2nd ASIA INTERNATIONAL MULTIDISCIPLINARY CONFERENCE AIMC 2018

ABSTRACT BOOK

ECONOMICS, BUSINESS AND MANAGEMENT (EBM)

TECHNOLOGY & SOCIETY: A MULTIDISCIPLINARY PATHWAY FOR SUSTAINABLE DEVELOPMENT

12-13 MAY 2018
FACULTY OF MANAGEMENT
UNIVERSITI TEKNOLOGI MALAYSIA JOHOR BAHRU, MALAYSIA

ORGANISED BY

1) Life Sciences (LS)
2) Social Science and Humanities (SSH)
3) Economics, Business and Management (EBM)
4) Science Technology Engineering and Mathematics (STEM)
Economics, Business & Management
(EBM 2018)
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2nd ASIA International Multidisciplinary Conference (AIMC 2018) 12-13 May, Faculty of Management, Universiti Teknologi Malaysia, Johor Bahru, Malaysia
Schedule for Pre-Conference Workshop Series
2nd ASIA International Multidisciplinary Conference (AIMC 2018)

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

Venue: Faculty of Management T08, Universiti Teknologi Malaysia, Kuala Lampur, Malaysia

Friday 11th May 2018

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>09:00-17:30</td>
<td>Conference Registration</td>
</tr>
<tr>
<td>09:00-09:30</td>
<td>Workshop Registration</td>
</tr>
<tr>
<td>09:30-12:30</td>
<td>How to write a good chapter one for your research By Prof. Dr. Amran Rasli (UTM)</td>
</tr>
<tr>
<td>9:30-12:30</td>
<td>Moderation and Mediation Analysis: Theoretical development and testing by Assoc. Prof. Dr. Ahmad Jusoh (UTM)</td>
</tr>
<tr>
<td>9:30-12:30</td>
<td>UTM thesis formatting Using Endnote By Mr. Arslan Umar (UTM)</td>
</tr>
<tr>
<td>13:00-14:30</td>
<td>Lunch &amp; Prayer Break</td>
</tr>
<tr>
<td>14:30-17:00</td>
<td>Advanced issues in Structural Equation Modelling (SEM) using SmartPLS By Dr. Muhammad Imran Qureshi, (Connecting Asia, UniKL)</td>
</tr>
<tr>
<td>14:30-17:00</td>
<td>How to publish high impact journal papers, By Assoc. Prof. Dr. Mamun Habib (Bangladesh)</td>
</tr>
<tr>
<td>17:00-17:30</td>
<td>Tea Break</td>
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</tbody>
</table>
**Schedule for 2nd ASIA International Multidisciplinary Conference (AIMC 2018)**

**Conference Theme:** Technology and Society: a multidisciplinary pathway for sustainable development  
**Venue:** Faculty of Management, T-08, Universiti Teknologi Malaysia, Kuala Lumpur, Malaysia

**Saturday 12th May 2018**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>07:30-08:45</td>
<td>Registration</td>
</tr>
<tr>
<td>08:45-09:00</td>
<td>Guests Seating</td>
</tr>
<tr>
<td>09:00-09:10</td>
<td>Opening Note by <strong>Prof. Dr Amran Rasli</strong> <em>(Universiti Teknologi Malaysia)</em></td>
</tr>
<tr>
<td>09:10-09:40</td>
<td>Keynote Speech by <strong>Prof. Dr Toukai Akihiro</strong> <em>(Osaka University, Japan)</em></td>
</tr>
<tr>
<td>09:40-09:55</td>
<td>Keynote Speech by <strong>Assoc. Prof. Dr. Evan Lau</strong> <em>(Universiti Malaysia Sarawak)</em></td>
</tr>
<tr>
<td>09:55-10:10</td>
<td>Keynote Speech by <strong>Assoc. Prof. Dr. Md. Mamun Habib</strong> <em>(BRAC University, Bangladesh)</em></td>
</tr>
<tr>
<td>10:10-10:20</td>
<td>Keynote Speech by <strong>Dr. Siti Rahmah Awang</strong> <em>(Universiti Teknologi Malaysia)</em></td>
</tr>
<tr>
<td>10:20-10:30</td>
<td>Introduction to Connecting Asia by <strong>Dr. Muhammad Imran Qureshi</strong> <em>(University Kuala Lumpur)</em></td>
</tr>
<tr>
<td>10:30-10:35</td>
<td>Group Photograph</td>
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<tr>
<td><strong>10:35-11:00</strong></td>
<td><strong>Breakfast</strong></td>
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<tr>
<td>11:00-13:00</td>
<td>5 Slides 5 Minutes (5S 5M) Competition</td>
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<td></td>
<td>Poster Presentation Competition</td>
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<td>Parallel Sessions (Normal Presentations)</td>
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<tr>
<td><strong>13:00-14:30</strong></td>
<td><strong>Lunch &amp; Prayer Break</strong></td>
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<tr>
<td>14:30-15:30</td>
<td>5 Slides 5 Minutes (5S 5M) Competition</td>
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<td></td>
<td>Poster Presentation Competition</td>
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<td>Parallel Sessions (Normal Presentations)</td>
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<tr>
<td><strong>15:30-15:45</strong></td>
<td><strong>Tea Break</strong></td>
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<tr>
<td>15:45-17:30</td>
<td>5 Slides 5 Minutes (5S 5M) Competition</td>
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<td></td>
<td>Poster Presentation Competition</td>
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<td>Parallel Sessions (Normal Presentations)</td>
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CONFERENCE GALA DINNER

(AIMC 2018)
2nd ASIA International Multidisciplinary Conference

Venue: Pulai Spring Resort, Skudai, Johor Bahru

Date: 12th May 2018

Time: 19:00 – 22:00 Hours

<table>
<thead>
<tr>
<th>Time</th>
<th>Program</th>
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<tr>
<td>19:00 – 19:30</td>
<td>Registration &amp; Guest Seating</td>
</tr>
<tr>
<td>19:30 – 19:40</td>
<td>Welcome Speech by Conference Chairman Prof. Dr Amran Rasli</td>
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<td>19:40 – 19:50</td>
<td>Montage (ASIA Achievements &amp; AIMC 2018)</td>
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<tr>
<td>19:50 – 20:00</td>
<td>About ASIA till Now and Future Plans of ASIA Launch of ASIA Membership Campaign by Dr Muhammad Imran</td>
</tr>
<tr>
<td>20:00 – 20:30</td>
<td>Presentation of Awards and Cash Prizes</td>
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<tr>
<td>20:30 – 21:15</td>
<td>Cultural Event</td>
</tr>
<tr>
<td>21:15 – 21:20</td>
<td>Vote For Thanks (Dr. Muhammad Imran Qureshi)</td>
</tr>
<tr>
<td>21:20 – 21:25</td>
<td>Photo Sessions</td>
</tr>
<tr>
<td>21:25 – 22:00</td>
<td>Networking &amp; Dinner</td>
</tr>
<tr>
<td>22:00</td>
<td>End of the Event</td>
</tr>
</tbody>
</table>

Dinner Theme: Connecting People Globally

Dinner Attire: Traditional Attire

Tuesday, 13th May 2018

09:00-17:00 Virtual Conference (for virtual presenters only)

20km, Jalan Pontian Lama, 81110 Pulai, Johor Malaysia
Tel: +607 521 2121, Fax: +607521 1818, Email: enquiry@pulaisprings.com

(The Guests are requested to wear their own Traditional Attire)

Cash award will be given to only those winners of 5Slide 5Minute and poster competition who are present at Dinner ceremony
WELCOME MESSAGE FROM CONFERENCE CHAIR

Professor Dr. Amran Rasli

We welcome all respected presenters to 2nd ASIA International Multidisciplinary Conference (AIMC 2018). As per the previous ASIA International Multidisciplinary Conference AIMC 2017, we received so many abstracts from so many researchers from many parts of the world. Since this year is the third AIC, we have decided to give back more to those who participated this year. Firstly, we have arranged for a series of value added pre- and post-conference workshops which we believe will be very beneficial to the attendees. The pre-conference workshop covers five areas which have always been the bane of most researchers, i.e. how to write a good introduction chapter to your research, moderation and mediation analysis, advanced issues in structural equation modelling using SmartPLS, how to publish in high impact factor journals and how to format thesis and article for publication. We hope that through these workshops, the attendees will be able to improve their research and writing skills accordingly. As always, we will try to assist you as ASIA is a venue where we network and help each other as best possible.

Other than the workshops we provide travel grants for deserving participants. This is part of our corporate social responsibility on top of our financial support for deserving postgraduate students studying at UTM.

Finally, we have raised the bar by focusing on better quality articles for acceptance to be published in reputable journals. We do hope that participants would understand that publication is a long and tedious process that involves many rounds of reviews and corrections. For these reasons, we hope that participants could assist by putting in more effort to ensure that articles submitted are original, error-free and fulfil the quality standard imposed. So, help us to help you and the others as well, as a delay in submission by some individuals will affect the others as well.

We have the gala dinner which we hope all the participants would attend as this is the venue where we could chill, let our hair down and network together. And yes, we will be singing together as before!!

May 2nd ASIA International Multidisciplinary Conference (AIMC 2018) bring many benefits to all of us.

Happy conferencing.
## SESSION CHAIRS AND JUDGES

<table>
<thead>
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<th>Institution</th>
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<tr>
<td>Assoc Prof. Hashanah Ismail</td>
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<td>Universiti Putra Malaysia</td>
</tr>
<tr>
<td>Associate Prof. Dr. Khairil wahidin Awang</td>
<td>Universiti Putra Malaysia</td>
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<td>Associate Prof. Dr. Mazlina Mustapha</td>
<td>Universiti Putra Malaysia</td>
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<td>Dr Muhammad bin Azmi</td>
<td>Universiti Kuala Lumpur, Malaysian Institute of Industrial Technology</td>
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<td>Dr. Farhana Diana Deris</td>
<td>Universiti Teknologi Malaysia</td>
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<tr>
<td>Dr. Helmi Adly Mohd Noor</td>
<td>Universiti Kuala Lumpur, Malaysian Institute of Industrial Technology</td>
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<td>Dr. Ikrom Mirzarustamovich Rikhsiboev</td>
<td>Universiti Kuala Lumpur, Malaysian Institute of Industrial Technology</td>
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<td>Dr. Kang Chia Chao</td>
<td>Universiti Kuala Lumpur, Malaysian Institute of Industrial Technology</td>
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<tr>
<td>Dr. Muhammad Adil Khattak</td>
<td>Universiti Teknologi Malaysia</td>
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<tr>
<td>Dr. Muhammad Arshad Javed</td>
<td>Universiti Teknologi Malaysia</td>
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<td>Dr. Muhammad Kamal Jaffar</td>
<td>Universiti Teknologi Malaysia</td>
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<td>Dr. Muhammad Yasir</td>
<td>Charsadda University, Pakistan</td>
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<td>Dr. Nurwina Akmal Binti Anuar</td>
<td>Universiti Teknologi Malaysia</td>
</tr>
<tr>
<td>Dr. Qais Ali</td>
<td>Universiti Teknologi Malaysia</td>
</tr>
<tr>
<td>Dr. Siti Sarawati Binti Hj. Johar</td>
<td>Department of Social Science, Centre for General Studies and Cocurricular, Universiti Tun Hussein Onn Malaysia,</td>
</tr>
<tr>
<td>Dr. Syed Zuhaib Haider Rizvi</td>
<td>Universiti Teknologi Malaysia</td>
</tr>
<tr>
<td>Dr. Siti Rahmah Awang</td>
<td>Universiti Teknologi Malaysia</td>
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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.
10. Rules for 5 Slide 5 minute competition need to be strictly followed.
11. Cash award will be given to only those presenters who are present at Dinner ceremony.
EDITORIAL TEAM

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Universiti Teknologi Malaysia, Malaysia.

