARCH model in assessing the daily VaR especially in Malaysia stock market. Furthermore, the new finding from this study provides a good indication that VaR performed better in the time of crisis period despite of being grounded on the normal market condition.*

**Keywords:** Risk Measurement, Value-at-Risk, GARCH

Abstract ID: AIMC-2017-EBM-1230

### FUNDAMENTAL APPROACH TO DEVELOP PUBLIC UNIVERSITIES FINANCIAL SUSTAINABILITY FRAMEWORK VIA LEAN SIX SIGMA CONCEPT

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#### Abstract

**Introduction:** Higher Learning Institutions is the hub of education as well as the hub for knowledge transfer in the country. As sustainability become the global discussed topics, it is crucial to examine and explore the level of sustainability practice that will enhance the performance of these educational hubs, and to check how financial ability can bring impact towards the overall sustainability of this organization. This study explores the impact of Lean Six Sigma methodology which are Define, Measure, Analyse, Improve and Control (DMAIC) towards financial sustainability performance in Higher Learning Institutions within Malaysia **Methodology:** Data collection process will be done via Expert Opinion Assessment (EOA) and finding from this EOA will be transformed into survey questionnaire which will be answered by Deputy Registrars in public universities **Findings:** The future findings from this study will identify the Lean Six Sigma practices that positively influence financial sustainability performance in higher learning institutions **Contribution:** Thus, from this study it is expected that a new concept of Lean Six Sigma application for financial sustainability can be adopted in social science research

**Keywords:** DMAIC; Lean Six Sigma; Higher Learning Institution; Financial Sustainability

Abstract ID: AIMC-2017-EBM-1238

### SECURITIZATION PERFORMANCE MODEL IN MALAYSIA

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#### Abstract

**Introduction:** Malaysian firms have been reported to involve in Asset-Backed Securities since 1986s where Cagamas is a pioneer. **Methodology:** This research aims to examine the factor of influencing the primary performance of securitization firms in Malaysia with Ordinary Least Square (OLS) regression analysis are applied for the study period 2004-2016. **Findings:** The result shows three determinants influence or contribute to the performance of securitization firms in Malaysia. As indicators of company performance, the Net Profit has been used whereas Cost of funding and Credit rating where use as internal determinant while Gross Domestic Product as external determinants have been utilized as indicators of factors. Using a sample of 397 securities issuer from 2004 - 2016. In addition, the results showed that cost of funding, credit rating and Gross Domestic Product has been given impact on performance on securitization companies in Malaysia. **Contribution:** Securitization performance has been extended from previous research which is look at Primary market spread.

**Keywords:** Determinant, Securitization, Performance

Abstract ID: AIMC-2017-EBM-1248

## CONSUMERS' INTENTION TO USE E-GROCERY IN KLANG VALLEY, MALAYSIA

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### Abstract

**Introduction:** Grocery shopping has been regarded as stressful and as a chore that most people's engage it daily. Meanwhile its counterparts the online shopping has somehow or rather are gain popularity. However, consumer uptake on the online grocery service has been slower than anticipated. There were some aspects and factors that need to be looked into by the online retailer grocery in order for them to take the opportunity of the underserved online grocery shopping in Malaysia. The purpose of this study is to investigate the factors affecting on consumers' intention to use e-grocery in Klang Valley, Malaysia. **Methodology:** Theory of Planned Behavior (TPB) is sufficient to explain the relationship between consumers' risk attitude, subjective norm and perceived behavioral control towards the intention to e-grocery. In this study, subjective norm such as family, media, friends or colleagues, NGOs and government measure how social pressure on consumers can motivate them to use or not to use e-grocery. Perceived behavioural control is use to measure how consumer perceived ease of use and perceived quality towards e-grocery might influence them to use e-grocery. It is believe that risk attitude such as product risk, delivery risk and convenient risk will influence the consumer intention. Once the consumers have gathered sufficient information and their learning and understanding about e-grocery have been raised to the desired level, consumers will form either a positive or a negative attitude towards the intent to use grocery online. Intention is the idea or behavior the consumer will carry out such as use or not to use e-grocery. The study was conducted in Klang Valley, Malaysia where 384 consumers were interviewed using self-administered questionnaire to collect the information about consumer intention to use e-grocery. Descriptive statistics, reliability test and multiple regression were use to achieve the objective of the study. **Findings:** Product risk does not show any significant relationship with consumer intention to use e-grocery. Delivery risk had significant negative regression weights, indicating customer who have less worry about the delivery were expected to have higher intention to use e-grocery. Convenient risk had significant positive regression weight indicate that customer who don't think that convenient is a risk were expected to have higher intention to use e-grocery. Moreover, subjective norm had significant positive regression weight implies that consumer who is influence by family, media, friends, colleagues, NGOs and government have higher intention to use e-grocery. Perceived quality and perceived ease use of online site had significant relationship with consumer intention. **Contribution:** By understanding the consumer's intention it will help e-grocery retailers enable to survive and compete in the rivalry retail industries. Hence, it would helpful to the e-grocery retailers' survivors and newcomers to find the strategies for the success in this sector and learn from the mistakes of the past so that they can increase this online sector in the future.

**Keywords:** Attitude, e-grocery, intention, Theory of planned behaviour

Abstract ID: AIMC-2017-EBM-1254

## EXPLORING THE CHALLENGES OF THE SARAWAK MALAY TERUBOK IKAN MASIN ENTREPRENEUR: QUALITATIVE STUDY

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### Abstract

**Introduction:** Sarawak Malay entrepreneur of terubuk ikan masin has become one of the successful entrepreneurs in the entrepreneurial filed. Even though the amount of the entrepreneur is still small, but the Sarawak Malay entrepreneur of terubuk ikan masin become one of the greatly contribute to the economy of the state. Hence, those entrepreneurs still have to face a lot of challenges and obstacles in the business. Thus, this research aims are to identify the challenges faced and the framework with regards to the challenges faced by the Sarawak Malay entrepreneur of terubuk ikan masin **Methodology:** Using qualitative study to understand the challenges that they are faced in line with this business **Findings:** finding shows the challenges they faced both personally and in business itself during the various stages of business development are location not strategic, economy problem, lack of business knowledge and financial support. Moreover, Sarawak Malay entrepreneur terubuk ikan masin also play important role in economic development and income growth because terubuk ikan masin one of the best products in Sarawak besides multilayer cake. **Contribution:** Terubuk ikan masin gives contribution especially in eco-tourism. Hence, these terubuk ikan masin are important estuarine fishes, both

commercially and culturally in many Asian countries, including Malaysia. The information that generated from this research will be useful for further studies not only for the future researcher but also for sustainable on commercial fish.

**Keywords:** Ikan Terubuk Masin, Malay Entrepreneur, business knowledge, financial support, eco-tourism

Abstract ID: AIMC-2017-EBM-1268

### ESTIMATION OF DYNAMIC EXCHANGE RATE VOLATILITY MODEL ON THE NATURAL RUBBER SUPPLY, DEMAND AND PRICE OF THE MALAYSIA MARKET

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#### Abstract

**Introduction:** Natural Rubber (NR) is an agricultural commodity where its production and consumption are subjected to significant price fluctuations. Variations in a price series can arise from long term trends, short term fluctuations (instability) or both. Currency exchange rate can also affect the economy of NR producing countries because most agricultural commodities are traded in USD. For the last 3 decades, the exchange rate variation against USD in Malaysia was seriously high and fluctuated and this situation will cause instability of NR market. **Methodology:** The objective of the study is to estimate the dynamic exchange rate volatility model on the NR supply, demand and price of the Malaysia market. The exchange rate forecasting model related to NR market utilized monthly data from January 1990 to December 2016 as estimation period, providing a total of 324 observations. The data will be used to predict a short-term and long-term exchange rate forecasts which analyzed along the VECM model with more efficient co-integration test procedure. The model was tested with stationary test with a direct test of residual diagnosis for heteroskedasticity and serial correlation LM test.

**Findings:** If the exchange rate for RM per USD (RM/USD) is expected to have negative relationship with the NR price, indicating that more RM would be paid for 1 USD. **Contribution:** If the exchange rate would expect to be unstable during the estimating period, in these situations of considerable uncertainty and high risk, exchange rate forecasts are necessary to help in decision-making for the Malaysia agricultural commodity market.

**Keywords:** exchange rate forecasting, supply, demand, price, agricultural commodity market

Abstract ID: AIMC-2017-EBM-1270

### THE FUNDAMENTAL CAUSES OF STOCK' INVESTMENT DECISIONS ERRORS

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#### Abstract

**Introduction:** This study explores the fundamental reasons behind the stock's investment decisions errors. It claims that even though investors might be immune to different strategies for investing based on technical and fundamental analyses or, even having capacity to research the market information in an analytical and rational manner; their personal traits, such as personality, heuristic simplification, emotion, self-deception, social interaction, and information processing are the major explanations for while investment decisions went wrong. It is presumably assumes that understanding these by investors are essentially useful because, appropriate way to temper on the irrational components of investment decisions while satisfying the individual needs and preferences are captured therein. **Methodology:** As such, pertinent discussions are offered based on the literatures within the realm of behavioural finance. **Findings:** The researchers therefore conclude that the discussions in this present study would equip all sorts of investors not only to recognize others' mistakes, but their own mistakes as well. **Contribution:** This study explores the fundamental causes of stock's investment decisions errors. The study has offered comprehensive discussion on these traits - heuristic simplification, emotion, self-deception, social interaction, and information processing. To the researchers' understanding, these have never been previously discussed in this way

**Keywords:** Heuristic simplification, emotion, self-deception, social interaction, information processing

Abstract ID: AIMC-2017-EBM-1275

## THE EFFECT OF INTERNAL MARKETING PRACTICES ON SERVICE QUALITY OF MALAYSIAN PUBLIC SERVICE

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### Abstract

**Introduction:** *This study focuses on examining the relationship between internal marketing towards service quality in Malaysian Public Service, Sabah. Methodology:* A self-administered questionnaire was used to collect data. The data were analyzed using Partial Least Squares Structural Equation Modelling (PLS-SEM) using SmartPLS3.0. **Findings:** *It is found that internal marketing has a significant relationship with the service quality Contribution:* This result beneficial for the government to strengthen the existing policy towards improving the quality of government services in order to achieve effectiveness and efficiency

**Keywords:** Internal marketing, service quality and organizational commitment

Abstract ID: AIMC-2017-EBM-1276

## CUSTOMER'S ACCEPTANCE OF ELECTRONICS CUSTOMER RELATIONSHIP MANAGEMENT (E-CRM) ELEMENTS ON TERMINAL BERSEPADU SELATAN (TBS) WEBSITE

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### Abstract

**Introduction:** *Technological advances has profoundly changed the way consumer's behavior in terms of products and services purchased. Over the past ten years, many companies and organizations have implemented electronic Customer Relationship Management (e-CRM) system to improve their services. CRM has been defined as the automation of horizontally integrated business processes involving front office customer contact points (marketing, sales, service and support) via multiple, interconnected delivery channels (Metagroep, 2000.) e-CRM arises from the integration of traditional CRM with the e-business applications marketplace and covers the broad range of information technologies used to support a company's CRM strategy (Peelen, 2005).*