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Malaysian Institute of Industrial Technology (MITEC), Universiti Kuala Lumpur, Malaysia

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● Mr. Abdul Sami
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● Mr. Arslan Umar
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<thead>
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<th>Affiliation</th>
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<tbody>
<tr>
<td>Prof. Dr. Ayuba A Aminu</td>
<td>University of Maiduguri, Borno State, Nigeria.</td>
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<tr>
<td>Prof. Dr. Cai Jianfeng</td>
<td>Vice Dean School of Management, Northwestern Poly Technical University, Xian, China.</td>
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<td>Dean &amp; Professor, Faculty of Management, Universiti Teknologi Malaysia (UTM), Malaysia.</td>
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<td>Prof. Dr. Nasser Ali Khan</td>
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<td>Professor, Faculty of Management, Universiti Teknologi Malaysia.</td>
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<td>School of chemistry, Shaheed Benazir Bhutto University, Shaheed Benazirabad, Sindh, Pakistan.</td>
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<td>Assistant Prof. Dr. Amira Khattak</td>
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<td>Assistant Prof. Dr. Umara Noorin</td>
<td>College of Business Administration, Prince Sultan University, Women Campus, Riyadh, Saudi Arabia.</td>
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<td>Department of Business Administration, Iqra University, Karachi, Pakistan.</td>
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<td>Superior University Lahore, Pakistan.</td>
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<td>Dr. Ibrahim Danjuma</td>
<td>Modibbo Adama University of Technology, Nigeria.</td>
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<td>Affiliation</td>
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<tr>
<td>Dr. Low Hock Heng</td>
<td>Faculty of Management, UTM, Malaysia.</td>
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<td>Assistant Prof. FATA University, FR, Kohat, Pakistan.</td>
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<td>Department of Business Administration, University of Sargodha, Pakistan.</td>
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<td>Department of Economics, Abdul Wali Khan University Mardan, Pakistan.</td>
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<td>Dr. Shaghayegh Malekifar</td>
<td>RMIT, Vietnam.</td>
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<td>Faculty of Management, UTM, Malaysia.</td>
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<td>Deputy Dean (FMS), In-charge, Accounting and Finance Department, International Islamic University, Islamabad, Pakistan.</td>
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<td>King Abdulaziz Military Academy, Saudi Arabia.</td>
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<td>Dr. Yulia Hendri Yeni</td>
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<tr>
<td>Dr. Zeshan Ahmer</td>
<td>University of the Punjab, Pakistan</td>
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Team for 2nd ASIA International Multidisciplinary Conference (AIMC 2018)

Conference Chair
Professor Dr Amran Rasli

Program Director
Dr Muhammad Imran Qureshi

Committee Heads
✓ Mr. Aliyu Isah-Chikaji
✓ Dr. Muhammad Yasir
✓ Mr. Mansoor Nazir Bhatti
✓ Mr. Abdul Sami
✓ Mr. Arslan Umar
✓ Mr. Noor Ullah Khan
✓ Mr. Muhammad Shafiq
✓ Ms. Sobia Irum
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Mr. Abrar Ullah
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Ms. Nurul Ain Binti Abdul Rahman
Ms. Sonia Afrin Biswas
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OUR DIGNITARIES

**Toukai Akihiro** is a Professor at Osaka University Japan. Director of, sustainability design on-site research center, Osaka University Japan. He is a renowned scholar with over 140 publications in highly reputable journals. His areas of expertise include; Risk Assessment, Risk Management, Environmental Management. He worked as a specially appointed professor at Environmental Engineering, Graduate School of Engineering from 2004-2005 and at Division of Sustainable Energy and Environmental Engineering, Graduate School of Engineering from 2005-2008. Dr. Toukai is a member of several professional societies like; Japan Society for Environmental Chemistry, Japan Society of Material Cycles and Waste Management, Japan Society on Water Environment, Society of Environmental Science, Japan, The Japan Association for Social and Economic Systems Studies, Japan Society of Civil Engineers, The Society for Risk Analysis Japan, The Japanese Society for Science Policy and Research Management, Society for Risk Analysis and Center for Environmental Information Science.

**Professor Dr Amran Rasli** has a PhD in Society, Business & Globalisation from Roskilde University, Denmark. 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 39 PhD scholars so far. He had been invited as a visiting professor at University of Southern Australia, 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, Universitas Bung Hatta, Indonesia, Sarhad University, Pakistan, Islamia College, Pakistan and City University, Peshawar. He is currently an Adjunct Professor at Asia E-University.
Evan Lau is a well-trained Universiti Putra Malaysia graduate with vast experience and research excellence covering the areas of International Economics with numerous applications of econometrics techniques. He is the Managing Editor of International Journal of Business and Society (IJBS). He was the Deputy Dean for Research and Postgraduate, the director of Centre for Business, Economics and Finance Forecasting (BEFfore) and Visiting Scholar in Faculty of Economics in University of Cambridge. His journal articles publications are stand at 89. His excellence in research brought him towards several award winnings including 3 times recipients of Young Researcher Award in UNIMAS; 2 times recipients Excellent Service Award, numerous research medals from several Research Expo, best papers andHighest Impact Journal Paper Award (Social Science Cluster) for UNIMAS. To date, he had successfully supervised 4 Ph.D (Economics),11 Master of Science (Economics), 37 students from Corporate Master in Business Administration (CMBA) and 116 undergraduates. He also managed to examine 36 postgraduate thesis and 136 undergraduate research projects. As an active researcher, he has been awarded 27research grants from numerous sources. He were listed as Top 10% economists in Malaysia since 2008 and Top 12% in Asia since 2012 by the Research Papers in Economics (RePEc). He was cited as Top 10 Most Productive Malaysian Based Authors in Arts, Humanities and Social Sciences for the year from 2001 to 2010, published by the Malaysian Citation Centre (MCC). His profile is also made available at SCOPUS, RePEc, ResearchGate, Google Scholar and Academia where he was among the highly cited authors in UNIMAS.

Dr. Siti Rahmah Awang is a statistics lecturer at Faculty of Management, UTM. She received Bachelor’s degree in Mathematics and Statistics from California State University Long Beach, Master’s degree in Statistics from Sheffield University and her PhD in Applied Statistics from Universiti Teknologi MARA, Malaysia. Siti Rahmah has 25 years of academic experience, beginning in 1992 with Universiti Teknologi MARA (UiTM). She worked 9 years for UiTM and then moved to Universiti Teknologi Malaysia (UTM) in 2002. She is now the Faculty of Management Research Manager. Her recent research activities include applied statistics especially in social science research; Psychometrics, Multiple Intelligence, Employability, Leadership and Fuzzy Modelling. She has won silver and bronze medal in Industrial Art & Technology Exhibition (INATEX) for the development of Psychometrics tests for People with Epilepsy and Tahfiz School Students.
Dr. Md. Mamun Habib is an Associate Professor at BRAC Business School (BBS), BRAC University, Bangladesh. In addition, Dr. Habib is the Visiting Scientist of University of Texas – Arlington, USA. Prior to that, he was Associate Professor at Asia Graduate School of Business (AGSB) at UNITAR International University, Malaysia and the Dept. of Operations Research/Decision Sciences, Universiti Utara Malaysia (UUM), Malaysia. He accomplished his Ph.D. and M.S. with outstanding performance in Computer & Engineering Management (CEM) under the Graduate School of Business (GSB) from Assumption University, Thailand. He has 17 years’ experience in the field of teaching as well as in training, workshops, consultancy and research. At present, he is supervising some Ph.D. students at locally and internationally. He is actively involved with national and international research grant projects. As a researcher, Dr. Habib published more than 100 research papers, including Conference Proceedings, Journal articles, and book chapters/books. He is the Editor-in-Chief in International Journal of Supply Chain Management (IJSCM), London, UK (SCOPUS Indexed). He serves as the Editor-in-Chief/Lead Guest Editor/Editor/Editorial Board Member/Reviewer of more than 20 journals, particularly Scopus and Thomson Reuters Indexed Journals. Also, he delivers lecture as Keynote Speaker at more than 30 international conferences. He also serves as General Chair, Program Chair, Technical Chair, Organizing Committee Member, Technical Committee Member, Track Chair, Session Chair as well as Reviewer of numerous international conferences. His core research areas are supply chain management, production & operations management, operations research, research methodology, engineering management, technology management, and educational management. Finally, Dr. Habib is an active member of different professional organizations, including IEEE (Senior Member), IEOM (President, SCM Technical Division), IETI (Senior Member and Board of Director), IRED (Fellow), GRDS (Vice-President), IEB, AIMS, INFOMS, just to name a few. He is involved with QS World University Ranking and Times Higher Education Ranking as an academician.

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 45. 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 13. He is also author of three text books.
Mazlina Mustapha, is doctor and an Associate Professor at the Department of Accounting and Finance, Faculty of Economics and Management, Universiti Putra Malaysia. She has more than 20 years of academic and industry experience. Prior to joining UPM, she served as an accountant at Sapura Industrial Bhd and auditor at Arthur Andersen & Co. She obtained her PhD from Universiti Utara Malaysia in 2010 and Master of Business Administration from Universiti Kebangsaan Malaysia in 2000. She is a member of the Malaysian Institute of Accountant and Institute of Internal Auditors Malaysia. Her areas of research interests include audit, corporate governance, management accounting and accounting education. Dr Mazlina currently heads the Department of Accounting and Finance of the Faculty of Economics and Management, UPM.

Khairil Wahidin Awang, PhD, is a Professor of Tourism at the Faculty of Hospitality, Tourism and Wellness, Universiti Malaysia Kelantan, Kota Bharu. He obtained his BSc in Geology and MA in Geography from the University of Nebraska, the U.S., and Ph.D in Tourism Geography from the University of Wales-Aberystwyth, the U.K. Professor Khairil specializes in the tourism-sustainability agenda. His research interest covers the arena of spatial and temperate tourism development, focusing on intertwined issues rooted in varies tourism subsectors, and of particular the small and medium-sized accommodation and attraction entities. These span across different forms of tourism; ecotourism, community-based tourism, green-tourism, rural tourism and of recent Islamic tourism. Khairil had been engaged on different capacities by the World Wide Fund for Nature, the Cambodian Government and local and private organization, and of recent the United Nations World Tourism Organization. Khairil had been in the past a Research Associate at the Islamic Tourism Centre, the Ministry of Tourism and Culture Malaysia, a Deputy Dean, a Head of Department and a Visiting Professor. Currently he teaches Business Research Methodology and tourism subjects besides supervising postgraduate students at the Universiti Malaysia Kelantan.

Hasmah Zanuddin, PhD University of Westminster, London, Associate Professor at the Dept. of Media Studies, Faculty of Arts & Social Sciences, University of Malaya, Kuala Lumpur, Malaysia. Her expertise is Public Relations, Media & Communication Policy & Management, Research Method, Content Studies and Audience Research. She has vast experience in research collaborations at the national and international level such as the Korean-Australian Research Center, University of New South Wales, Australia. Her academic works were published in books, book chapters and journal articles. She stays active as the Working Committee to the Social Development Cluster of the Majlis Profesor Negara (MPN) and a member to the Working Committee for the Social Council led by the Implementation, Coordination Unit (ICU) Prime Minister's Dept. Malaysia.
Hashanah Ismail was formerly an Associate Professor in the Department of Accounting and Finance, Faculty of Economics and Management, Universiti Putra Malaysia. Hashanah formally retired at the end of 2016. However Associate Prof Hashanah is still serving UPM as a part-time lecturer for the Executive Accounting programme and Volunteer lecturer for the full time students at UPM. She is a member of MICPA having qualified as a CPA whilst working with Ernst and Young Kuala Lumpur. She has been contributing papers to the MICPA Journal as well as being the MICPA link person at UPM. AP Hashanah was in the Committee for Halatuju 1, 2 and 3 for the Undergraduate Accounting programmes in Malaysia, working jointly with MIA and MOHE. She also has worked as Project Manager for two Accounting Standards with MASB. Currently she is also a member of the British Accounting and Finance Association, The Asian Accounting Academic Association, the Malaysian Accounting Academic Association and The Mediterranean Accounting Association, Italy. Hashanah has published in areas of auditing, financial reporting and accounting education.

Dr. Hj. Rosmaini bin Tasmin is currently an Associate Professor at Faculty of Technology Management and Business, UTHM. He was the Director of University and Industry Relations Office, the Assistant Vice Chancellor Office for Industry and Community Relations, UTHM. Previously, he also served as the Deputy Director of Strategic and Quality Management Office, UTHM. He earned his PhD in corporate Knowledge Management (KM) from Multimedia University (MMU) Cyberjaya, Malaysia in 2008. He pursued Masters in Technology Management in UTM in 2001. His bachelor degree is in Computer Engineering, from the University of Texas at Arlington (UTA) in the United States of America in 1991. Dr. Tasmin has had over 10 years of industrial working experience in multinational corporations, such as Sony Video Malaysia, Sumitomo Electric (JB) and Thomson Mechatronics (USA group). In 1997, he was awarded the prestigious FUJITSU Asia-Pacific Scholarship Programme (FAPSP) Award by Fujitsu Ltd. Japan, at JAIMS in collaboration with the University of Hawaii at Manoa, Honolulu, USA. At JAIMS Honolulu, he was voted to be the recipient of Student of Choice Award 1997 and the Gold Winner of the Presidential Speech. A major part of his working, training, teaching, and research experience involves multinational corporations, manufacturing resources planning (MRP) systems ~ SAP, Oracle and Movex, lean manufacturing, strategic knowledge management, product innovation, quality management, the IoT, big data and cloud computing. His multidisciplinary research spans from cloud computing, e-learning in manufacturing environment, production and operations management, knowledge management assessments, and tacit and explicit knowledge. Dr. Tasmin has executed collaborative Sabbatical research at University of Vaasa, Finland, honouring MoU between UTHM and UVA. In 2015, his IT product development team has developed firmware for interfacing magnetic device that integrates computer with ACS smart reader for auto-capturing of data, targeting market for schools and universities. Currently, he leads a System Assurance (SA) team in national joint consulting and collaboration project, worth RM326K, between UTHM and Sapura Sdn. Bhd. for the MRT2.
Call for Paper

4th ASIA International Conference 2018 (AIC-2018)

Tentative Dates: 15-16 December 2018
Tentative Venue: UTM, Kuala Lumpur, Malaysia

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A SYNTHESIS OF CORPORATE SOCIAL RESPONSIBILITY CONCEPT, AS A MECHANISM TO ENHANCED ORGANIZATIONAL REPUTATION IN NIGERIA

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Abstract

The connection between corporate philanthropy and firm has strong controversial issues. More so, corporate philanthropy is frequently criticized as an agency cost since it may serve narrow an administrative self-interests. As a society additionally concerned with their environment, organisations have started to transform their activities as a response to deal with the public new concerns. 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. The paper examines CRS using personal observations, dealing with some company’s managers, employees and environmentalists, and library research with a view to finding out whether CRS principles can bring a positive impact to the organization. Based on this study, was discovered that, Business firms recognize and practice corporate philanthropy designed to address social development obstacles in Nigeria. The paper therefore recommends that, organizations have to develop a diversity of policies for treating this interesting of community wants and desires, the natural environment, with consequent business imperative and esteem on how intensely and well they are coordinating social responsibility move toward into both policy and routine operations.

Keywords: Corporate Philanthropy, Corporate Governance, Organizational Reputation, Stake Holders, Nigeria.

THE LINKS BETWEEN PERCEIVED TRAINING UTILITY, SUPERVISOR’S SUPPORT, PEER’S SUPPORT, OPPORTUNITY TO PERFORM AND TRANSFER OF TRAINING

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Abstract

The objective of the current study was to explore the moderating effect of Supervisor’s support, Peer’s support and opportunity to perform between perceived training utility and transfer of training. Data was collected from the banking sector of Pakistan. Finally, 215 questionnaires were used for final analysis which was 72% of the distributed Questionnaires. SPSS software was used to extract the information from the collected data. The regression analysis proved that there is a positive relationship between perceived training utility and transfer of training and also Supervisor’s support, Peer’s support and opportunity to perform moderate the relationship between perceived training utility and transfer of training.

Keywords: Perceived training utility; Supervisor’s support; Peer’s support; transfer of training

MANAGERIAL CONSTRUCTS AND PERFORMANCE OF SMALL AND MEDIUM ENTERPRISES IN BAUCHI STATE

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Abstract

Managerial anageri Constructs and Performance of Small and Medium Enterprises in Bauchi state Abstract The impact of Small Medium Enterprises (SMEs) on economic growth and development has attracted global attention of policy makers and academic researchers. In Nigeria, many financing policies were designed and implemented to boost the sector, but the result contradicted expectations. Therefore, this study is designed to determine the impact of managerial constructs on SMEs performance in Bauchi state. Managerial performance was measured on three managerial constructs: entrepreneurial characteristics, organizational configuration and task environmental scanning. Based on a cross-sectional research design survey questionnaire was used to collect data from 237 SME owners-managers in the state. The data were analyzed using descriptive statistics, Spearman rank correlation and multiple regression analyses with Statistical Package for Social Sciences (SPSS) version 18. The output showed that: entrepreneurial characteristics have significant impact on SMEs performance; organizational configuration has significant impact on SMEs performance while environmental scanning has no significant impact on SMEs performance in the state. The study, therefore, concluded that lacks of application of managerial constructs is the factor behind poor SMEs performance in the state and unless measures are put in place by stakeholders, Nigeria cannot reap the benefit of the SME sector. Lastly, it was recommended that government, NGOs and SME owner-managers; unions should work together towards improving the application of managerial constructs by SME owner-managers.

Keywords: Managerial Constructs, SMEs and Performance
AIMC-2018-EBM-5
IMPACT OF RELIGIOSITY ON COST OF DEBT AND CREDIT RISK: EVIDENCE FROM BRICS COUNTRIES

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Abstract
Objective: The world economy is encompassing continuous process of change along with transformation from bipolarism to multipolarism. Expansion of BRICS economies and their conversion towards developed economies type is essentially certain. Cross-country differences in credit risks are most likely to be influenced by changes in regulatory controls and monitoring among different countries, as well by softer dimensions such as religion as religions offer direct direction on human actions/behaviors when involving in economic actions. Methodology/Results: This study explores the effect of religiosity on cost of debt & credit risk in banking context of “Brazil, Russia, India, China and South Africa” (BRICS Countries). Dynamic panel model estimation using Arellano-Bover Blundell Bond test is used for the present study. It employed 2-steps GMM (generalized method of moments) technique. Results suggested an inverse/negative relation between religiosity (which is measured from “World Values Surveys” (WVS), & Interest spread which is charged on commercial debts. Credit risk is also negatively related to society’s religiosity. Sensitivity Measures: This study provides strong evidence internationally i.e. religiosity is linked to economic benefits as it lowers the cost of debt and decreases credit risk. Sensitivity checks also confirmed that results of the research study are robust to alternatives measures.

Keywords: Religiosity, Cost of debt, Credit risk, BRICS

AIMC-2018-EBM-6
RATIONALITY & BEHAVIORAL BIAS IN INVESTMENT DECISION: EMPIRICAL EVIDENCE FROM PAKISTAN STOCK EXCHANGE

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Abstract
Purpose: This study aims to explore the relationship between rational decision making process and behavioral biases of individual investors in Pakistan stock exchange (PSX). This research also take into account the impact of demographic factors on rational decision making process and how those distinctions shows themselves as behavioral biases. Methodology: The data was statistically analyzed using IBM Statistical Package for Social Sciences (SPSS) version 20. The data collected through the survey by incorporating a sample size of (N=210). Structural Equation modeling is used to determine the effect of rationality and behavioral biases in investor decision making. Findings: Empirical evidence suggests that investors do follow the rational decision making process and starts the investment procedure for demand identification and analyzing the their current financial status and the implication their investment decision will have on their current status then they continue on for Information searching to find all possible alternatives through their available resources and then after analyzing the alternatives they finally choose an option but apart from following the rational decision making process.