**Methodology:** *This is an explanatory research to find the relationship between the independent variables and dependent variables. This study is establish causal relationship between variables therefore is fall under the explanatory research design. The research frame was developed based on the Technology Acceptance Model (Davis, 1985) and Innovation Adoption. Data was collected using questionnaire among the customer of Terminal Bersepadu Selatan (TBS) in Kuala Lumpur. The questionnaire is divided into three parts; part A consisted of question relating to demographic variables, part B consist each of the independent variables that contribute to the customer acceptance towards e-CRM elements on TBS website and part C consist of items to measure the dependent variable (acceptance of e-CRM). Items in both parts B and C are measured using a 5-point Likert scale. Data was collected using a convenience sampling method were the research distributed the questionnaire directly by hand to the respondents. A total of 150 respondents was participate in the study. Data was analyzed using multiple regression analysis in order to test the hypotheses of the study. Findings:* From the research analysis by using Multiple Regression Analysis (MRA),  $R$  is 0.860 which indicate a strong relationship between independent variables and dependable variable. Hence, the positive relationship of  $R$  implies a positive relationship between the independent variables and dependent variable. Besides that, the coefficient of determination, that represent as  $R^2$ , is the proportion of variance in dependent variable associated with the variability in independent variables. From the result it show that  $R^2=0.739$ ; therefore 73.9% of variance in dependent variable (acceptance of e-CRM) are explain by the four independent variables (perceived usefulness, perceived ease of use, perceived communicability and perceived compatibility). The  $F$ -value is equal to 102.785 at  $p$ -value=.000. The multiple regression model summary indicate that only perceived usefulness are the significant predictor of e-CRM system for TBS where  $t$ -value=17.781 at  $p$ -value=0.000 the other independent variables. **Contribution:** *This research provide new insight into the theory of innovation acceptance by providing support to the Technology Accepted Model. Beside that it provide information to the business that the most important factor which contribute to the acceptance of e-CRM is the perceived usefulness.*

**Keywords:** customer acceptance, electronic customer relationship management(e-CRM), Terminal Bersatu Selatan (TBS)

Abstract ID: AIMC-2017-EBM-1278

## GENDER SEPARATION AND ONLINE TRAINING PROGRAMME IN SAUDI ARABIAN PUBLIC UNIVERSITY

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### Abstract

**Introduction:** *Saudi Arabia is a very conservative country both socially and religiously (Metz, 1992). The position of women in this society is difficult and they have to face a lot of barriers to get an education as they live below male authority all the time (Sultan et al., 2012). Due to this reason, it is very difficult for the government to ensure proper education for women (Al Lily, 2011). , it is clear that women in Saudi Arabia still have little or no political and/or social rights (Al-Kahtani, Ryan & Jefferson, 2008; Kendall, 2016).*

**Methodology:** *The current study takes an attempt and an initiative to explore the various factors towards the implementation of online training programs (OTP) for female faculty members in public universities in the setting of a different culture namely Saudi Arabia, where these relationships have not yet been discovered. Data will be collected from female employees working at various public universities in Saudi Arabia using random sampling technique. Secondary data and information will be used to design and formulate questionnaires to assist in the discussion of the study findings.*

*The research design of this study is descriptive and correlational in nature. This type of the investigation in order to provide the researcher with a quantitative description of faculty attitudes and opinions concerning online education. However, the valuable imperative advantage of using this type of research is the ability to identify attributes of a large population since a small group of individuals (Creswell, 2009; Nardi, 2006).*

**Findings:** *This study is very significant from methodological, empirical, theoretical and practical standpoints. Firstly, from the methodological perspective, this study will provide a valid and reliable instrument through which the effective implementation of online training programs (OTP) for female faculty members can be measured. This will contribute significantly in the methodological development for online training programs (OTP) research.*

*Empirically, this research will seek to evaluate the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities. Therefore, this research will measure the relationship between the various factors that affect the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities. This will be achieved by empirical testing of the structural relationships among different OTP factors. This systematic examination of structural relationships among the constructs will facilitate a clearer understanding of the nature of the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities.*

*Finally, in terms of practical significance, there is currently very limited number of studies can be found on the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities*

**Contribution:** *As the government is working actively towards the promotion online training program (OTP) for the country, this study will identify the underlying factors that affecting the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities that could shape the future of education industry in Saudi Arabia. The findings of the study will serve as an important guideline for universities to improve employee motivation and also retaining employees with high potential and talent, in the setting of Saudi Arabia and understand why there is a need for the effective implementation of online training programs (OTP) for female faculty members in Saudi Arabian public universities.*

**Keywords:** online training programs (OTP)

Abstract ID: AIMC-2017-EBM-1294

**RELATIONSHIP BETWEEN ORGANIZATIONAL CHARACTERISTICS (OC) TOWARDS EMPLOYEE ENTREPRENEURIAL ORIENTATION (EEO) MEDIATED BY LEARNING ORIENTATION (LO) AMONG MANUFACTURING EMPLOYEES IN KLANG VALLEY.**

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**Abstract**

**Introduction:** Determine entrepreneurial orientations of manufacturing employees were very complex issues. However, employee's entrepreneurial orientation identified as an important factor in any manufacturing organization to sustain in their competitors worldwide. So, the purpose of the study is to examine the relationship between organizational characteristics (OC) towards employee entrepreneurial orientation (EEO) where mediated by learning orientation (LO) among manufacturing employees in Klang Valley. Four hypotheses were formulated based on the theoretical framework and supported by Research based view (RBV) theory which were (a) is there a significant relationship between organizational characteristics and employee entrepreneurial orientation, b) is there a significant relationship between organizational characteristics and learning orientation, c) is there a significant relationship between learning orientation and employee entrepreneurial orientation, and d) is there a significant relationship mediating effect of learning orientation between organizational characteristics and employee entrepreneurial orientation. **Methodology:** The data for the quantitative study will collected from self-administrated questionnaire through a simple random sampling method. The population consisted of all manufacturing employees who are working in Klang Valley. SmartPLS analysis will utilized to analyze the survey data while ensuring that all the necessary assumptions are met.

**Findings:** Conceptual paper. No findings yet **Contribution:** In this study, many insights concerning the issues related to the employee entrepreneurial orientation of Klang Valley manufacturing industries have been arisen. The present study, as to date, is one of very few studies conducted in the Malaysian manufacturing industries sector to examine the joint effect of organizational characteristics, and learning orientation (LO) enabler on employee entrepreneurial orientation. In addition, this study is an attempt to expand the boundary of the current existing knowledge in the literature by examining the mediating effect of learning orientation on the employee entrepreneurial orientation using PLS-SEM analysis.

**Keywords:** Keywords: employee entrepreneurial orientation, organizational characteristics, learning orientation.

Abstract ID: AIMC-2017-EBM-1299

**THE CHALLENGES FOR COMMERCIALISING RESEARCH PRODUCT IN MALAYSIA: A CASE STUDY FROM THE PUBLIC RESEARCH UNIVERSITY**

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**Abstract**

**Introduction:** Commercialising research products in the university is now becoming major issue around the world, including Malaysia. There are many supports to encourage for commercialisation activities including huge funding scheme promoted by the government and although a number of patents granted are increasing, nonetheless research products created in the university are not fully commercialized. There are challenges faced by the Malaysian public university in commercializing their research products. Thus, the purpose of this paper is to study the challenges faced by the Malaysian public research university and to suggest for improvement in commercializing research products in Malaysia. **Methodology:** Four respondents purposely selected based on their extensive experiences in commercialisation and their success stories in commercializing research product. And, the qualitative sample size is determine by conducting an interview to redundancy - a process of conducting interview until all concepts are mentioned and no new concepts are emerging anymore. In order to identify the level of data saturation, this study has conducted interview with four academic researchers from the Malaysian research university and due to ethical reason, the respondents were identified as AB, AC, AD and AE. This study has used semi-structured interview method and questions are developed to cover the objectives of the studies. Each interview session lasted from 1 to 2 hours. It was conducted at different location and recorded verbally. The data was transcribed and analyzed using thematic approach where all data collected were analysed and reported using patterns or themes. **Findings:** Four themes emerged to indicate challenges faced by the Malaysian public research university in relation to the Technology Transfer Officer (TTO), academic researcher skills, insufficient funding, and customer engagement. **Contribution:** These factors need to be addressed

properly in order to embark commercialisation opportunities and achieve a successful research product commercialisation, particularly in the university.

**Keywords:** commercialization, research products, technology transfer officer (TTO), funding, customer engagement

Abstract ID: AIMC-2017-EBM-1304

### **ENTERPRISE RISK MANAGEMENT: IMPACT ON PERFORMANCE OF PRIVATE HIGHER EDUCATIONAL INSTITUTION IN MALAYSIA**

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#### **Abstract**

**Introduction:** *The introduction of Enterprise Risk Management (ERM) is a new, which board-supervised process that aims to identify, evaluate and manage all corporate risks in an integrated framework. Specifically in Malaysia, few private higher educational institutions (PHEIs) were in trouble due to many causes such as management, financial and marketing. In relation of this main idea and the current issues regard on PHEIs, the aim of this study is to develop a conceptual framework of drivers of ERM and impact of ERM on performance of Malaysian Private Higher Educational Institution. Methodology: Questionnaires were distributed to 510 respondents which all of them are top management in their institution. However, the exactly sample size required are 217. Independent variables identified as internal factor, size and types of institution and external factor. The dependent variable is performance in particular institution which is consists of three elements (eg: management, financial and marketing). This study also includes knowledge management as mediator. Data was analyzed by using SPSS statistical tool and SmartPLS3.0. Findings: The result indicated that both internal factor and size and types of institution were related with performance in particular institution, and external factor shows negative relationship with performance. Contribution: The research is focused on Private Higher Educational Institution in Malaysia which is only few previous researches done in same area. The findings could give some ideas to particular institutions in implementing ERM because it is proven as new strategic development tool for institution and those would get positive feedback of adoption ERM in future growth.*

**Keywords:** risk management, drivers, performance, private higher educational institution, Malaysia

Abstract ID: AIMC-2017-EBM-1306

### **DEVELOPING A FRAMEWORK LINKING ORGANIZATIONAL CREATIVITY CLIMATE, KNOWLEDGE ACQUISITION, AND R&D PERFORMANCE**

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#### **Abstract**

**Introduction:** *While all economic sectors migrate into more knowledge-intensive and high value-added activities, producing high-value goods and services will generate the high-paying jobs associated with an advanced nation. R&D function is the key for boosting the high value-added activities and innovation in the firms. Hence, Malaysian government boosted its R&D expenditure with a focus on increasing R&D engineers' performance in commercializing the patents and filing of intellectual property through substantially improved products and processes. This study aims to draw up a framework that can work holistically to increase the R&D performance which will then increase the potential for commercialization. Methodology: The conceptual framework is developed from the synthesis of the literature related to the determinants of the organization that predict the R&D performance. Organizational creative climate has been proposed as the ultimate important predictor for R&D performance. Besides, this study also identify the potential intervening effect of knowledge acquisition capability that can fill the gap between organizational creative climate and R&D performance. A meta-analysis table is established to provide a summary of the common variables studied in the past literature. Findings: Extensive literature review indicated that organizational creative climate influence R&D performance. Some previous studies also investigated the relationship of knowledge acquisition capability on R&D performance. However, inconsistent findings have been reported by various researchers. Hence, a conceptual model has been postulated linking organizational creative climate in the knowledge intensive firms as the possible predictor for R&D performance. In addition, knowledge acquisition capability may intervene the relationships between organizational creative climate with R&D performance. This variable has been posited as*



a mediator. **Contribution:** *To the researcher's knowledge, no attempt has been made to integrate the organizational creative climate with knowledge acquisition capability, and R&D performance. It is hoped that this study will trigger the better understanding on the factors that will influence R&D performance particularly in the medical devices firms.*