Keywords: Cognitive Biases, Investor decision making, Rationality, PSX.

AIMC-2018-EBM-7
EMPIRICAL INVESTIGATION OF THE LINKAGE BETWEEN CORPORATE SOCIAL RESPONSIBILITY AND FINANCIAL PERFORMANCE OF QUOTED CONGLOMERATES FIRMS IN NIGERIA

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Abstract
This study investigates empirically the relationship between corporate social responsibility and financial performance of quoted conglomerates firms in Nigeria. The objective of this study is to investigate the linkage that exist between corporate social responsibility and financial performance of listed conglomerates firms in Nigeria. The study utilizes secondary data sourced from eight listed conglomerates firms in the Nigeria Stock Exchange, a sample of four conglomerates firms were selected using random sampling procedure. Financial summary of ten years period (i.e 2003-2012) were used to obtain data for the study. Multiple regression analysis was employed as a statistical technique for analyzing the data collected, the independent variables are ROA, ROE and EPS as measured of financial performance while the dependent variable is Donations disclosed in annual reports. Findings from the analysis indicate that CSR have significant relationship with ROA, ROE, EPS at both 1% and 5% respectively. Therefore, the study recommended that quoted conglomerates firms should embrace the spirit of CSR as it has positive relationship with ROA, ROE, EPS and government should determine the amount of charitable donations to be reported in their annual reports.

Keywords: Conglomerates, Financial Performance, Corporate social responsibility, Nigeria
AIMC-2018-EBM-8
AN ASSESSMENT OF THE IMPACT OF INTERNAL AUDITING ON THE FINANCIAL MANAGEMENT OF LOCAL GOVERNMENT (A STUDY OF KATAGUM LOCAL GOVERNMENT AREA OF BAUCHI STATE)

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Abstract

This study examines the impact of internal auditing on the financial management of local government, with particular reference and attention to the katagum local government area of Bauchi state. Staff of internal audit, finance and account constitutes the population of the study from which a sample size of forty (40) respondents was selected based on convenience sampling method. Chi-square (x2) method was adopted as a statistical tool of data analysis to analyzed the collected data. The result indicates that internal audit impact positively and significantly on the financial management of Katagum local government. It is recommended that internal audit unit of the Katagum local government should be allowed to fully access all the local government account and records, properties and investments files to carry out their duties diligently. Internal audit unit staff should also be allow to attend workshops, seminars, conferences in order to broaden their knowledge. Adequate independence should be given to the unit to discharge their duties without due interference and regular review of the whole system of internal control in the local government should be carried out. Keywords: Internal Auditing, Financial Management, Internal Control, Katagum Local Government Council.

Keywords: Internal Auditing, Financial Management, Internal Control, Katagum Local Government Council.

AIMC-2018-EBM-13
QUALITY, TRUST AND ADAPTIVE PERFORMANCE IN THE NIGERIAN COMMERCIAL BANKS

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Abstract

The main objective of this paper is to provide empirical evidence on the moderating influence of trust on the relationship between quality and adaptive performance in the Nigerian commercial banks. Hence, performances of managers are reported to be below expectation, thus contributing to the entire commercial banks poor performance. Data were collected through research assistance employed, by administering questionnaires to 600 commercial bank branch managers. The study used stratified random sampling, in which samples were drawn within the six geographical zones selected. Data were analyzed using Statistical Package for Social Science (SPSS) version 20.0. A framework was developed to examine the moderating influence of trust on the relationship between quality and adaptive performance in the Nigerian commercial banks. The results findings of the analysis shown that, trust moderates the relationships between quality and adaptive performance in the study. Thus, this is a dire need to explore this issue in the future. Therefore, conclusion was provided and the direction for future research was also provided.

Keywords: Quality, Trust, Adaptive Performance, Commercial Banks, Nigeria

AIMC-2018-EBM-14
AN EMPIRICAL STUDY ON CONSUMER ATTITUDE AND MOTIVES TOWARDS SOCIAL MEDIA CUSTOMER ENGAGEMENT

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Abstract

There are more than 2.5 billion social media users today, Contemporary marketing professionals have included social media as an important part of their communication mix. Majority of the organizations are communicating with their consumers by using a Facebook fan page, by using a twitter handle, by posting videos on YOUTUBE and more. And consumers are also joining social media interactions lead by brands. Consumers like the content, share the content and express their views, happiness and disappointments, related to a brand. Though marketers are very excited by this response, they are more curious to understand various facets of social media consumer to enhance engagement and strengthen their relationship with their consumers. This paper attempts to understand few basic dimensions of social media engagement. This research work tries to find out the attitude of the socially engaged customers towards social media engagement and it also tries to find out the motives of socially engaged customers to participate in social media engagement. To find the answers to the research questions, the authors conducted quantitative, descriptive research. The researchers interviewed socially engaged customers who are already part of a social media brand community and collected their responses. The scope of the research work has been narrowed down to Indian mobile telecommunication industry and Facebook users who are already a member of a telecom brand’s Facebook page were interviewed. The findings from the research work suggest that social media users have a positive attitude towards social media engagement and among the 7 different motives, ‘promotional deals’ was the most important motive to participate in a social media interactions with a brand.

Keywords: Customer Engagement, Social media, Social Media Engagement, Facebook Engagement.
AIMC-2018-EBM-20
INFLUENCE OF EFFICACY FACTORS ON CAREER ADVANCEMENT OF FEMALE ACADEMICS

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Abstract
This study examines the influence of efficacy variables on the career advancement of female academic staff in Nigerian universities. Correlation and regression analysis were conducted for four independent variables and a dependent variable on 20 public universities academic staff. Data were collected using a structured self-administered questionnaire. The dependent variable was academic efficacy; career advancement and the independent variables were efficacy factors. Using stratified random sampling, 532 female academic staff were selected from federal and state universities as samples of study. Regression analysis showed that efficacy variables, specifically, training, personality trait (conscientiousness), self-performance and family support had influenced the career advancement of the female academic staff with medium variance explanatory power of the model. This study creates an insight into the knowledge of career advancement of female academic staff in public universities. These institutions dominate the university system in Nigeria and serve as the main avenue for university education in the country. At the level of higher institution, the study is significant, particularly in creating awareness among academic staff about their career planning and aspirations, the role of their perceive efficacies play in their advancement to higher positions in the university and how they should utilize those factors for further status in their career. The paper examines efficacy factors (limited to training, personality traits, self-performance and family support) that are of concern to managing the career advancement of female academic staff in public universities.

Keywords: Self-efficacy, Career advancement, Female academic staff, Nigerian universities, Human resource development

AIMC-2018-EBM-22
BUSINESS DECISIONS FOR INDUSTRY SWITCHING ON SHAREHOLDER WEALTH

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Abstract
The study aims to examine shareholder wealth effects of Malaysia companies associated with the business decision for switching their industry during the study period of 2010 and 2017 by using a standard of event study methodology. Based on examination related to the announcement published on Stock Exchange, there are 66 announcements were identified, however, four companies have participated in the business decision for changing their business focus more than once time has been analyzed. From the analysis, the main findings show a positive share price reactions of around 6% on the day of announcement releases. This result suggests that company's decision for switching business sector carry an implication value for shareholders wealth. However, the result reported insignificant value in their share returns could be dedicated to a possible reason for premature leakage information. Also, the timing of information releases that coincide with other positive market events could be generated to this result. In particular, this emphasizes evidence of the Malaysia capital market characteristics with the semi-strong efficient market. Moreover, the motive for business switching prediction for market valuation effect is correlated with the various indicators of economic activity.

Keywords: Industry Switching, Shareholder Wealth

AIMC-2018-EBM-24
THE VALUE RELEVANCE OF FINANCIAL REPORTING AFTER THE ADOPTION OF IFRS: AN ASSESSMENT OF NIGERIAN LISTED COMPANIES

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Abstract
This study investigates the value relevance of financial reporting among Nigerian listed companies after the adoption of International Financial Reporting Standards (IFRS). 77 sample companies were randomly selected from the population. Secondary data were collected from UUM-Data stream in the annual reports and accounts of the sample companies, which consist of Stock price (dependent variable), Book value of equity and net income as (independent variables) for the 2017 financial year. Ordinary Least Square Regression was the method used in analyzing the variables. The regression result
revealed that there is a positive and significant relationship between book value of equity and net income on stock price. These reveal that the financial reporting of listed companies in Nigeria is more value relevant after the adoption of IFRS. In view of the findings, the study recommends that, Nigerian Stock Exchange should ensure that all listed companies are complied with the accounting framework issued by IFRS, in order to have full disclosure of their financial reporting which in turn would attract foreign direct investment.

Keywords: IFRS; Value Relevance; Financial Reporting; Stock Price; Nigeria

AIMC-2018-EBM-25
AN ASSESSMENT OF THE IMPACT OF FINANCIAL STATEMENT ON INVESTMENT DECISION: A CASE OF NIGERIAN TELECOM INDUSTRY
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Abstract
This study assesses the impact of financial statements on investment decision: using Nigerian telecom industry as a case study. Considering the fact that Financial Reporting Standards and Practices have in the recent past come under criticisms, demanding accountants to take further steps in ensuring the true and fair view of the actual worth of business which comprises; profitability, liquidity and efficiency ratios are published in the financial statements. The main objective of the study is to assess the impact of financial statement on investment decision in Nigerian telecom industry. This study used financial ratios as the measures of investment decision. Secondary data from four years financial statements of the telecom industry was collected from the annual reports and accounts of the listed companies in the sector and assessed. Ordinary least squares (OLS) regression method of analysis was adopted to test the hypotheses with the use of SPSS version 21. The result of regression equation obtained revealed that, the transparency of profitability ratio, liquidity ratio and efficiency ratio in the telecom industry has significant influence on the investment decision of the users of financial statements. All the parameters employed in regression equation of the study were statistically significant in the test of hypotheses. It is an indication that, the model for this study is good for investment decision by the potential investors and for policy making purposes by the management of telecom industry. The descriptive statistics and analysis of the results reveals that publishing a true financial statement as required by Financial Reporting Standard (FRS) is one of the primary responsibilities of management to the investors. It further showed that investors do understand well the profitability, liquidity and efficiency ratios in the content of financial statement before making investment decision. The analysis results also indicated that investors heavily depend on the credibility of financial statement in making investment decisions and as such published financial statement is very important in the investors’ decision. Therefore, the study agreed that profitability ratios, liquidity ratios and efficiency ratios in the telecom industry are significant techniques of evaluating the industry’s performance on investment decision. It is recommended that proper care and due diligence must be maintained in the preparation and presentation of financial statements to avoid faulty investment decisions which could lead to loss of trust and funds. The study proffers other proper recommendations resulting from the findings.