**Keywords:** R&D, performance, knowledge acquisition, organizational creative climate

Abstract ID: AIMC-2017-EBM-1310

### **SUSTAINABILITY IN THE PROPERTY VALUATION PROFESSION**

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#### **Abstract**

**Introduction:** *Increased awareness and demand for sustainable buildings have affected the valuation profession and pressured the valuers in capturing and reflecting the economic benefits of sustainability in property valuation. Thus, in order to stay relevant and competitive in the industry, valuers should redefine their roles to fulfill the fast changing property market demand. This paper aims to review the roles, awareness, and challenges of the valuers in valuing sustainable properties. **Methodology:** A comprehensive review is performed to investigate the valuers roles, awareness, and challenges in addressing sustainability in property valuation. The paper then outlines several suggestions in order to improve the valuation profession. **Findings:** Valuers and their market valuation provide important connection between actors in the property market to allow sustainability to be quickly captured in the built environment. Nonetheless, valuers have been the slowest responder to the sustainability agenda. Low levels of competency and the scarcity of data have limited the valuers' ability to reflect sustainability in the valuation process causing misleading valuation and advice. In order to advance the property profession, the academic and professional training modules should be reformed and information and sharing platforms should be established to produce highly competent practitioners. To facilitate the valuation process, the industry requires a comprehensive sustainable property database, employment of more advanced valuation methods, and a reporting method to ensure consistent reporting and accurate quantification of the value of sustainable buildings. Stringent building law enforcement by the government and membership filter by professional bodies ensure that the industry is kept up to standard. Finally, both government and professional bodies should work together to increase the sustainability awareness among valuers. Ultimately, addressing challenges faced by valuers will result in substantial improvements in the development and investment of sustainable buildings.*

**Contribution:** *This paper provides a comprehensive review on the roles, awareness, and challenges in valuing sustainable properties by valuers around the world and proposes ways to overcome the barriers.*

**Keywords:** Sustainability, property valuation

Abstract ID: AIMC-2017-EBM-1312

### **ORGANIZATIONAL CULTURE ON INFLUENCING EXPATRIATE'S WORKING PERFORMANCE IN UNIVERSITY MALAYSIA PERLIS.**

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#### **Abstract**

**Introduction:** *This research explores factors of culture on influencing expatriate's working performance in Universiti Malaysia Perlis. Expatriates play importance roles in coordinating and managing the operations of organization and will affect the performance of organization. The difference in culture between home country and host country of creates different working style. The larger culture differences will requires expatriates to use more time and effect to adapt with the different working style of organization. The failure of expatriates in adapt to the culture will give impact to their working performance. Thus, it is important for a leader of organization or department to understand how difference in culture influences an expatriates working performance. Knowing the factor that affect expatriates job performance is important role in determine the performance and enabling expatriates to acquire essential competencies that allow them to complete their task in working place.*

**Methodology:** *This research gathered information from the participants of expatriates in UniMAP through surveys and questionnaires. In order to obtain reliable results and achieve objectives of study, there were 150*

sets of questionnaires distributed randomly in Universiti Malaysia Perlis (UniMAP). Respondents were academicians and non-academicians of legal age 18 and above. The expatriates' selection to answer questionnaires for this research are all random basis from various departments and academic schools in UniMAP. After the data were collected, the next stage is to analyze them. To achieve the research objectives, SPSS Version 22.0 (Statistical Package for Social Sciences) program for Windows is used to analyze the data from questionnaires. In this research only the complete data were analyzed to ensure the accuracy of this analysis. The data was analyzed with statistical tools based on the frequency or the distribution of the respondents, reliability analysis, factor analysis, descriptive analysis, multiple regressions and others, this methods employed was used to get good results for this research.

**Findings:** As the results, this research found that language barriers have significant at (sig.  $t = 0.036$ ), communication style also was found to have significant effect at (sig.  $t=0.000$ ), time management was found to have significant effect with expatriate's working performance with (sig.  $t=0.000$ ) and finally, decision making also found to have significant effect with (sig.  $t=0.000$ ) towards the expatriate's working performance. Therefore, from the results of all hypothesis tested stated that there are relationship between language barriers, communication style, time management and decision making toward expatriates working performance in Universiti Malaysia Perlis which supported at the significance level of  $p < 0.5$ .

**Contribution:** The findings of this research will help the management of UniMAP to understand factors that influence the expatriates working performance particularly benefit the university management to understand the behavior of expatriates and reducing of disloyalty among expatriates employment.

The result of the present study showed that it is important for management of UniMAP to be aware regarding the culture difference among expatriates. It helps UniMAP's management to have better understanding of the factor influence working performance of their staff. The influence of culture on human beings will bring difference in working performance. Thus, it might be important for management of UniMAP to develop effective management strategy to improve their working performance of expatriates.

**Keywords:** Culture factors, expatriate's working performance

Abstract ID: AIMC-2017-EBM-1328

## **EXCHANGE RATE VOLATILITY ON MAJOR AGRICULTURAL AND MINING EXPORT PRICE IN MALAYSIA**

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### **Abstract**

**Introduction:** This study investigates the short and long term relationship between exchange rate volatility and the pricing of agricultural and mining commodities such as natural rubber (NR), palm oil (PO), crude oil (CO) and liquefied natural gas (LNG). The exchange rate includes in the model for consideration of its impact toward foreign earning when Malaysia exports of agricultural and mining commodities buying and selling. The objective of this paper is to examine the effects of exchange rate volatility on the price of natural rubber (NR), palm oil (PO), crude oil (CO) and liquefied natural gas (LNG) toward short and long term relationship and to determine the causality effect and direction between each commodity prices and exchange rate volatility.

**Methodology:** The study applied Vector Error Correction Method (VECM) and co-integration test. Granger Causality also tested to examine the causality effect and direction between these variables and Impulse Response Function (IRF) tested to check the impact of shock of the variables **Findings:** Depreciation of Malaysia Ringgit expected to benefit the agricultural and mining sectors, as it is become more competitive in international market, and assist the country generated foreign reserve to spur the economic development. **Contribution:** This study would be contributed to the policy makers and industry players in several ways. It would be also enable to the industry players to better planning, allocate and utilize it scarce resources to generate higher return. Significantly, it will assist the policy maker to draw effective policy to curb fluctuation of commodity price due exchange rate volatility and imbalance of global supply and demand of agricultural commodity.

**Keywords:** Prices of Natural Rubber, Palm Oil, Crude Oil, Natural Gas and Exchange Rate Volatility

Abstract ID: AIMC-2017-EBM-1330

**EFFECT OF WORKPLACE SPIRITUALITY ON THE AFFECTIVE COMMITMENT OF BANK EMPLOYEES: A NEW MANAGEMENT CONCEPT IN PAKISTANI BANKING SECTOR.**

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**Abstract**

**Introduction:** *A great deal of research has been conducted on management concepts dealing with employee attitudes. One such new area of research is workplace spirituality. Previous research in this field discovered numerous benefits of workplace spirituality to the organization and employee as well as organizational and employee development, and commitment. Despite the growing body of knowledge on workplace spirituality various researchers stated that this area is still lagging behind in empirical research. Literature review pointed out that Pakistani banking sector is facing the problem of employee commitment. Present research is an attempt to deal this problem of employee commitment with the help of workplace spirituality along with its three dimensions (Meaningful work, community at work and positive organizational purpose).* **Methodology:** *Sample size for this research were 338 bank employees working in commercial banks in Pakistan. Multistage sampling technique was used in this study. Data was gathered through survey questionnaire. Data analysis was done by using Structural equation modelling. SEM – PLS was the main statistical technique utilized in this study.* **Findings:** *Results revealed that all the three dimensions of Workplace spirituality were found to have significant effect on employees affective commitment, Overall, the results indicate that the model provide good understanding of the workplace spirituality's influence on employees commitment.* **Contribution:** *Novel contribution of the study is that the concept of Workplace spirituality has been empirically tested in a different cultural setting and different sector as compared to the previous research work. Pakistani banking sector is an important contributor in the economy of Pakistan and according to the problems identified by the past researchers there is a need to enhance the affective commitment of bank employees. Therefore the findings of this study can contribute positively in the context of Pakistani banking sector to enhance the affective commitment of employees by applying a new concept of Workplace spirituality.*

**Keywords:** Workplace Spirituality, Meaningful work, Community at work, positive organizational purpose, Effective Commitment

Abstract ID: AIMC-2017-EBM-1335

**BLUE OCEAN STRATEGY: A LITERATURE REVIEW**

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**Abstract**

**Introduction:** *There are many researches on competitive strategies in contemporary business organizations in tough circumstances. Evolution and sustainability of organizations require new strategies. And Blue ocean strategy provides an alternative. In recent data driven economy, strategies for business are characterized in Red oceans of competition and Blue oceans of uncontested markets. This paper exclusively tries to look into Blue ocean strategy which is an and/or approach for differentiation and cost, whereas Michael porter's red ocean business strategy is either/ or approach.* **Methodology:** *This paper examines the researches around the globe on the interest, created after the emergence of Blue Ocean business strategy after Kim & Mauborgne (2004) best seller book. Value innovation and other important ideas of strategic moves, organizational performance and market creations are discussed. This is a literature review paper, trying to comprehend past literature and presenting a future direction.* **Findings:** *This paper will contribute significantly to understand the role of blue ocean strategy in today's business organizations.* **Contribution:** *This paper will contribute significantly to understand the role of blue ocean strategy in today's business organizations.*

**Keywords:** Blue Ocean strategy, Competitive Strategies, Value Innovation

Abstract ID: AIMC-2017-EBM-1337

### **MEDIATION-MODERATION EFFECTS OF SATISFACTION AND CO-CREATION ON THE RELATIONSHIP BETWEEN ATTITUDINAL FACTORS AND DESTINATION LOYALTY**

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#### **Abstract**

**Introduction:** *The ambiguity between selection factors and loyalty factors for international study destination are not yet resolve despite researches on these variables. This study aimed to add to body of knowledge on loyalty studies based on the outcome of the relationship between attitudinal factors when mediated and moderated simultaneously.* **Methodology:** *Data was solicited from 498 international students from Malaysian public universities, factor analysis was undertaken using smart PLS software for both measurement and structural models. The result satisfied all measurement criteria for items reliability, constructs reliability, constructs validity and discriminant validity for service quality, perceived image, perceived value, personal reasons, students' satisfaction and destination loyalty.* **Findings:** *Structural model analysis using bootstrapping procedure also shows that students' satisfaction mediated the relationship between attitudinal factors (service quality, perceived image, perceived value) and destination loyalty. However, the mediation effect for personal reasons was not significant. Similarly, the interaction effect of Co-creation as moderator between students' satisfaction and destination loyalty was positive and significant.* **Contribution:** *The implication of this finding is that attitudinal factors could determine destination loyalty but the relationship will be enhanced via students' satisfaction. Also, the integration of student's resources and faculty resources will guarantee prolong relationship that can span beyond the studentship life. Satisfied students will not only stick to their study destination but will also spread positive words of mouth to family and friends. The government of Malaysia will benefit from the sustain loyalty to meet the set target and the country's vision to become educational hub of the sub-region. The generalization of this study was proposed within the limit of the scope of study. Future direction was recommended based on identified shortcomings.*

**Keywords:** Destination loyalty, Co-creation, attitudinal factors,

Abstract ID: AIMC-2017-EBM-1342

### **COMMUNICATION SATISFACTION AND PROCEDURAL JUSTICE AS MEDIATORS OF THE RELATIONSHIP BETWEEN ORGANIZATIONAL CITIZENSHIP BEHAVIOUR (OCB) AND TURNOVER INTENTION**

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#### **Abstract**

**Introduction:** *OCB is a key challenge for the sustainability organizations in the 21st century. It is also a crucial component of retention talented employees. This study focuses on the direct and indirect effect of different elements of OCB among the academic staff in the context of a private university in Malaysia.* **Methodology:** *Self-administered questionnaires were used to collect primary data from 195 academic staff serving seven different faculties of a university. This study uses Descriptive statistics, factor analysis, correlation analysis, and regression analysis use to analyse the data.* **Findings:** *The results will reveal the direct and indirect relationship between OCB and turnover intention among academic staff in an institution. Besides, it will show the effect of OCB and turnover intention through communication satisfaction and procedural justice as mediators.* **Contribution:** *As the conclusion, the finding of this study will help an organization to identify the dimensions of OCB which affect employee academic staffs' turnover intention and can become a guideline for an organization to maintain and retain their talented employees.*