Keywords: Financial Statement; Profitability; Liquidity; Efficiency; Investment Decision

AIMC-2018-EBM-28
DETERMINANTS OF CUSTOMER SATISFACTION OF FAST FOOD RESTAURANTS IN FAISALABAD
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Abstract
Customer satisfaction has a vital role in the splendid achievement of a business, whether it deals with service or a product. All businesses need to increase number of customers considerably and to retain their existing customers. To achieve this objective, the target customers need to be satisfied from the organization. To explore this relationship, present study investigated the impact of food and service quality, food variety, convenience, tangible, promotion and price on customer satisfaction in the fast food industry. For this purpose, two local brands i.e. SAMS and Fri Chicks were compared with two international brands i.e. KFC and McDonalds. This study would provide assistance to the marketing managers of fast food chains in understanding factors affecting the customer satisfaction and how they can enhance the customer satisfaction? To examine this issue, a sample of 200 consumers had been taken through convenience sampling from fast food restaurants. Descriptive statistics and logistic regression was used to analyze the data. The results show that there is a significant relationship between customer satisfaction and food & service quality, food variety, convenience, tangibles promotion and price, which will not only help businesses to satisfy customers but also to retain them with increased sales and profits.

Keywords: Customer satisfaction, Fast food, Customer retention
AIMC-2018-EBM-32
AN INVESTIGATION OF FACTORS THAT INFLUENCE SMES INTENTION TO USE E-TAX FILING SYSTEM IN NIGERIA

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Abstract

The usefulness of electronic tax filing system and its ease of use have led to its adoption and use by taxpayers around the globe for filing and payment of tax. It is a known fact that, there are several factors that influence individual’s intention towards technology use and as such, this paper is aimed at investigating factors that influence the intention of using the electronic tax filing system among Small and Medium Scale Enterprises (SMEs) in Nigeria. Technology Acceptance Model (TAM) was adapted with an extension of Computer Self-efficacy factor to test the significant relationship between the independent variables (Perceived Usefulness, Perceived Ease of Use and Computer Self-efficacy) and dependent variable - intention. Questionnaire instrument was employed in collecting data from 112 SMEs in Bauchi town. Partial Least Square (PLS) was used for the analysis and the findings reveal that all the three factors significantly influence the intention of SMEs to use the system. It is expected that the result of this paper will provide an insight into understanding the possible factors that could influence not only SMEs but other taxpayers to adopt e-tax filing system in Nigeria. Moreover, the result can aid tax authorities to improve the current e-tax filing system so that taxes could be efficiently collected.

Keywords: Intention, e-tax filing, e-government, Technology acceptance, SMEs.

AIMC-2018-EBM-33
CHALLENGES OF JOBS AVAILABILITY FOR GRADUATE STUDENTS’ OF HUMAN RESOURCE MANAGEMENT (HRM)

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Abstract

The notion of Human Resource Management from the onset appeared to be a luxurious position and professionally profiled and respected class of job within organizations and business settings. It is this outer mode of expectations that people feel and that makes them to rush for the course programme called Human Resource Management specialization discipline. It is obvious from theories that HRM is a function within an organisation with the bare responsibilities of recruiting staff, organizing, training and developing of the employees, oversee employees salaries and wages administration, other rewards management such as remuneration and compensation policy management, oversee staff welfare and health and safety at work procedures, dealing with the employers and the employees concerns in terms of grievances and change management or organizational policies, administrative objective, and above all performance objective. The gap with the inception of Human Resource Management today in terms of practice and experiment in classrooms and as course discipline indicates the problems such as: 1) the rush of potential students for the course is dwindling; 2) there is confusing as to how many job positions or job openings are available in one set of a company/organisation? and 3) human resource management department in organizations are not occupied by only HRM practitioners or graduates. Hence, employment agencies and recruiters platforms has a clear indication of the limited prospects of HRM job openings in a smaller quantities unlike other job positions in relation to business courses such as Marketing and Accounting disciplines. Therefore, the essence of this paper is to investigate about students’ motivation or de-motivation and expectations of job prospects in HRM. This will also inform an academic setting of the required changes that needs to be made to the current course modules or outlines suitable for job creation at organisational levels dynamically and in a robust manner. And if this will be the case, then it means that institutional training in terms of workshops, forums and seminars will be eminent. The research will distinguish the HRM job requirements in terms of position and corresponding qualification and person’s specification which is part of the initial recruitment process.

Keywords: jobs availability, job creation, HRM students, HRM career perspective, HRM qualification, HRM job requirements, Industry awareness, HRM course design

AIMC-2018-EBM-35
THE INFLUENCE OF ORGANIZATIONAL CULTURE ON THE PERFORMANCE AUDIT PRACTICE IN PUBLIC SECTOR: THE PROPOSED FRAMEWORK

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Abstract

The study revolves around the seminal work of Power (1999) on audit explosion which commensurately emerged along with the concept of the New Public Management (NPM). Audit explosion is a term that connotes a paradigm shift which promotes auditing in all facets of human endeavour. For instance, performance audit practice is an offshoot of audit explosion. Auditing is an evocative word that is conveniently used in public policy discourse in developing countries. Performance audit which is designed to enhance efficiency, effectiveness and economy (3Es) has remained largely disconnected with the culture or belief system of most of the public sector organizations in the developing countries. Research studies have conceptually and theoretically analyzed the latent link between performance audit and organizational culture in the public sector, but the definitive research framework that seeks to clear the path for
empirical studies has been largely elusive in the extant literature. Ultimately, this study has proposed a research framework that could redefine an ever-expanding relationship between performance audits exercises and organizational culture. This paper also argues that, attempt to rekindle this relationship could provide a pioneering foundation for empirical studies within the public sector context in developing countries and beyond.

Keywords: Audit explosion, performance audit, public sector, developing countries.

AIMC-2018-EBM-38
THE EFFECT OF SERVANT LEADERSHIP ON ORGANISATIONAL COMMITMENT: THE ROLE OF PERCEIVED ORGANISATIONAL SUPPORT
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Abstract
This study examines the mediating role of perceived organizational support in the relationship between servant leadership and organizational commitment (affective, normative and continuous). Using the Social exchange theory, we hypothesize that servant leadership effect on perceived organizational support which further affects their organizational commitment (affective, normative and continuous). We collected temporally separated (3-time intervals 2 months apart) field data from employees working in the service sector to test or hypothesis. Our results revealed that servant leadership at T1 predicted perceived organizational support at T2 and organizational commitment (affective, normative and continuous) at T3. Moreover, cross-lagged relationships identified that perceived organizational support (T2) mediated the servant leadership (T1) and organizational commitment (affective, normative and continuous) (T3) relationship. The managerial implication, limitation and future direction of the study also discussed in later section.

Keywords: Servant Leadership, Perceived Organization Support, Organizational Commitment, Health Sector

AIMC-2018-EBM-39
THE IMPACT OF INTERNAL CONTROL QUALITY ON AIS EFFECTIVENESS IN NIGERIAN BANKING SECTOR
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Abstract
The overwhelmingly rapid adoption of e-business technology in the Nigerian banking sector has resulted to new challenges particularly in the area of internal control. Although there are conflicting findings on the use of Accounting Information System and internal problems in the banking sector, the fact remains that internal control is associated with fraud. In this regards, for banks to effectively detect and prevent fraud, the use of Accounting Information System as tool for effective internal control is necessary. The aim of this study is to propose a model of the effect of internal control quality in Nigerian banking sector. It is hypothesized that administrative control, data control, and output control has significant influence on internal control quality. The study further hypothesized that internal control quality will significantly influence AIS effectiveness. This study uses organization as unit of analysis with commercial banks that are listed on the Nigerian Stock Exchange as the target population. A quantitative data will be gathered using cross sectional survey approach. Ordinary least square will used for data analysis. The findings of this study will provide solution to bank managers and other stakeholders in the banking sector regarding internal control weakness experiences over the years.

Keywords: Accounting Information systems, internal control quality, Nigerian Bank

AIMC-2018-EBM-40
TAXONOMY OF FORENSIC ACCOUNTING: AN EMPIRICAL INVESTIGATION USING BINOMIAL TEST IN NIGERIA
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Abstract
Forensic accounting fraud detection in the global economy, has become an emerging topic of great importance for academic, research and industries. The objective of the study is to examine forensic accounting and fraud detection in Nigeria. Specifically, the study examined if there is significant agreement amongst stakeholders on the effectiveness of forensic accounting in fraud detection control, financial reporting and internal control quality. The survey design was used in the study with a sample size of 150 consisting of accountants, management staffs, practicing auditors and shareholders. The simple random technique was utilized in selecting the sample size, while the binomial test and regression technique was utilized in the data analysis. The findings of the study indicate that there is positive significant agreement amongst stakeholders on the effectiveness of forensic accounting in fraud control, financial reporting and internal control quality. In line with the above findings, the study contributed by validating control theory using Nigerian Data. We recommend that the Institute of Chartered Accountants of Nigeria, Association of National Accountants of Nigeria and the National Universities Commission should encourage formalization and specialization in the field forensic accounting. In addition, the government should stimulate interest in forensic accounting for monitoring and investigation of suspected corruption cases.

Keywords: Forensic accounting, fraud, stakeholders, accountants and internal control
AIMC-2018-EBM-43
EXPLORING DETERMINANTS OF SERVICE INNOVATION DIMENSIONS OF GEN Y NEW VENTURE ENTREPRENEURS IN MALAYSIA
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Abstract
The measure of service innovativeness is seen as complex due to the intangible nature of services and the interaction between the customers with service providers during the service delivery process. The service innovativeness dimensions and its determinants were assessed through depth interviews. Due to the restriction of Likert scale to measure behaviour innovativeness, a qualitative analysis was adopted at this exploratory level as it allows for openness. The determinants of organizational innovativeness were used to measure innovativeness of new service ventures where the individual entrepreneur performs the tasks and various functions of a full-organization themselves. Collaboration between competing new ventures is found as vital in the innovative process of Gen-Y entrepreneurs. This study contributes to the existing literature by exploring the interplay between the entrepreneurial competencies and organizational capabilities of new ventures that foster service innovativeness.

Keywords: Service innovativeness; Gen-Y Entrepreneurs; New Ventures

AIMC-2018-EBM-48
FLOW EXPERIENCE AS MEDIATOR BETWEEN ANTECEDENTS AND EXTRA-ROLE PERFORMANCE AMONG THE HOTEL EMPLOYEES IN SARAWAK, MALAYSIA.
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Abstract
Employees who go beyond their job description are regarded as highly prized employees by organizations. This extra-role performance is often seen as a key indicator of whether employees are performing well in their job. Past studies linked engagement to be positively related to job performance, yet there are a limited number of studies on flow and performance, particularly on extra-role performance. This study was conducted on 290 hotel employees in Kuching, Sarawak, Malaysia to examine the correlation between flow experience and extra-role performance. In addition, this study also looked into flow as the mediator between the antecedents (job demand and job resources) and extra-role performance. The study hypothesized that flow experience is instrumental in employees’; extra-role performance. The results of the study suggested that flow correlated with the employees’; extra-role performance; directional behaviour at work and flow mediates the correlation between job resources and extra-role performance. It was also discovered that flow did not mediate the correlation between job demand and extra-role performance. This paper recommend to the hospitality management to in place organization policies that promote the provision of a supportive and motivation-driving workplace setting for its workforces - in terms of physical, mental and social wellbeing. The findings indicated the benefits and practicality of flow experience on the employees’; extra-role performance and also the pros of retrospective flow experience.

Keywords: Flow; Job Demand; Job Resources; Extra-role Performance

AIMC-2018-EBM-50
THE EFFECT OF LONG TERM PARTNERSHIP ON PRODUCT INNOVATION TOWARDS BUSINESS PERFORMANCE
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Abstract
In the recent times, customer relationship management has become crucial issues for various organizations in many industries, especially in bigger firms because of the complex aspects of business activities. Innovation is the key to competitiveness to Malaysia like any other nation, which focuses on the manufacturing sector. Despite the importance of Customer Relationship Management, the dimensions in ensuring product innovation and organizational performance in Malaysian manufacturing industries are yet to be explored and established. This research is examined the relationship between Long-Term Partnership, product innovation and business performance in manufacturing companies in Malaysia. Moreover, understanding the Long-Term Partnership effects on product innovation and business performance is crucial for manufacturing companies. This study established a model, tested the role of customer relationship management determinants on product innovation and business performance in manufacturing companies in Malaysia, which should help managers to better, understand how customer relationship management and product innovation fit together in business performance. A significant contribution of this research is identified the Long-Term Partnership and product innovation will help to achieve business performance.

Keywords: Customer Relationship Management, Long-Term Partnership, Product Innovation, Business Performance, Manufacturing Industry in Malaysia
THE INFLUENCE OF EXTERNAL ENVIRONMENT CHARACTERISTICS ON EFFECTIVE IT GOVERNANCE AND ORGANIZATIONAL PERFORMANCE

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Abstract
During the last decade, information technology (IT) has been playing the more important role for organizations in achieving their goals. Recently, information technology governance has become a critical issue for many companies in various industries. The aim of this study is to examine the extent to which influence of external environment characteristics affects the effectiveness of IT governance as well as the performance of organizations in Malaysian manufacturing companies. Moreover, the mediating influence of effective IT governance was also being tested. The 357 data obtained from managers in manufacturing industry; Samples selected from seven states of Malaysia (Selangor, Penang, Johor, Sarawak and Negeri Sembilan, Melaka, Pahang). This topic of research has considerable significance in Malaysia; A significant contribution of this study is the construction of a theoretically based model which assimilates the external environment characteristics, effective information technology governance, and organizational performance.

Keywords: IT governance in Malaysia, IT governance in Organizations, External Environment Characteristics, Effective IT Governance, Organizational Performance

IMPACT OF TERRORISM, POLITICAL SYSTEM AND EXCHANGE RATE FLUCTUATIONS ON STOCK MARKET VOLATILITY

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Abstract
Terrorism, political instability and currency rate fluctuations are the three most evident issues of 21st century. In this study comparative analysis is performed to check the impact these issues on the volatility of the stock market. This study uses EGARCH(1,1) on four different kinds of data collected from 2000 to 2015. Terrorist events, market rates of stock and foreign exchange market with the data about the restoration of the democratic political system in Pakistan, are considered in this study. Results confirm that democratic political government reduces market volatility while terrorism increases it. Terrorist attacks are categorized into various categories. Event day analysis confirms that market develops means to reduce effects of such shocks within a day. However, FX fluctuations have no impact on stock market volatility because investors are holding portfolios to diversify risk from FX fluctuations.

Keywords: Foreign Terrorism; Domestic Terrorism; Stock market Volatility; EGARCH

PREDICTING WORK–FAMILY CONFLICT FROM WORK, FAMILY AND COMMUNITY DOMAINS: A LONGITUDINAL STUDY

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Abstract
Most evidence on work–family conflict comes from the Western cultural context and has utilised a cross-sectional design. The aim of this study is to identify antecedents of work–family and family–work conflict from the work, family and community domain in an Eastern cultural context, Malaysia, using longitudinal data. We hypothesized that demands will be more strongly related to work–family and family–work conflict than resources. Respondents were 296 employees from six organisations in Sarawak, Malaysia. Two surveys were conducted at a three month interval. Structural Equation Modeling via AMOS was used to analyse the data. We found that Malaysian respondents reported higher work–family conflict than family–work conflict. Both work–family and family–work conflict were predicted by high demands from work and community domain as well as low resources from community. Similar to Western findings, demands were more strongly related to conflict. The findings supported a cross-domain effect. Different from Western findings, community domain has more influence on work–family and family–work conflict than the work and family domain. Therefore, in predominantly collectivist societies, the role of the community domain should be considered in minimizing conflict.

Keywords: Work–Family Conflict, Family–Work Conflict, Malaysia, community, demands, resources
AIMC-2018-EBM-58  
COMMUNITY DOMAIN AND WORK-FAMILY ENRICHMENT: AN EXPLORATORY STUDY  
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Universiti Malaysia Sarawak  

Abstract  
Recently, the positive side of work-family interface, work-family enrichment has been receiving increased attention in work-family literature. However, most evidence came from Western cultural context and mostly focus on work and family domain. Thus, this study aims to identify demands and resources from community domains as antecedents of work-family enrichment in the Eastern cultural context, i.e., Malaysia. Respondents were 506 heterogeneous employees (women, men, single, married) from three public and three private sector organizations in Sarawak, Malaysia. The results showed that respondents reported higher family-work enrichment (FWE) than work-family enrichment (WFE). WFE and FWE were positively predicted by resources from neighbors and neighborhood and relatives. Interestingly, friends; demands were positively related to WFE. The findings strengthened the link between resources and enrichment as well as cross domain influence of antecedents and enrichment. This study has shown that support outside the workplace, particularly from neighbors and neighborhood is important in enhancing work-family and family work enrichment. Thus organizations in collectivist society should create community supportive culture to increase enrichment experience among the employees.  

Keywords: Work-family enrichment, Family-work enrichment, community, resources, demands  

AIMC-2018-EBM-62  
MEASURING AND VALIDATING SCALE FOR THE ANTECEDENTS OF E-IMPULSE BUYING  
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Abstract  
Purpose: The main purpose of this research work is to develop a valid scale for measuring e-impulse buying behavior of online shoppers. Online purchases often result from impulse due to some external and internal stimuli. For practitioners, it is important to know these stimuli that create the urge to buy impulsively so that high sales revenue may be generated. This paper attempts to develop a measure of e-impulse buying via antecedents of the urge to buy impulsively (UBI). Design/methodology/approach: Churchill’s paradigm was adopted for this study. Initially, a total of 112 items were generated from the 30 in-depth interviews of online shoppers who agreed that they bought on impulse. This set of items was reduced to 34 items by dropping out redundant and non-representative items. After this, a pilot study was conducted to capture the responses from 200 respondents. Factor analysis was performed resulting in a five-factor structure with all the 34 items loading adequately. The scale was further validated by confirmatory factor analysis. Findings: This study yielded a reliable and valid 34 item scale under the five relevant dimensions i.e., website related factors; website quality; situational factors; promotional tools; impulse buying tendency; and website communication. Research limitations/implications: This study represents a better conceptualization for e-impulse buying by developing a comprehensive and valid measure for capturing the phenomenon of Urges to buy Impulsively (UBI). This scale may be further validated for the different product categories and across the different cultures. Originality/value: This study develops a scale for capturing e-impulse buying phenomenon in a comprehensive way.  

Keywords: E-impulse buying, antecedents, scale development and online shoppers  

AIMC-2018-EBM-68  
PROSPECTS AND CHALLENGES OF NIGERIAN NON INTEREST ISLAMIC BANKING  
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Abstract  
The Nigerian non-interest Islamic banking engenders varieties of debate, simply because the system is build based on Islamic principles. Islamic banking is market determinants with the moral principles and teaching of Islamic sharia, also an arrangement of saving money so as to steady by means of the standards of Islamic rule (Shari'ah) as well as practices through the improvement of Islamic economies. The paper examines the idea, the challenges and prospects of non-interest banking in Nigerian dealing with some banks managers, employees, Muslims and non-Muslims citizens; and library research by evaluation and examining various findings on the subject under study. Due to the high population and progressive opportunity, the study shows that Nigeria has an opportunity of being a leader of African Islamic finance, but there are some various obstacles, challenges to the development of Nigerian Islamic finance which an instance Religious and cultural differences, inadequate of Financial Innovations, Lack of adequate knowledge, high Competition and Shari'ah Related Issues and so on. The paper, therefore, recommends that Nigerian religious bodies and Central Bank of Nigeria ought to continuously organize seminars, training and lectures on Islamic finance to banks staff, tertiary institution student, academicians as well as general public on adequate explanations of the aims also objectives as well as advantages of Islamic banking, also the institution should highly be creative and innovative, attracting and maintaining well trained qualified employees.  