**Keywords:** communication satisfaction, procedural justice, organizational citizenship behaviours, employee retention

Abstract ID: AIMC-2017-EBM-1348

### THE INTERNATIONALIZATION OF SME (SMALL, MEDIUM, ENTERPRISES)

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#### Abstract

**Introduction:** *The internationalisation process of SME aims not only for the expansion of global marketing development but also how the business growth of SMEs able to influence the overall business environment. Innovation has positive and significant effect on internationalisation. Ohman (2014), proposed that external factor can support the internationalisation and can be the inhibitor of internationalisation.*

*The objective of this research is to analyse external business environment as the moderating variable of the relationship between innovation and the internationalisation of SMEs.*

**Methodology:** *This research is associative research. Data was analysed by using residual test in order to test the moderating effect. Primary data was gathered through questionnaires was self-administered. Questionnaires were distributed to 35 business owners or managers, members of Indonesian Youth Entrepreneurs Association and USU Business Incubator. Findings:* *Based on the result, it was found that external business environment was not the moderating variable between innovation and the internationalisation of SMEs. It is not supported by Ohman (2014), who mentioned that external business environment can be the supporting factor or the inhibitor of internationalisation. Contribution:* *This research is expected to give contribution in the development of entrepreneurial knowledge specifically about the internationalisation of SMEs. Moreover this research will deepen the understanding of internationalisation of SMEs in order to face the global challenge.*

*The research of internationalisation in Indonesia is considered as a new research and very limited research has been focused in analysing the SMEs. Most of researches of internationalisation were discussed on the corporate perspective rather than SMEs.*

**Keywords:** Internationalisation, Innovation, SMEs, External Business Environment

Abstract ID: AIMC-2017-EBM-1351

### DOES BRAND IMAGE AND PRICE HAS AN EFFECT TOWARDS CUSTOMER ONLINE PURCHASE INTENTION?

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#### Abstract

**Introduction:** *The merging of e-commerce and hotel booking had created online booking alternative for potential customers of hotel. This has proven to ease the process of booking hotels and significantly boost hotel profitability. The purpose of this research is to identify the relationship between brand image and trust towards online purchase intention of hotels. Methodology:* *This is an applied research that uses quantitative approach. The data set is collected through self-administered questionnaire and conveniently collected using non-probability sampling method. A sample of 250 was collected from customers in Kuching, Sarawak, Malaysia. The data was later analyzed. Findings:* *The analyses shown that there is a significant and strong relationship between brand image and online purchase intention. Also, the relationship between price and online purchase intention was found to be very strong and significant. Aside from that, it was also found that price has the strongest relationship towards online purchase intention of hotel. Contribution:* *The findings of this research will contribute to the body of knowledge through an increase of literature for future study. Aside from that, within the context of practical, this research will help hotel managers in creating strategy to increase hotel profitability.*

**Keywords:** Brand image; Price; Online; Purchase Intention; Hotel

Abstract ID: AIMC-2017-EBM-1352

## KEY STRATEGIES TO OVERCOME COST OVERRUNS IN BUILDING MAINTENANCE MANAGEMENT

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### Abstract

**Introduction:** *The maintenance planning requires a comprehensive assessment in determining the effectiveness of building performance, especially in the maintenance budgets planning process. The maintenance funds must ensure that there are adequate resources to keep the buildings in decent shape, to accommodate catastrophes and to support operating and capital investments. The budgetary cost is significant which need to prepare rigorously to support the needs of building operation and maintenance. Studies have demonstrated few problems had arisen as the resources budgeted by the management are deficient as it unable to support the maintenance programmes.* **Methodology:** *This study attempts to identify the key strategies for improving the sustainable building maintenance budgeting in dealing with the cost overruns. This paper utilises a qualitative approach through a literature review of secondary data from previous studies. The method will give the overview of the issues relating to the cost overruns of building maintenance as specified previously. The peer-reviewed literature is the primary basis of information and data on the strategies suggested regarding the responsibilities of the management in planning the budget for maintenance works. The analysis involved the creation of a concept matrix to review, synthesise and critically analyse the literature and data located on building maintenance management. Once the matrix completed, the information will be grouped, summarized and analysed* **Findings:** *The results of the root causes of ill-budgeted maintenance resources will lead to the identification of strategies to overcome the cost overruns of building maintenance which has been suggested by the previous studies. The accumulated strategies from the literature will be categorised into few groups in this study which include the price of raw materials and spare part, price of the plant and equipment, government policies, budget estimation techniques, design related issues, maintenance management issue and budget planning process. The findings from the literature o will be analysed and hence transform them into the framework which emphasise on the responsibilities of the maintenance management.* **Contribution:** *Corresponding with the identification of factors influence the cost overruns, a framework of improvement strategies is outlined which aims to help the management to achieve a precise budgeting for sustainable building maintenance of the building. The consideration in developing the framework are to motivate the management and practitioners towards the importance of a proper budget preparation.*

**Keywords:** Budget, cost overruns, building maintenance

Abstract ID: AIMC-2017-EBM-1358

## JURIDICAL REVIEWS OF THE OBLIGATION TO USE BAHASA FOR VALIDITY OF AGREEMENTS IN INDONESIA

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### Abstract

**Introduction:** *The aim of this research is to review one of the important regulations as Indonesian law requiring that agreements with any Indonesian entity or person shall be in Indonesian language ("Bahasa"). This provision is written in Article 31 Law Number 24 of 2009. Recently, the District Court affirmed by the High Court and Supreme Court, found that the ongoing Loan Agreement between an Indonesian limited liability corporation (PT) Bangun Karya, and Nine AM Ltd, a company incorporated in the state of Texas and the agreement stated as null and void* **Methodology:** *This research uses normative methodology by examining the library materials or secondary data.* **Findings:** *Obligation in using Bahasa is binding in line with article 1337 paragraf (4) Indonesian Civil Code. By not using Bahasa, the agreement will be null and void.* **Contribution:** *I, Irlany Yunita Siregar, declare that this research is my own work and has not been submitted in any form at any university or other institute of tertiary education. Information derived from the published and unpublished work of others has been acknowledged in the text and a list of references is given in the bibliography*

**Keywords:** Agreement, Indonesian Language, Null and Void.

Abstract ID: AIMC-2017-EBM-1361

**PERCEIVED VALUES AND ONLINE IMPULSE BUYING BEHAVIOUR AMONG GENERATION Y: A RESEARCH FRAMEWORK PROPOSITION**

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**Abstract**

**Introduction:** *The phenomenon of impulse buying behaviour is continuously evolving and has recently been found to be extended into the online environment. This online impulse buying behaviour is arising from within consumers themselves, rather than from the environment surrounding them. One of the factors that influence online impulse buying behaviour is perceived values. In this paper, three components of perceived values from the theory of consumption values have been utilised due to its relevance to the impulse buying context, namely, social value, emotional value and epistemic value. The social value is further divided into social bridging and social bonding which is derived from the theory of social capital.* **Methodology:** *The purpose of this paper is to develop a research framework based on previous literature review related to perceived values, materialism and online impulse buying behaviour among Generation Y, which is supported by the Stimulus-Organism-Response theory.* **Findings:** *This paper expects to assist practitioners and academicians in gaining further understanding on online impulse buying behaviour.* **Contribution:** *The present paper serves as one of the early studies on perceived values, materialism and online impulse buying behaviour and among the few addressing Generation Y in Malaysia. Finally, this study adds to the existing literature on the mediating effect of materialism on perceived values and online impulse buying behaviour.*

**Keywords:** perceived values, generation y, materialism, online impulse buying behaviour

Abstract ID: AIMC-2017-EBM-1364

**SMALL INDUSTRY EFFICIENCY : CASE OF SEBATIK ISLAND, INDONESIA BORDER AREA**

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**Abstract**

**Introduction:** *Based on previous study, banana is a pre-eminent commodity on the Sebatik Island, Indonesia Border Area. Banana characteristic are easily damaged, thus require processing to increase the value. This article studies the technical efficiency of small industry of banana's processed product, located in Sebatik Island, Kalimantan Utara (North Borneo), Indonesia.* **Methodology:** *The efficiency analysis is conducted at Sebatik Tengah subdistrict to capture the efficiency at small industry level. Input-based measures of technical efficiency are generated using nonparametric measurement. The Data Envelopment Analysis (DEA) model, under the assumption of Variable Return to Scale (VRS) and Constant Return to Scale (CRS), was used to analyse the scale and the technical efficiency of the small industry.* **Findings:** *As a result, the study found that the average Overall Technical Efficiency (OTE) and Pure Technical Efficiency (PTE) scores of the smallholders were 0,6478 and 0,7468, respectively. Thus, the majority of the small industry were not technically efficient in producing banana's processed product.* **Contribution:** *The results obtained had been useful as the model of optimal input-output combination for small industry efficiency. It may help small industry to devise a strategy in order to increase their profit.*

**Keywords:** small industry, efficiency, banana's processed product, Sebatik Island

Abstract ID: AIMC-2017-EBM-1377

**THE INFLUENCE OF INTELLECTUAL CAPITAL ON SMES PERFORMANCE**

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**Abstract**

**Introduction:** *Intellectual capital has become an important driver for firms in enhancing their financial and non-financial performance in today's challenging knowledge-based economy. In the rapidly changing business environment, investment in knowledge assets such as skilled employees outweigh investment in physical capital such as machinery and equipment. However, lack of empirical findings were found on how intellectual capital affects SMEs performance. Hence, this study attempts to examine the influence of intellectual capital elements*

namely human capital, structural capital and relational capital on performance of SMEs in service and manufacturing sector in Klang Valley. **Methodology:** SMEs in the services and manufacturing sectors were selected in this study due to their high contribution in number of establishments, total output, economic value added and employment. The lists of the samples were derived from Malaysia SME Community Directory (2013) Data were collected by mailing a set of questionnaire to managers of 440 of SMEs in service and manufacturing sector in Klang Valley. The questionnaire consists of three sections. Section A requires respondents to provide information regarding the demographic profile of their business. Meanwhile, Section B and Section C measures the perceptions of managers on intellectual capital in their firm and the performance respectively. A five-point Likert scale (1= strongly disagree, 5= strongly agree) was adopted for all item scales to measure the response of the respondents related to aspects of intellectual capital and firm performance. Pre-test and pilot were conducted prior to mailing the final version of the questionnaire to check for any spelling or statement errors as well as to have early inputs on how well the respondents understand the questionnaires items. The hypothesized relationships were analysed using Partial Least Square Structural Equation Modelling (PLS-SEM). The analysis and interpretation of the research model are distinguished into two consecutive assessment phases; the assessment of measurement model and the assessment of structural model. **Findings:** In the assessment of measurement model, the confirmatory factor analysis (CFA) was conducted to assess the reliability and validity of the scales used in this study. Overall, the the results of indicator reliability, composite reliability (CR) and average variance extracted (AVE) in measurement model were satisfactory and provides a strong platform for the assessment of structural model. In structural model assessment, the results indicate that human capital and relational capital have positive and significant effects on performance. However, structural capital was found to have insignificant effects on performance. With the highest path coefficient values, relational capital appears to be the strongest predictor construct influencing the performance followed by structural capital and human capital. **Contribution:** This study expands the literature related to the influence of human capital, structural capital and relational capital on performance in SMEs setting which are currently lacking as compared to larger firms and other institutions. The outcome from the investigation on larger firms are not appropriate to be generalized to SMEs due to the difference characteristics such as employees, structure and external relationship that they possess. Hence, the findings of this study portray the importance of intellectual capital as the important drivers for SMEs to achieve superior performance. The knowledge-based economy requires SMEs to be more resilient to face the uncertainty and obstacles, therefore the investment in intellectual capital must be emphasized and cannot be neglected.

**Keywords:** Intellectual capital, SMEs, performance,

Abstract ID: AIMC-2017-EBM-1378

## THE INFLUENCE OF SERVICESCAPE, CUSTOMER SATISFACTION AND SOCIAL MEDIA MARKETING TO CUSTOMER LOYALTY

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### Abstract

**Introduction:** The District of SedangBedagai, NorthSumatera, there are a lot of interesting beach tourism destinations which have potential opportunities as a top listed tourism areas. In order to satisfy and impress tourist with the comfortable and beautiful sea-shore atmosphere, the manager of beach tourism organization must be able to provide the servicescape. Because of that, the business owners or managers are challenged to establishthe innovatives strategy in order to survive the business. The satisfied tourists will spread the positive word of mouth (WOM) and share it in social media and revisit to the beach. **Methodology:** the design of study is quantitative method. The population for this study is the visitor who came to bali lestari beach in serdang bedagai. Sample size is 100. Survey was conducted from february – march 2017. The questionnaires was developed and administered on site respondents by trained surveyor to collect data. Questioner were included the following main topics ; sercivescape, customer, Satisfaction, social media marketing, and customer loyalty. The data analyze uses path Analysis. **Findings:** The results reveal that servicescape has positive significant to Customer Satisfaction. Servicescape and Customer Satisfaction have significant and positive relationship with social media marketing. Servicescape and Customer Satisfactionand social media marketing have positive significant to customer loyalty . **Contribution:** This is can be a reference to promote tourism destination in indonesia. Moreover, this reseacrh will give positive inputs in order to improve the beach tourism management in Distric of Serdang Berdagai. In addition to that, it will enhance the tourism image especially in District of Serdang Berdagai ang generally in North Sumatera Province.



**Keywords:** Servicescape, Customer Satisfaction, Social Media Marketing, Customer Loyalty

Abstract ID: AIMC-2017-EBM-1381

## LEARNING ORGANISATION IN NEW ZEALAND MANUFACTURING COMPANIES

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### Abstract

**Introduction:** *This paper presents an empirical study that investigated the validity and applicability of the Dimensions of Learning Organisation Questionnaire (DLOQ) in the context of New Zealand manufacturing companies. This study was necessary in order to find out if the DLOQ can measure the intended culture of learning organisation in New Zealand accurately and consistently just like in the original context in which the DLOQ was developed. Essentially, the study attempted to answer this question; is the DLOQ a valid and reliable instrument to measure the culture of learning organisation in New Zealand manufacturing companies?*

**Methodology:** *This study uses a cross-sectional self-administered survey. The survey instrument is primarily in the form of close-ended questions. It is based on the Dimension of Learning Organisation Questionnaire (DLOQ) developed by Watkins and Marsicks (1997). In this research, however, the original version forty-three-items DLOQ was not used. Instead, a simplified version developed by Yang (2003) was used. The simplified DLOQ is more concise and more suitable for this research, and thus was used with a five-point Likert scale (i.e. from one for strongly disagree to five for strongly agree). In this study, Confirmatory Factor Analysis (CFA) was used in order to determine the construct validity of the DLOQ in the context of New Zealand manufacturing companies. The reliability of the DLOQ in the context of New Zealand manufacturing companies was checked by using internal consistency method (Cronbach's alpha). In addition to reliability, the DLOQ was also checked for its convergent validity. Convergent validity is determined by checking if the factor loadings (i.e. the relationships between observed variables and unobserved latent variables) are significantly different from zero. The DLOQ was also checked for its discriminant validity. Discriminant validity is established if the variance-extracted percentages for any two latent variables are both greater than the square of the correlation estimate between those two latent variables (Fornell and Larcker, 1981).* **Findings:** *The DLOQ measurement model was found to have demonstrated adequate evidence of construct validity and reliability. The fit indices of the DLOQ measurement model were comparable with the fit indices of the same DLOQ model that was used in several earlier studies. The seven-variable DLOQ measurement model also exhibited high internal consistency (reliability) that was comparable with results from previous studies. The DLOQ measurement model also exhibited adequate convergent and discriminant validity. In the end, from theoretical point of view, the results of data analysis of the DLOQ measurement model suggested that the measurement model was valid and reliable to be used in the context of New Zealand manufacturing companies. These findings add more evidence to the generalisability and robustness of the DLOQ, as well as the overall accuracy and validity of the theory of the learning organisation developed by Watkins and Marsick (1997). From the practical point of view, the study suggests that learning organisation theory can be applied in managing operations in a manufacturing company. The process of transforming into a learning organisation is no doubt very difficult and challenging but the DLOQ model can become a guide to begin the process.* **Contribution:** *Learning organisation is an organisation that is good at organisational learning. From operation management point of view, organisational learning has been noted as a leverage that can be used to stay competitive and stay ahead of one's competitor. Therefore, a New Zealand manufacturing company should begin to develop its own dimensions of learning organisation in order to stay competitive. However, in order to become a learning organisation, it needs to first measure its own level of learning organisation culture. The process of measuring the level of learning organisation can be done by using the Watkins and Marsicks' DLOQ model. Afterall, the study has shown that the DLOQ model is valid and reliable for usage in the context of New Zealand manufacturing companies.*

**Keywords:** Learning organisation, confirmatory factor analysis, New Zealand

Abstract ID: AIMC-2017-EBM-1385

## REVIEW OF WEBSITE STICKINESS APPROACHES TOWARD ONLINE USER INTENTION TO VISIT AND PURCHASE

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### Abstract

**Introduction:** *Review of Website Stickiness Approaches toward Online User Intention to Visit and Purchase. Online marketing is the most prominent channel to introduced and developed business. People often used online marketing as part of their business strategy to advertise their product and services. There is tremendous methods in online marketing but the most famous one are web-marketing. By using website, business will easily grow and run using single click business will be advertised around the globe. Due to this phenomenon, people started to used web-marketing and they started to learn how to receive more visitor and repeated visitor. When online business practitioner started to calculate number of online user visit and re-visit the website. The terms website stickiness started to gain full attention from promotion and marketing perspective. **Methodology:** Website developer learn and measure the stickiness of it website. Website developer started to measure online user duration and retention behavior. Online user intention to transact is part of measurement tool and each of online users who visit or purchase any item in the website will be count. If the action repeatedly done, this is where the website stickiness clarification count. Time-on-Site (online user length of stay in a website) and Bounce Rate (online user leave without used the website) will be analyze. Online user repurchase and revisit website product and services also will be count and measured. **Findings:** Researcher used many variables to understand the definition of website stickiness. There is a lot of argument on website stickiness definition and measurement. Collection of data and variable will be presented in this study. Especially on the aspect of customer perspective which is online user intention to visit and purchase. According to Mohamed Khalifa and Vanessa Liu, (2003) repeated purchaser are the core definition of website stickiness contradict with common measurement scale by other will be explored. As other will used click stream data as a method to measured (Hongwei Wang, Yuan Meng and Wei Wang, 2013) this is where the review will be started on and research contribution mainly all about. **Contribution:** The mediating effect of website stickiness will be finalized. The website stickiness variable of satisfaction, trust, perceived value of content, context and infrastructure will be defined and analyze. The website stickiness research model will be used as a reference or guideline for business practitioner to increase more prospective customer in the future.*

**Keywords:** Website stickiness, Intention to visit and purchase

Abstract ID: AIMC-2017-EBM-1391

## A CONCEPTUAL REVIEWS AND FEASIBILITY OF GREEN BONDS ISSUANCE IN MALAYSIA TOWARDS FINANCING A SUSTAINABLE FUTURE

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### Abstract

**Introduction:** *Green bonds issuance becomes a global increasingly attractive mechanism for both private and public organizations to raise capital for projects, assets or other activities that benefit the economy, environment and society as a whole. By reviewing critically on the various literature, this conceptual study aims to outline the significant benefits in terms of company reputation, access to capital and internal legitimacy linked to the issuance of a green bond, which could result in accelerating green investments. The semi-structured interviews and survey is proposed to highlight the possible challenges and opportunities in green financing and Social Responsible Investments (SRI) in Malaysia. **Methodology:** Based on qualitative research, semi-structured interviews and survey can be adopted by targeting among the potential Malaysian issuers and investors who concerned on innovative green financing methods with their capital placed in green projects, with the purpose of identifying the drivers and experiences of green bonds from both issuer and investor perspectives. The ideas and questions raised during the interviews can be used to create a questionnaire that forms the core of survey among Malaysian issuers. The results from both interviews and questionnaire can be used to answer on how green bonds can accelerate green investments and Social Responsible Investments (SRI). Semi-structured interviews will be conducted to layout typical drivers and experiences from green bond issuance. The potential drivers and experiences can be compared relatively with the financial benefits for green practices as discussed in the literature to evaluate on how green bonds accelerate green investments.*

The survey can be conducted in order to strengthen the results from interviews with quantifiable data. The survey can be sent among the targeted or potential green bond issuers in Malaysian market. The ideas and questions raised during the interviews can be used as a frame for the survey.

**Findings:** By incorporating and corresponding to five important drivers for proactive sustainability measures: reputational benefits, legislation, stakeholder pressure, internal legitimacy and personal motives, green bonds will inevitably accelerate green investments in more attractive measure.

To benefit the society as a whole, green bonds is a win-win solution for both the issuer and investor. As for prerequisite, a green bond must fund 'green projects', which typically include those relating to renewable energy, emission reduction and this could attract a large investor base. Green bonds study will benefit different types of investors - those who have a greater interest and focus on environmental, social and governance (ESG) issues, and those who are less focused on green concerns but want to ensure that their bonds portfolio meet their investment objectives by fully diversifying its holdings to meet its managers' and trustees' fiduciary requirements. The increased demand in green bonds internationally is likely to drive increasingly favorable terms and a better price for the issuer, compared to a regular bond from the same issuer. Another selling point of green bond is that it carries a lower risk profile than other (project-based) bonds.

**Contribution:** The novelty of this conceptual study is vital to combine the momentum of Sukuk and green bond market growth. For Islamic investors they provide a means to more easily address Shari'ah concern for environmental protection in investment choices. For green investors in corporations, Green Sukuk and Green Bonds provide a new avenue to meet investment goals for green.

The scientific value for this future study can be added from various case studies where the intra-corporate perception of green bonds will be investigated and consideration prior to an issuance will be analyzed.

**Keywords:** Green Bonds, Sustainable Development, Socially Responsible Investment (SRI), Environmental, Social and Governance (ESG) issues

Abstract ID: AIMC-2017-EBM-1399

## THE INFLUENCE OF INTANGIBLE ASSET ON FIRM VALUE THROUGH DIVIDEN POLICY AND PROFITABILITY ON BANKING INDUSTRIES IN INDONESIA STOCK EXCHANGE

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### Abstract

**Introduction:** Business owners specifically banking industries started realizing the competitive advantage does not rely only the ownership of tangible assets, but more to innovation, management and human resource, which are classified into intangible assets. This paradigm shift has developed since a couple decade ago, which showed the fantastic increasing number of intangible assets. Noticeably in 2015 the contribution of intangible assets on the business success has reached 84%. It demonstrates the importances of intangible assets on business success.