Keywords: Islamic banking; Shariah complaints, Challenges, prospects, Nigeria.
AIMC-2018-EBM-69
THE INFLUENCE OF MARKETING STIMULI ON CONSUMER PURCHASE DECISION ON COSMETIC INDUSTRY.
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Co-Authors: Khairul Anuar Mohd Ali
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Abstract
Cosmetics play essential roles and impact in everyday lives on building one self-esteem and confidence. Young consumers have become beauty conscious and engaging in the beauty lifestyle. Demand for cosmetics is dynamic in Malaysia, however, less attention dedicated to the cosmetic industry in the local setting in the literature. One main issue faced by marketers is their changing behaviour, tastes, and preferences. Marketers have the challenges in trying to cope with their behavioural changes and understanding their decision-making factors and processes correctly and accurately. Hence, the paper aims to examine the influence of product, price, promotion, and place on consumer purchase decision of makeups. The researchers applied store intercept model (convenience sampling) by using self-administered survey. Multiple regression was employed. The researchers conducted a pilot study of 100 respondents aged from 18 to 25 years old who shopped at shopping malls in Klang Valley, Malaysia. The empirical results confirm that promotion is the only construct that has a significant relationship with consumer purchase decision.
Keywords: consumer purchase decision, marketing stimuli, cosmetics, Malaysia

AIMC-2018-EBM-76
TELERADIOLOGY – IS IT A HEALTHY PRESCRIPTION FOR INDIAN PHARMA INDUSTRY
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Abstract
Teleradiology is a tool that has enabled telemedicine to expand its reach across every medical specialty; its use in radiology is termed teleradiology. Radiology encompasses the diverse techniques used by medical professionals to capture images of the internal body (eg. x-rays, MRIs, ultrasounds), to aid in the process of diagnosis or treatment. Teleradiology is the ability to obtain these medical images in one location and their transmission over a distance so that they can be viewed and interpreted for diagnostic or consultative purposes by a radiologist. This recent practice is becoming widely implemented by hospitals, urgent care clinics and specialist imaging companies. The study aims to analyse the knowledge acquired by the doctors, hospitals and patients about teleradiology and to check their awareness level about Teleradiology. Radiologists need to adapt to the changes in technology in order for the profession to deliver the service that patients expect and medical progress requires. With so many technological advances it is not surprising that radiology utilisation of high-cost studies such as CT and MR is expanding rapidly worldwide. Teleradiology may increase productivity in some circumstances such as night cover in smaller practices and provision of radiology reporting services to rural communities.
Keywords: Teleradiology, Diagnosis, Medical speciality.

AIMC-2018-EBM-82
SUB-CONSCIOUS DECISION MAPPING AND NETWORK FRAMEWORK FOR RETAIL MARKET CONSUMPTION
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Abstract
Sub-conscious Decision Mapping and Network Framework for Retail Market consumption Today’s world of marketing is a highly dynamic and volatile place due to high competitive clutter, and hence every industry needs to accept the understanding of impulsive change as a new standard. This article focuses on understanding brand awareness of consumers from an embedded cognitive state. Consumer’s decision making for a brand mainly results from both conscious and non-conscious experiences that a consumer is been exposed to. Consumers preserve these brand knowledge in a non-conscious level of their mind. Marketers depend upon use of multi-sensory metaphors to bring out that dugged-in knowledge. This paper introduces ZMET as a method to elicit hidden understanding about a consumer’s decision making process by stimulating human senses and understanding about the attributes that ultimately contributes in consumer decision making. This paper throws light on a qualitative example considering a wellness industry by identifying the hidden metaphors that contribute in understanding the consumer’s satisfaction.
Keywords: consumer loyalty; wellness industry; ZMET, relationship patterns, attribute mapping.
A CONCEPTUAL FRAMEWORK FOR THE LEAN R&D IMPLEMENTATION

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Abstract
Both lean R&D soft practices success factor and lean R&D tools and techniques are the improvement strategy to reduce cost, increase speed and deliver superior quality in R&D based organization. In order to achieve higher performance, R&D based organization needed to adopt both lean R&D soft practices success factor and lean R&D tools and techniques. Therefore, the main objective of this paper is to identify the relationship between lean R&D soft practices success factor and R&D organization performance with a mediator’s effect of lean R&D tools and techniques. After detailed review the extensive literature, a new lean R&D implementation model is presented. The proposed model integrates the lean R&D soft practices success factor and lean R&D tools and techniques attempt to develop a theoretical knowledge to help R&D based organization understand more systematically the relationship between lean R&D soft practices success factor, lean R&D tools and techniques and R&D based organization performance.

Keywords: Research and Development, Lean, Success Factor, Performance, Improvement Tools

INTERPRETIVE STRUCTURAL MODELING FOR THE BARRIERS IN THE ADOPTION OF EDUCATIONAL WEBSITES IN INDIA

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Abstract
Purpose — Education has been important for Indian students from time immemorial. Students have gained knowledge from their &lsquo;gurus&rsquo;, &lsquo;teachers&rsquo; and &lsquo;educators&rsquo;. And now with the advent of &lsquo;internet&rsquo;, teachers, libraries and books are no longer the hallowed sources of knowledge. One can access the very same information through websites which cater to the educational sector. The paper aims to identify the relevant barriers in the adoption of educational websites. Design/methodology/approach — This study aims to identify the barriers in adoption of educational websites in India. And this study took place in two phases i.e. from the extensive review of literature and second, by the qualitative analysis of 30 interviews conducted for education practitioners. Interpretive structural modeling (ISM) has been applied on the identified barriers to propose a model for the barriers in the adoption of educational websites in India. Findings — A model for all the relevant barriers in the adoption of educational websites in India showing hierarchical paradigm as well as contextual interrelationships among the barriers in the adoption of educational websites in India. Research limitations/implications — This model can be utilized by educators, educational entrepreneurs, educational content marketers, subject experts, and website creators etc, to understand the hierarchical paradigm of the barriers in the adoption of educational websites in India. Originality/value — This study provides knowledge value to researchers, academicians and online marketing practitioners by revealing authentic insights related to the major barriers in the adoption of educational websites in India.

Keywords: Barriers, educational websites, interpretive structural modeling, India

THE INFLUENCE OF AWARENESS, SELF-EFFICACY, AND PEERS SUPPORT ON THE INTENTION TO PURSUE POSTGRADUATE STUDIES AMONG RMN PERSONNEL

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Abstract
The objectives of this study is to investigate the influence of awareness, peer support and self-efficacy towards Royal Malaysian Navy personnel intention to pursue postgraduate studies. The study have adopt Theory of Planned Behaviour as its framework in determining individual intention based on behaviour. The three hypotheses of the study are to examine the significant of awareness, peer support and self-efficacy towards Royal Malaysian Navy personnel intention to pursue postgraduate studies. The participants of this study are 211 Royal Malaysian Navy Personnel from Klang Valley. Online questionnaires via Google Form was used as method to gather data from participants. The questionnaires are divided into two sections, the first is for demographic of respondents and the second is for the variables. Findings of the study show that peer support and self-efficacy are significant factors for Royal Malaysian Navy personnel intention to pursue postgraduate studies. On the other hands, results for awareness are not significant. This result is crucial for general body of knowledge since there are limited study focused on Military education in Malaysia. Based on the findings, I have recommended Royal Malaysian Navy Human Resources department and Naval Training Centre to enhance Royal Malaysian Navy personnel awareness on availability and attractiveness of postgraduate’s programme.

Keywords: Awareness, Peers Support, Self Efficacy, Post Graduate
AIMC-2018-EBM-98
ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS AND USER PERFORMANCE (UP)
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Abstract
World of Information Technology (IT) is improving with the widespread innovation and Enterprise Resource Planning (ERP) systems are one of them. At the user level, the debate regarding the contribution of ERP systems to performance still exists, because users utilize these systems and assess the actual benefits and its impact on them. With prior research mainly focuses on success and failure factors and other technical aspects, therefore, this paper aims to shed light on the ERP systems literature regarding its impact on user performance by reviewing the relevant studies. The study will enable the researcher to understand the state of art about the role of users in terms of performance with the proposition that users can evaluate the benefits of these systems in the organisations where ERP systems are already implemented or in the stage of implementation. Lastly, the study provides limitations and suggestion for future research.
Keywords: Enterprise Resource Planning (ERP) Systems; User Performance (UP); Review; ERP Success

AIMC-2018-EBM-99
ENTERPRISE RESOURCE PLANNING (ERP) SYSTEMS AND ERP QUALITY FACTORS: A LITERATURE REVIEW
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Abstract
Enterprise Resource Planning (ERP) systems are the largest software packages of Information System (IS) adopted by many organisations to seek improvement in their employee's productivity and gain competitive advantage. The purpose of the study is to highlight the current state of the literature on ERP system with specific focus on ERP quality factors representing System Quality (SQ), Information Quality (IQ), Service Quality (SRQ). The study also highlights the exemplary measures (scale) applied in various studies to evaluate ERP systems in many settings. The study will enable the researchers to understand ERP quality factors and its impact while utilizing and evaluating the ERP system. Lastly, the study summaries recent empirical work on each quality factor and based on these studies recommendations are provided for future research.
Keywords: Enterprise Resource Planning (ERP) Systems, ERP Quality Factors, System Quality (SQ), Information Quality (IQ), Service Quality (SRQ), Review

AIMC-2018-EBM-100
IMPACT OF FLEXIBLE WORKING ENVIRONMENT, RECRUITMENT POLICIES AND ORGANIZATION CULTURE ON STEREOTYPES TO INCREASE GENDER DIVERSITY IN TELECOM SECTOR ORGANIZATIONS
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Abstract
Gender diversity plays an important role in the success of the company. As the teams with more percentage of women have a higher collective intelligence and it leads to better decision making and innovation so it is necessary to create more gender diverse teams in the organization. The main purpose of this study is to explore that how we can increase gender diversity i.e. ratio of 60:40 of male and female employees in telecom sector of Pakistan. In order to understand the aim of the study four variables were introduced of which three are independent variables &quot;flexible working environment, recruitment policies and organization culture&quot; with one dependent variable &quot;stereotypes&quot;. Therefore employees of the company are targeted along with the top level managers in the telecom sector of Federal, Pakistan. Questionnaires were filled by 100 employees and analyzed using statistical techniques. Decisions and implications were made for the employees of the telecom sector organizations.
Keywords: Gender Diversity; Flexible working environment; Recruitment policies; Organization culture; Telecom sector; Federal; Pakistan.

AIMC-2018-EBM-102
TESTING STANDARD AND CONDITIONAL CAPITAL ASSET PRICING MODEL: EVIDENCE FROM PAKISTAN STOCK EXCHANGE.
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Abstract
This paper compares the empirical applicability of the traditional Capital Asset Pricing Model (CAPM) and the conditional Capital Asset Pricing Model for the Pakistan Stock Exchange (PSE). Monthly stock returns for 350 individual stocks have been used over the sample period from January 2005 to December 2017. The empirical findings do not support the standard Capital Asset Pricing Model whereas the findings of conditional Capital Asset Pricing Model, with time disparity in market risk and market premium are more supportive. Conditional information has been
incorporated by the lagged macroeconomic variables, mostly containing the business cycle information. The following variables, with their first lag, are the part of this information set: term structure, market return, inflation rate, foreign exchange rate and growth in oil prices. In a nutshell, the conditional CAPM is more explanatory as far as Pakistan stock exchange is concerned and confirms the hypothesis that risk premium is time-varying.