**Methodology:** This research is an associative research. There are 10 samples which are listed banks in Indonesia Stock Exchange. Data were gathered from IDX's website. Data was analyzed by using path analysis, with SmartPLS 3.0. **Findings:** The results showed that the intangible asset has positive significant effect to firm value. Intangible asset has negative significant effect to dividend policy. Intangible asset has positive significant effect to profitability. Dividen policy and profitability has no significant effect to firm value. Intangible asset has no significant effect to firm value through dividend policy and profitability. **Contribution:** This research is essential reference for decision making in investment and banking appraisal. It also enriched the banking knowledge especially in terms of intangible assets for a business. This research is not the first research discussing about intangible assets. However, this was tried to investigate the influence intangible assets on firm's value through dividend policy and profitability.

**Keywords:** Intangible asset, firm value, dividen policy, profitability

Abstract ID: AIMC-2017-EBM-1407

### DETERMINANTS FACTOR OF LECTURERS PERFORMANCE IN WEST SUMATRA

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#### Abstract

**Introduction:** *The goal of this research is to look other approach to further improve the lecturers performance in West Sumatra. Based on theory, many concepts in human resources management and organizational behavior related with efforts to take higher performance from lecturers university. Leadership, culture, competence and commitment play a significant role in managing lecturers performance. In this research, we want to know about the effect of all variable on West Sumatra lecturers performance.* **Methodology:** *This research used the survey research with questionnaires as the main data collections tool and using a quantitative approach. The respondents are lecturers from public and private universities at West Sumatra. Data analysis method uses a statistical model with the statistical program SPSS.* **Findings:** *The variables were measured with the concept from organizational behavior and the research found all variables significantly related to lecturers performance. The model stresses the importance of leadership, culture, competence and commitment support the lecturers performance at West Sumatra.* **Contribution:** *Results from this study are expected to provide benefits to all stakeholders who have the interest in higher education like university management and government.*

**Keywords:** leadership, culture, competence, commitment, lecturers performance

Abstract ID: AIMC-2017-EBM-1408

### A THEORETICAL SUPPORT FOR CULTURAL INFLUENCE ON IMPLEMENTATION AND ACCEPTANCE OF ASSESSMENT CENTRE FOR MALAYSIA PUBLIC SECTOR

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#### Abstract

**Introduction:** *This paper aims to provide a theoretical support on how culture influence the implementation and acceptance of assessment centres (ACs) in Malaysia. ACs are a popular technique that has been used and studied for at least 50 years, primarily in Western countries to facilitate HR decisions. The proliferation of ACs around the world has raised questions about their application in specific countries which there is a lack of research into its effectiveness in developing countries. Although studies have found that differences in cultural settings may have an impact on HR practices, very little attention has been given to ACs.* **Methodology:** *This paper focuses on reviewing literatures related to the topic under investigation. In this context, to analyse how culture influence the design and implementation of ACs, the model of cultural fit is reviewed to explain how culture influences human resource practices and ACs practice. On the other hand, to understand the influence of culture on acceptance of ACs, organisational justice theory is reviewed and used to explain how candidates react to selection process.* **Findings:** *Findings from the literature review show that model of cultural fit can be used to explain how physical and socio-political may influence internal and organisational work culture and, therefore, human resource practices. The important feature of this model is that it maintains a distinction between cultural dimensions at the societal and organisational levels. This model asserts that socio-cultural variables (e.g. individualism/collectivism, power distance, etc.) may influence an organisation's internal work culture, which, in turn, influences HRM practices and thus AC design and implementation.*

*In the context of acceptance of AC practices in Malaysia, findings from literature related to culture and organisational justice show that culture may also influence acceptance of ACs. Findings from literatures search shows that culture may have influence on how ACs participant perceived fairness of the process by which outcomes are reached, or decisions are made.* **Contribution:** *Recent studies show ACs approach has also been used in developing countries. Therefore, understanding how culture may influence the implementation of ACs and how this might differ from more developed nations is important. This paper aims to contribute to this research gap by exploring the implementation and acceptance of ACs in Malaysia, as an example of an Eastern, and developing, country. In this regard, this paper focuses on exploring and proposing a theoretical support on cultural influence on implementation and acceptance of ACs in Malaysia by using the model of cultural fit and organisational justice theory.*

**Keywords:** Assessment Centres, Malaysian Culture, Organisational Justice Theory, Procedural Justice, Distributive Justice, Model of Cultural Fit

Abstract ID: AIMC-2017-EBM-1422

## A QUALITATIVE STUDY ON THE SALESFORCE TRAINING PRACTICES IN PHARMACEUTICAL ORGANIZATIONS OF BANGLADESH.

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### Abstract

**Introduction:** *The demand for human capital is escalating considerably in the twenty-first century in developing countries. Training and Development facilitate employees to enhance their skill, knowledge, and ability and keep up with recent changes. The purpose of the study is to explore the current training practices and its effectiveness in the sales department of pharmaceutical organizations in Bangladesh. The Pharmaceutical sector is one of the most hi-tech sectors and one of the leading exporter and it is the second-largest contributor to the government exchequer in Bangladesh. Currently, there are 231 companies that produce 98% of the total country's consumption (Ahamed, 2014). It is the largest white-collar intensive employment sector of the country. Sales team plays an important role to accelerate the company's financial asset through maintaining ethical standards of services in a competitive market. Therefore, Medical Representatives must be adequately trained to achieve the organizational requirements. This is more so for newly recruited employees.* **Methodology:** *This study intends to answer three main research questions; (i) what is the actual Sales Training process and management; secondly, what is the effectiveness of the training program and; third, what are the factors influencing the training effectiveness. The study will employ qualitative methods; mainly the semi-structured interview as the main method of data collection. Interview sessions will be done with HR and Training managers of the pharmaceutical companies. Non-participate observations and archive studies will also be done to support the data collection. The Kirkpatrick's four-level of training evaluation model and ADDIE model shall be used to guide the researcher in achieving the objectives of the study.* **Findings:** *The outcome of this research is expected to identify the training effectiveness and factors affecting the pharmaceutical organizations in Bangladesh. It would also give an understanding of how training and development would help employees to achieve the organizations' aspiration.* **Contribution:** *Based on the findings of the present study, it was conducted that sales training has significant positive outcomes that derive highly from the management effort which represents dissimilar of practices than other industries. Also in the outcome of this research is expected to know the added competitiveness of the organization's sales force development process. Meanwhile, this study will provide theoretical contribution in the field of research. Finally, this study discusses the limitations and proposes new directions as well for future studies.*

**Keywords:** Human Capital, Training and Development, Training Practices, Competitive Market

Abstract ID: AIMC-2017-EBM-1437

## ENTICEMENT OF LOCAL AUTHORITY AND INVESTORS TO PARTAKE IN THE SUSTAINABILITY OF HERITAGE PROPERTY

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### Abstract

**Introduction:** *The heritage is part of the local identity, and culture represents a driver of sustainable development (OECD, 2014; Valentina et. al., 2015). Investment to conserve and integrate the heritage property in the sustainable development of local communities can generate income, create employment, reduce poverty, stimulate enterprise development by the poor, foster private investment and leverage additional resources for conservation (The World Bank, 2002). Relatively speaking, our conservation and preservation efforts are still in their infancy (Khairul, 2013). Most of the heritage properties are simply deteriorating due to the ageing process, natural causes without proper planning consideration (Toong and Utaberta, 2015), neglecting, and dilapidation. It is acknowledged that if a building is old and deteriorating, some of its archaic services may affect its value, may harm its authenticity and the loss of its true value. If a building is protected to some extent by public policy, then the accompanying restrictions on renovation and building use may affect the property's value and marketability (Pickerill, 1997; Thorsby, 2002; Nor'aini, 2007).*

*Malaysia is one of the developing countries but the development and investment by the local authority or investors in the heritage property remains limited (Reed and Wilkinson, 2005). It is found that the local planning authorities do not have the financial capacity to provide incentives (Pickard and Pickerill, 2002) for the costly conservation and preservation works (Amran and Rosli, 2006; Kamal et. al., 2008; Khairul, 2013; Junainah et.*

al., 2015; Aminudin, 2016) since the estimated cost of restoration of a heritage building can reach millions, and the annual maintenance cost can also be substantial. As a remedy to this problem, conservation efforts notably the enticement to channel funds from the source of revenue or taxes are needed but in Malaysia, this is not the case. Thus, in order to increase taxes, the social investors should directly or indirectly participate to sustain the heritage property, the infrastructure development of the surrounding areas, as well as the region since investment acts as an important source of capital formation and stimulate the economic growth.

Dumon (2017) affirmed that investment can start a “success domino effect”. The more the region attracts investment, the more it grows. The more it grows, the more investors are willing to provide investment. The more investment flows into the country, the greater the economic chain reaction to sustain such growth. Indeed, the higher taxes the higher funds could be tapped for the conservation and preservation works and maintaining the value of heritage property. By empowering the investors with the knowledge and ability to actively invest in heritage property and surrounding areas, the market development for a more sustainable environment could be achieved.

Alternatively, the gap of inadequacy funds to create incentives for owners to repair and restore their heritage properties can be addressed by ascertaining how much the enticement of local authority and investors to overcome the abovementioned problem. This will produce a finding about the method of enticement applied by the local authority and investors to sustain the heritage property value that can be referred by decision makers. The remainder of this paper is organised as follows. The first part is reserved for introduction; second is a brief design and methodology; third will summarize the findings and results, and end with the contribution and originality. **Methodology:** The research adopts a comprehensive literature reviews from numerous published sources and a comparative method was chosen for cursory investigation of the enticement of local authority and investors to partake in the sustainability of heritage property. The outcome of the analysis is believed to meet the objective of this study. **Findings:** The findings and results are based on the author’s initial investigation as shown in Table 1. By analyzing all the method of enticement to sustain the heritage property, the results of analysis are considered as reliable, and further be used for data collection in other states and data validation through expert’s opinion both from academicians and practitioners.

Table 1: Comparative study of the Enticement of Local Authority and Investors to Sustain the Heritage Property

No.	Parties involved	Method of Enticement	Explanation	Author (s)/ Year
1.	Historical Malacca City Council (MBMB)	Legal and statutory protection	Enactment on Conservation and Restoration of Cultural Heritage in Melaka (1988)	Nypan (2007)
2.	The City Council of Penang Island	Legal and statutory protection	Draft Guidelines for Conservation Areas and Heritage Buildings, Penang Georgetown.	Nypan (2007)
3.	Federal Government	Act’s repeal	Control of Rent Act 1966 was repealed in 1997 because of restriction i.e.: no incentive was given to private owners of heritage properties to maintain their buildings to suffer from various defects which may lead to more serious structural decay.	Sui Min et. al. (2012)
4.	Historical Malacca City Council	Establishment of conservation committee	Conservation Unit headed by a conservation architect, Municipal Conservation Committee, and donor agency: Melaka Heritage Trust (MHT).	Amran and Rosli (2006)
5.	Ministry of Housing and local government	Tax allocation and funding of restoration projects	Apportion half of the income collected through the 10% sales tax and 5% service tax to local authorities.	Amran and Rosli (2006)
6.	Historical Malacca City Council, Universiti Teknologi Malaysia (UTM) and donor agency: Japanese International Cooperation Agency (JICA)	Improvement of legal frameworks	Melaka Structure Plan (Review) 2002: strengthening of policies related to conservation to consolidate Melaka’s image as a Historical State; Action Plan for Conservation Within Melaka Historic City (2002): provide detailed development control guideline covering the conservation area and buffer zone as regards to conservation; Action Plan for Cultural Tourism; The Study of the Improvement of Conservation in the Historical City of Melaka (2002): preparing an action plan using a collaborative bottom-up approach to improve conservation efforts in the historic cities.	
			Town and Country Planning Act 1976 (Act 172) is amended to include penalty for demolition of historical buildings, establishment of conservation fund, and provision for Structure Plan to designate Special Area (for conservation).	Amran and Rosli (2006)
7.	Melaka Museums Corporation (PERZIM)	Revenue capture mechanism	Entrance fee to the 15 museums.	
			Hoi An, Vietnam used voucher system while Bhaktaphur, Nepal used entrance fee.	Amran and Rosli (2006)

8. *Federal government agency: Department of Museum and Antiquities, JICA, MHT, and MBMB Training and public education programmes Local Agenda 21 for the Historic Inner City, public participation workshop, and public dialogs* Amran and Rosli (2006)
9. *MBMB, PERZIM, and UTM Documentation exercise Record data such as building and traditional trade inventories, demographic, and socio-economic profile of local residents, and details of vernacular architecture. It is important aspect of cultural heritage management.* Amran and Rosli (2006)
- Despite the above efforts or enticements, the various innovative preventive measures adopted by local authority, investors, or federal government need further review. The reason is, not all or the right solution of obtaining funds to provide incentives for sustaining the heritage property was identified. **Contribution:** The originality of this study is heritage can be considered as a unique property that may attract a value greater than its market price. Hence, a unique property market product will be proposed which will provide a new investment opportunity to the local authority and investors. The outcome of this research will benefit the individuals, state governments, public, and investors as well as federal government. For a forward thinker, the government will have surplus income generating from the revenue sources through taxes or structural funds in the form of donation, contribution or trust, a revising national tax policy, real estate tax credits, financial incentives, et cetra which needs to reinvest in the heritage property. In the process of reinvestment, fixed asset would be bought. This fixed asset would not be subject to restriction imposed on the heritage property particularly the existing legal, institutional, and resources frameworks. The income obtained from local authority or investors can be reinvested to help conserve and give new life to the local cultural revitalisation. Conclusion of this research is based on data analysis and findings to achieve the preset objective.*
- Keywords:** inadequacy fund, incentive, heritage property, value, sustainability

Abstract ID: AIMC-2017-EBM-1440

## **CORPORATE GOVERNANCE AND QUALITY OF RELATED PARTY TRANSACTIONS DISCLOSURE AMONG LISTED FIRMS IN NIGERIA**

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### **Abstract**

**Introduction:** *The financial scandal that affected the banking sub-sector of the Nigeria capital market in 2008 was linked to inadequate disclosure of related party transactions. Following the adoption of the International Financial Reporting Standards (IFRS) in Nigeria in 2012, the research paper aims to evaluate the influence of existing corporate governance practices on the disclosure level of related parties' transactions in non-financial listed firms on the Nigeria capital market. This will help to show whether the extent of the disclosure level of the listed non-financial firms in Nigeria. **Methodology:** A comprehensive checklist of related party disclosure was developed based on the requirements of the International Accounting Standards (IAS 24). Other parameters included in the checklist were sourced from the annual reports which reflects the country specific effect of the reporting style in Nigeria. The effects of the identified corporate governance variables were examined alongside the checklists of the RPTs on the non-financial listed firms of the Nigeria Stock Exchange. **Findings:** Three panel regression model were carried out. Board meeting and non-executive directors were not significant, while foreign ownership was statistically significant but negatively related to total related party disclosure, against our expectations. However, other identified independent variables are statistically significant and in the expected directions. Robustness check showed that firms in the Consumer goods, Conglomerates, Health and Information and Computer Technology disclosed more information on related parties transactions. **Contribution:** This research paper developed a disclosure index for related party transactions combining the mandatory requirements of International Accounting Standard (IAS 24) and specific voluntary disclosure by the various firms listed on the Nigeria bourse. This will help to show how the Nigeria firms comply to international best practices on disclosure giving her adoption of IFRS, and also showcase the influence of her voluntary disclosure.*

**Keywords:** Related Party Transactions, Corporate Governance, IFRS and Nigeria.

Abstract ID: AIMC-2017-EBM-1461

## **IMPACT OF PSYCHOLOGICAL OWNERSHIP AND WORKPLACE MOTIVATION ON EMPLOYEE ENGAGEMENT IN OIL & GAS SECTOR OF PAKISTAN**

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### **Abstract**

**Introduction:** *As a new generation of employees floods the market, loyalty has been redefined. The days of employees staying in one organisation for their entire career are long gone. Loyalty is now shown by the amount of effort and dedication that is put into the job at that moment in time. With that said, organisations need to find ways to retain employees for as long as possible by ensuring that employees feel ownership towards their jobs, are engaged and motivated. The purpose of this study was twofold; first, it aimed to investigate if there was a positive relationship between psychological ownership, work motivation and employee engagement.*

**Methodology:** *A quantitative, non-experimental, cross-sectional survey design was used on a non-probability purposive sample (N = 365) consisting of professional, employees in the Oil and Gas sector of Pakistan. Pearson product-moment correlations and structural equation modelling through SPSS and Matlab which confirmed significant positive relationships between psychological ownership, work motivation and employee engagement. It showed that both psychological ownership and work motivation acted as a predictor of employee engagement*

**Findings:** *The results showed a relationship between psychological ownership and employee engagement i.e. Psychological ownership accounted for 74% variance in Employee engagement Workplace Motivation influences employees' level of engagement to work, which is related to well-being. This is confirmed in the results which show that engagement correlated statistically significantly with motivation, as well as where work motivation explained a large portion of the variance in engagement, namely 56%.*

*Motivation also explained 49% of the variance in satisfaction with job and 98% of the variance in well-being.*

**Contribution:** *It is important for organisations to understand the principle of each of these constructs so that they can be fostered in the working environment. Steps to promote the above constructs should be developed to ensure that they become part of the organisational culture.*

*This study aids in a strong organizational behavior of employees*

*Psychological Ownership is an enabler of Employee Engagement. More Psychological Ownership an employee has, the more engaged the employee is.*

*Workplace motivation is an enabler of Employee engagement. Employees should have low anxiety and depression levels and good health to be engaged fully. Employers should create healthy, respectful and supportive organizational culture*

**Keywords:** Employees' retention; organizational behaviour; workplace motivation; employee engagement; psychological ownership; oil & gas sector (Pakistan)

Abstract ID: AIMC-2017-EBM-1463

## **FIT OR UNFIT: PERSPECTIVES OF INDUSTRIES ON BUSINESS STUDENTS' EMPLOYABILITY SKILLS AND EMPLOYMENT OPPORTUNITIES**

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### **Abstract**

**Introduction:** *Currently the issue of unemployment among fresh business graduate students become more critical than before. Industry claims that most of the new graduates are unfit in term of employability skills that match with their needs. They blamed university failed to prepare students to enter the labor market. The primary aim of this study is to identify the industry perception on the top employability skills that new business students graduates should have to be employable. The study also wants to determine the employment opportunity among business students graduates as perceived by industry.*

**Methodology:** *The data collected from 534 of companies by using a questionnaire. Descriptive statistics, correlation analysis, t-test, and ANOVA were used to answer the objectives of the study.*

**Findings:** *The results show that the overall students perceive as fit by industry in term of interpersonal skill and unfit in knowledge and technical skills. The study found that there is no correlation between employability skills and employment opportunity.*

**Contribution:** *The result can become a guide for a university to improve the current standards of teaching and learning that in line with industry requirement. The collaboration between industry and university is crucial to close the gaps exists in the university's course*



learning outcomes and employers' needs. It is eventually and hopefully may lead to business students' employability in the job arena.

**Keywords:** Fit, Unfits, employment skills, industry, business students, Employment Opportunity

Abstract ID: AIMC-2017-EBM-1465

### ACCOUNTING REFORMS AND FOREIGN PORTFOLIO INVESTMENT IN CHINA: AN EMPIRICAL INVESTIGATION

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#### Abstract

**Introduction:** This study intends to discover the impact of changes in China's accounting system and convergence of its domestic accounting standards (henceforth referred to as accounting reforms) on FPI. **Methodology:** We have used Binary Choice Model in EViews for two decades' data. In our analyses, FPI has been taken as dependent variable, whereas accounting reforms, annual increase in listed companies, GDP growth of China, financial crises, and regulatory relaxations to foreign investors are taken as explanatory variables. **Findings:** The results of our model reveal a significant relationship between accounting reforms and FPI; moreover, Granger causality test shows a significant causal relationship between yearly increase in listed companies and FPI. **Contribution:** The relationship between foreign portfolio investment (FPI) and various macroeconomic variables of China has been discussed in the existing literature. However, the association between China's accounting reforms and FPI is yet to be explored; our study is first of its kind to explore this linkage. Our findings are theoretically rational and can be useful for both investors and the policymakers.

**Keywords:** accounting reforms, accounting standards, China, financial crises, FPI, GDP

Abstract ID: AIMC-2017-EBM-1470

### DISTRIBUTION OF BUSINESS ZAKAT FUND: AN APPROACH USING THE "PEMBANGUNAN USAHAWAN ASNAF MAIDAM (PUASMA)" MODEL

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#### Abstract

**Introduction:** Terengganu is among the states with the highest number of zakat collection after Selangor and Federal Territory. Similar to the Islamic Council in other states throughout Malaysia, MAIDAM is no exception in drafting an initiative to develop entrepreneurs who were among the recipients of the poor in order to free them from the shackles of poverty. **Methodology:** The primary data for this study were collected by interviewing respondents using questionnaire. A pilot study was conducted before the questionnaires were distributed to the respondents. The population of the study equals to 295 small and micro entrepreneurs who are zakat beneficiaries of MAIDAM capital for the year 2014. Interviews were held with all beneficiaries. Sampling methods are not used. Instead the study made by consensus. In addition to quantitative data obtained from questionnaires, the researchers also met with Lembaga Zakat Selangor and the Federal Territory Islamic Religious Council to obtain information on the operation of zakat recipients of capital to poor entrepreneurs in these two states. The instrument used in this study is questionnaire designed by the researchers themselves. It consists of six parts. Part A contains detailed information about the fund. Part B contains information on business activities carried out by the recipients. Part C relevant to their business performance. Part D recipients in respect of socio-economic after running the business of the capital received. Part E contains questions to assess attitudes towards entrepreneurship beneficiaries. Part F contains questions regarding the monitoring and guidance received from the treasury. **Findings:** Out of a total of 295 recipients of the "Business Capital" zakat, the highest percentage (61.7%) came from the district of Kuala Terengganu, followed by the district of Marang (29.2%) and Kemaman (4.4%). The balance of zakat recipients, or 4.7% comes from five (5) other district (Dungun, Hulu Terengganu, Besut, Setiu, and Kuala Nerus). The highest number of recipients of this zakat comes from the district of Kuala Terengganu due to the high population density and small and micro recipients compared to other regions. In addition, the MAIDAM branches in other districts can only process applications of less than RM5000.00. Any applications that exceed the limit will be filed and processed at the MAIDAM headquarters in Kuala Terengganu.

*In terms of gender, 55.6% of the recipients are women. Moreover, the majority of recipients are between the age of 43 to 52 years (41.4%), followed by those aged between 33 to 42 years (22.4%) and 53 to 62 years (19.3%). Furthermore, 6.1% are young recipients between the ages of 23 and 32 years old. 10.8% were aged 63 years and older recipients.*

*Through this study, the researchers can detect three major factors that shape the effectiveness of aid paid zakat recipients MAIDAM the selection method is not so efficient to cause a major portion of the recipient does not have a self-sufficient preparation to become a successful entrepreneur. Second, the monitoring process is not carried out resulted in no action is made to repair the defect made by entrepreneurs recipients. Third, the absence of an effective and structured guidance provided to recipients entrepreneurs lead them to carry out the old fashioned way less viable. **Contribution:** This model intends to improve the effectiveness of capital aid rewarded to recipients of zakat MAIDAM. It is based on a research on the effectiveness of zakat financial aid in the year 2014. The charity MAIDAM PUASMA model takes into account the limited ability of MAIDAM as a zakat management agency in Terengganu and the willingness of the public universities to contribute expertise to develop socio-economy of the poor in Terengganu. It has not been used by any state in Malaysia to date.*

**Keywords:** zakat capital assistance charity, small and micro entrepreneurs, distribution effectiveness, business performance

Abstract ID: AIMC-2017-EBM-1476

### **SUPPLIER-RETAILER RELATIONAL SATISFACTION IN THE CHICKEN INDUSTRY : RHETORIC OR REALITY**

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#### **Abstract**

**Introduction:** *The purpose of this research is to determine the factors that influence the relational satisfaction between chicken retailers and chicken suppliers in Kemaman, Terengganu. The main focus of the research is on the retailers' satisfaction pertaining to their relationship with their suppliers. In this study, the researchers have identified relational satisfaction as the dependent variable and six independent variables, namely trust, commitment, service quality, personal, organization and the business environment. The independent variable in this research is divided into two components which are labelled as intangible factors and tangible factors. **Methodology:** Properly designed questionnaires are used for a research instrument to secure the desired information. All the questions are measured using a Likert scale technique. Each scale measures the result by examining how strongly subject agree or strongly disagree with statement on a seven point scale (Sekaran and Bougie, 2010). The scale items have 7 response rating from "1" of "Extremely Disagree" to "7" or "Extremely Agree" and the middle rating scale is "4" namely 'Neutral'. It is not only rank the result but also measure the rank.*

*The designed questionnaires are constructed in two parts: 1 and 2. Part 1 represents the demographic profile of respondents. This part includes the respondent's gender, age, level of education, range of income and duration of handling business. While, Part 2 consists of questions to measure the dependent variable and independent variables which then divided into seven sections (A, B, C, D, E, F and G).*

*The intangible factors which are more to psychological elements are trust, commitment and service quality. The tangible factors elements on the other side are personal element, organizational element and environmental element. **Findings:** Based on the findings it is clear that in chicken retail industry in Kemaman, the relational satisfaction between retailers and suppliers is only dominated by the intangible factors which are trust, commitment and service quality. The tangible factors did not influence the relationship due to several reasons. Tangible factors selected in this research were personal, organizational and environmental. Personal factor which consists of the selling behaviour and attribute did not give significant impact to the retailers because of the industry itself is categorized into an informal type of business, not a high class business that need special attention in term of the way they communicate and the appearance from the supplier representatives. As long as the customers get what they want from the seller, the personal image from seller is not important. The salesperson attribute which according to Crosby, Evans and Cowles (1990) is the contact intensity which the frequency with which the salesperson communicates either face-to-face or indirectly through calls did not give significant impact to the retailers as well because most of them are already known to each other in chicken sellers community. Thus, in the case to acquire extra knowledge and current situation they normally prefer to discuss within their own community rather than request for their supplier's opinions and suggestions.*

**Contribution:** *We discovered that the correlation analysis, all six independent variables are positively and significantly correlated to the dependent variable. The regression analysis, however revealed that only the intangible variables have a significant and positive relationship with the dependent variable. Moreover, we discovered that the trust factor is the most influencing factor among the retailers followed by service quality and commitment. The outcome of this study is useful in providing the direction towards improving the relational satisfaction between chicken retailers and chicken suppliers in the future. A strong and positive relationship between the retailers and the suppliers may create a more sustainable supply of chicken and a more affordable price for consumers.*

**Keywords:** Relational Satisfaction, Trust, Service Quality, Chicken Retailers, Suppliers

Abstract ID: AIMC-2017-EBM-1477

**THE EFFECT OF INTELEAGENT QUOTIENT, EMOTIONAL QUOTIENT, AND SPRITUAL QUOTIENT TOWARD STUDENT ACCOUNTING ETHICAL ATTITUDES IN ISLAMIC SATE UNIVERSITY OF SULAN SYARIK KASIM (UIN SUSKA)**

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**Abstract**

**Introduction:** *The emphasis of this research on the dimensions of IQ, EQ, and SQ as a part of the individual aspects that affect on ethical attitude of accounting students which expression that IQ is the ability to direct the mind or action. Therefore, this paper discuss about the effect of Intellectual quotien, Emotional Quotient and Spritual Quotien toward Student accounting Ethical attitude in Islamic State University Sultan Syarif Kasim (UIN SUSKA) **Methodology:** This research employs Quantitative Methods. The Respondent are all student accounting of Islamic State University Sultan Syarif Kasim (UIN SUSKA) with used purposive sampling technique based on the criteria who has already taking Auditing I subject. Data was obtained by questionnaires and documentation. IQ variable is obtained with Intelligence Test CFIT 3 Scale and it is done by Psychologists. Data analysis for testing hypothesis is conducted by multiple linear regression analysis. **Findings:** This research results shows that IQ, EQ, and SQ simultaneously had significantly effect on ethical attitudes of university accounting students. But partially, only IQ has significantly and dominantly effects on ethical attitudes of university accounting students. **Contribution:** The results of this study provide implications for the formation and development of attitudes and ethical behavior for both accounting students as candidates for accountants and accountants themselves. Efforts to establish and develop attitudes and ethical behavior can be done with the development of IQ, EQ, and SQ comprehensively and proportionally that can be done through educational institutions (universities) for students and through training for accountants.*

**Keywords:** Intellectual Quotient, Emotional Quotient, Spiritual Quotient, Ethichal attitudes, Accountant.

Abstract ID: AIMC-2017-EBM-1481

**IMPACT OF CSR PRACTICES ON FIRM PERFORMANCE OF BANKING INDUSTRY IN MALAYSIA**

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**Abstract**

**Introduction:** *Nowadays the link between any related determinants of corporate social responsibility (CSR) and financial performance of companies has recently been an important subject in developing countries especially in Malaysia. Since there are different associations between CSR and financial performance in the literature, the purpose of this study is to examine the relationship between corporate social responsibility and firm performance of listed companies in Malaysia from the year 2008 until 2015. **Methodology:** This study adopted the same instruments used in prior CSR studies in measuring firm's CSR disclosure. **Findings:** The CSR disclosure level employ in this study is the proxy for firm's CSR activities. The finding from this study indicates that the CSR disclosure level is increased moderately during the period under study. **Contribution:** The findings can be used by the government, NGOs and the corporate world especially the banking sector to understand the level of CSR in Malaysia*

**Keywords:** Corporate Social Responsibility, Banking Sector, Malaysia

Abstract ID: AIMC-2017-EBM-1486

### DEVELOPING PROFESSIONAL SKEPTICISM AMONG FUTURE AUDITORS

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#### Abstract

**Introduction:** *This paper reports on a study of the level of skepticism among final year accounting undergraduates after a six month industrial attachment with a public accounting firm. **Methodology:** The study is based on responses received from students at one public and one private university in the Klang Valley using the modified Hurtt's Professional Skepticism Scale. **Findings:** The study finds that there is no significant difference in the level of professional skepticism between those from the public and private university and those whose attachment was at a Big-4 audit firm and those at a non-Big-4 audit firm. In addition, students who scored higher on individualism and lower power distance appear to have a higher level of skepticism. **Contribution:** this study can be used to understand the Developing Professional Skepticism among Future Auditors*

**Keywords:** Public accounting, Auditors

Abstract ID: AIMC-2017-EBM-2001

### DETERMINANTS FACTOR OF LECTURERS PERFORMANCE IN WEST SUMATRA

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#### Abstract

*The goal of this research is to look other approach to further improve the lecturers performance in West Sumatra. Based on theory, many concepts in human resources management and organizational behavior related with efforts to take higher performance from lecturers university. Leadership, culture, competence and commitment play a significant role in managing lecturers performance. In this research, we want to know about the effect of all variable on West Sumatra lecturers performance. This research used the survey research with questionnaires as the main data collections tool and using a quantitative approach. The respondents are lecturers from public and private universities at West Sumatra. Data analysis method uses a statistical model with the statistical program SPSS. The variables were measured with the concept from organizational behavior and the research found all variables significantly related to lecturers performance. The model stresses the importance of leadership, culture, competence and commitment support the lecturers performance at West Sumatra. Results from this study are expected to provide benefits to all stakeholders who have the interest in higher education like university management and government.*

**Keywords:** leadership, culture, competence, commitment, lecturers performance

Abstract ID: AIMC-2017-SSH-2003

### THE MEDIATING RELATIONSHIP OF CUSTOMER SATISFACTION BETWEEN BRAND TRUST, BRAND SOCIAL RESPONSIBILITY IMAGE WITH MODERATING ROLE OF SWITCHING COST

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#### Abstract

*In today's' resilient market competition, manufacturers of fast moving consumer goods are putting their best efforts to maintain brand loyalty. Despite the effectiveness of brand loyalty to increase sales, due to the availability of alternatives at large, recent trends indicate that brand loyalty among customers is decreasing. That is why there is a need to develop a framework that can increase brand loyalty to reduce marketing cost. We used customer satisfaction as a mediating variable between brand trust, brand social responsibility and brand loyalty. Furthermore, the role of switching cost as moderating variable has been assessed on the relationship of customer satisfaction and brand loyalty. Data was collected from buyers of fast moving consumer goods (milk brands) from different retail stores in Pakistan. Systematic random sampling was used. The methodology used is a descriptive analysis followed by structural equation modelling to test the hypothesis. Results showed that customer satisfaction partially mediates the relationship of brand trust, brand social responsibility image and brand loyalty. Moreover, switching cost when studied as moderator in fast moving consumer goods is insignificant on the relationship of customer satisfaction and brand loyalty. It is, therefore, other than satisfying their customers, managers need to develop trust and social responsibility image of the brand to make them brand loyal. Furthermore, managers need to focus on creating switching barriers other than cost to make satisfied customer brand loyal.*

**Keywords:** : Brand Trust, Brand Social Responsibility Image, Switching Cost, Customer Satisfaction, Brand Loyalty, Fast Moving Consumer Goods

## ***FUTURE CONFERENCES***

### **3<sup>rd</sup> ASIA International Conference 2017 (AIC-2017)**

*Venue: Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia*

*Date: 16-17 December 2017*

*Call / Whatsapp +601126277412 or visit our website <http://asiamediterranean.org/> for more details.*

*Facebook Page: <https://www.facebook.com/infoconnectingasia>*

### **International Conference on Management, Accounting, Business and Entrepreneurship (ICMABE 2017)**

*Venue: Jakarta, Indonesia*

*Date: 15-18 October 2017*

*Call / Whatsapp +601126277412 or visit our website <http://asiamediterranean.org/> for more details.*

*Facebook Page: <https://www.facebook.com/infoconnectingasia>*

## ***FUTURE WORKSHOPS***

### **Certification on Statistics and Data Analysis (Weekly Programme)**

*Date: 23 June 2017 (8weeks)*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

*Call / Whatsapp +601126277412 or Visit our website <http://asiamediterranean.org/> for more details.*

*Facebook Page: <https://www.facebook.com/infoconnectingasia>*

### **Workshop on Systematic Literature Review and Meta-Analysis**

*Date: 20 May 2017*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

*Call / Whatsapp +601126277412 or Visit our website <http://asiamediterranean.org/> for more details.*

### **Workshop on Structural Equation Modeling (SEM) Using AMOS**

*Date: 18-19 June 2017*

*Venue: UTM, Kuala Lumpur, Malaysia*

### **Workshop on Structural Equation Modeling (SEM) Using AMOS**

*Date: 24 July 2017*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

### **Workshop on Structural Equation Modeling (SEM) Using Smart PLS**

*Date: 25 August 2017*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*

### **Workshop on Qualitative Data Analysis using NVIVO**

*Date: 22 September 2017*

*Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.*