Keywords: CAPM; PSE

AIMC-2018-EBM-104

ROLES OF ISLAMIC MICROFINANCE INSTITUTION IN IMPROVING FINANCIAL INCLUSION IN INDONESIA: EMPIRICAL EVIDENCE FROM BAITUL MALA WA TAMWIL

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Abstract

Indonesia, the biggest population Muslim country which is well-known for its large scale microfinance sector. More than 56.5 million Micro Small Medium Enterprises (MSME), contributed greater than 50% of Gross Domestic Product (GDP) in 2014. However, many of them do not have adequate access to the financial services they need to grow their businesses, particularly in rural areas. Moreover, 203 million, or 81.5% of Indonesians are at the bottom of the economic pyramid (BOP). The purpose of this research is to investigate the role of Islamic microfinance institutions (IMFIs) in improving financial inclusion in Indonesia by taking three regions, namely, Jakarta, Bogor, Depok, Tangerang and Bekasi (JABODETABEK) area, Daerah Istimewa (DI) Yogyakarta area and Nusa Tenggara Barat (NTB) area as samples. In this regard, choosing managers as a respondents is important because they enable to make decision relatively fast and understand about mission of the institution. They practically responsible to target IMFIs objectives by anticipating issues or regulation change because of microfinance institutions sustainability. A total of 481 managers of Baitulmaal Wa Tamwil (BMTs) which registered in Sharia Cooperative Centre (INKOPSYAH) and 16 IMFIs that represented population were selected from cluster sampling. Two instruments were developed to collect data; the first instrument was a questionnaire approved from several studies, second was in-depth interview to outline data related to the model design. The expected findings of this research are divided into four categories. First, the current conditions and issues relating to financial inclusion. Second, the roles of IMFIs in improving financial inclusion by reducing poverty and sharing prosperity. Third, the determinants that influenced roles of IMFIs in improving financial inclusion and the last, providing recommendations of the impact of IMFIs role in improving financial inclusion. These planning outcomes determine the success of the proposed extension in achieving the four objectives of this research. This research will contribute in decision-making to optimize role of IMFIs in improving financial inclusion.

Keywords: financial inclusion; Islamic microfinance

AIMC-2018-EBM-105

AN IMPORTANCE-PERFORMANCE ANALYSIS OF SUSTAINABLE SERVICE QUALITY IN WATER AND SEWERAGE COMPANIES

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Abstract

Even though Malaysia are blessed with abundance of water resources, sustainability issues on water supply and sewerage services can affect our future if not properly managed. Sustainable service quality (SUSSERV) is crucial to identify how far the company is able to meet customers’ expectations will determine its sustainability. SUSSERV model with six independent variables namely tangibles, reliability, responsiveness, assurance, empathy, and sustainability has been developed by modifying the SERVQUAL instrument. This research employed a survey with quota sampling technique through 500 questionnaires comprised of 250 each to the customers of water (WC) and sewerage (SC) companies in the state of Selangor, Federal Territory (F.T.) Putrajaya and F.T. Kuala Lumpur. WC’s perceived service quality for all SUSSERV dimensions much lower than SC. The importance-performance analysis (IPA) indicated the Assurance and Responsiveness dimensions were at high levels but Sustainability dimension was low for both performance (perceptions) and importance (expectations). The advantage of using the IPA is to assist the company to improve its services. The IPA indicated that both WC and SC services absolutely reliable to the customers despite the study found that majority customers dissatisfied towards services rendered by both companies. The findings not necessarily generalize to other company in other states of Malaysia. Future research should focus on using this instrument in other states to further validate and test this instrument.

Keywords: Importance-Performance Analysis; Sustainable Service Quality; Water and Sewerage Companies; Factor Analysis
AICM-2018-EBM-106
THE EFFECT OF TRAINING AND CAREER DEVELOPMENT ON EMPLOYEES RETENTION – A STUDY ON THE TELECOMMUNICATION ORGANIZATIONS IN YEMEN
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Abstract
Employees retention represents one of the main keys to organizational productivity, performance, competitive advantage and success. Therefore, organizations look for ways to improve their employees’ satisfaction and retention. However, many organizations - especially in Arabic context - still failing in retaining their employees, especially the most talented and qualified ones. Although many studies have been done to investigate the effect of human resources practices on employees’ satisfaction and retention, many of these studies show the impact of the monetary part of it such compensation. The purpose of this paper is to investigate effects of non-monetary practice, training and career development on employees’ decision to stay in the organization in the telecommunication sector in Yemen. Moreover, current study seeks to examine the mediating relationship that job satisfaction plays in the relationship of training and career development on employees’ retention. Using the response of 100 non-managerial employees working in the five organizations operating in the telecommunication sector in Yemen, the results indicated that training and career development have a significant positive impact in the employees’ satisfaction and retention. In fact, results show the importance of training and career development in enhancing employees’ satisfaction as well as improving their retention rate in the telecommunication sector in Yemen. The finding also found that job satisfaction mediates the relationship between leadership practices and employees’ retention in the Yemeni telecommunication sector.

Keywords: Training; Career development; Retention; Job Satisfaction; Telecommunication; Yemen

AICM-2018-EBM-107
WHY PREPARING AN EMERGENCY FUND IS MATTER TO YOUNG ADULTS?
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Abstract
Up to now, far too little attention has been paid to emergency fund preparation among young adults. This study provides an exciting opportunity to advance our understanding of why young adults prepare their emergency fund and what their perspective on that. Open-ended survey was used to answer the research objective. Interestingly, the purpose of emergency fund allocation among young in this study was not only to cover their necessity unexpected expenses and medical bills, but to help them to travel and paid for their leisure activities. Successful in preparing for emergency fund was found related to wise money management plan. The present study provides additional evidence with respect to study emergency fund from a behavioural perspective.

Keywords: Emergency Fund, Young adults, Personal Financial Planning, Savings

AICM-2018-EBM-108
THE EXTENT OF VOLUNTARY DISCLOSURE OF RATIO OF ISLAMIC COOPERATIVE (BMT) IN INDONESIA
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Abstract
Islamic Cooperatives (BMTs) are member-owned, voluntary, self-help, democratic, not for profit institutions that provide financial services to members. BMTs aims economic and social goal in their activity. Over the last decade the number of BMTs increase significantly. However, identified weakness in both accountability and monitoring in BMTs. Ratio are widely used in predicting corporate bankruptcy, assessing borrowers’ ability in meeting debts and facilitating management functions. This study seeks to explore the extensive use of ratios as a voluntary disclosure in 74 annual reports of Islamic Cooperative (BMT) in Indonesia. It also attempts to investigate the relationship between firm specific attributes; profitability, size with the level of ratio voluntary disclosure. The results reveal the level of disclosure of voluntary ratio in BMTs in Indonesia was low. Most of BMTs did not reveal and unfulfilled their ratio based on rule of Ministry of Cooperative. Findings indicate that many ratios were disclosed in the financial summaries and the findings also indicate that many different formulate were used in calculating those ratios. In addition, only a minority of the Islamic cooperative has a specific ratio section under these titles as to highlights key ratios of the company.

Keywords: Ratio, Islamic Cooperative (BMT), Disclosure
AIMC-2018-EBM-109
ASSETS PRICING AND EQUITY DURATION PARADOX

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SZABIST

Abstract

We have used co-integration approach and panel unit root for estimating banks equity duration covering developed and developing countries of Pakistan, India, China, Australia, UK and US for the period 1992 to 2017. On running these tests and analysis the results show that the highest duration is in the banks in UK and China then comes the US and India followed by banks in Pakistan and Australia. These results have important implications for policymakers particularly because banks, among others, act as channel of monetary policy. Since duration is a measure of sensitivity to interest rates, these results imply that banks in the UK and China both in developed and developing nations would be the most affected by monetary policy changes while those in Pakistan and Australia would be the least affected. Since duration also measures the speed by which cash flows come back, these results indicate that investors in Pakistan and Australia banks recover their investment faster than investors in banks in India, US, China and UK. Which indicates that among the above six countries, banks in Australia and Pakistan are the most profitable while those in the UK and China are the least.

Keywords: Interest rate sensitivity; Equity duration; Asset pricing; Panel Co-integration; Panel unit root

AIMC-2018-EBM-110
SOCIAL SUPPORT, TRUST AND PURCHASE INTENTION IN SOCIAL COMMERCE ERA

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Abstract

Social commerce is a powerful combination of social environment and new commercial features which transferred human communication into web interconnectivity for buying activities. The reputation of social commerce has influence social support and makes consumers trust with special regards their actively involved in online purchases. Social commerce is the advancement of information technology that uses social media in the context of e-commerce. Recently, electronic and media has turned up as largest Malaysian economic revenue and expected to grow in next few years. Besides the increasing numbers of purchases, trust identified as a critical path in online environments. In fact, it is more important when trust has been overlooked in online commerce. Consumers may be reluctant to have purchase intention in social commerce if they distrust towards the websites. For this circumstance, it is crucial by knowing factors that can influence trust, indirectly lead to purchase intention. The objectives of this study are to examine the role of social support (emotional support and informational support) on purchase intention furthermore, to test the mediating effect of trust in social commerce. The Social Support Theory have been chosen as underpinning theory for this research. The research conducted in quantitative approach and used non-probability (convenience sampling) by using questionnaire surveys. A correlation and multiple regression analyses were applied. A total of 200 respondents participated. Our results shed some lights on social commerce literature. The result confirms that there is a strong relationship between social supports such emotional support and informational support on purchase intention. Finding also revealed that trust as fully mediates the relationship between the variables.

Keywords: Social Support; Trust; Purchase Intention; Social Commerce

AIMC-2018-EBM-112
GLOBALIZATION AND FOREIGN DIRECT INVESTMENT IN NIGERIA

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Abstract

Foreign Direct Investment (FDI) comprises the mergers, acquisitions, reinvestment earnings, loans and capital transfer and/or the net inflows of investment (10%) between the parent company and host country. FDI in Nigeria in the era of globalization remains a subject of debate amongst scholars. Hence this paper examines the benefits of FDI to Nigeria’s political economy. In order to achieve this objective, the study relied on secondary sources of data, especially journal articles, reports, and textbooks. The study found an improvement in the technological and knowledge transfer, increased inflow of foreign capital, human capital development, and growth in the Nigerian economy, but all these benefits can be hampered by insecurity and inconsistency in governmental policy. However, in order to derive maximum benefits from FDI the study recommends that stable policy measure must be put in place while the security situation in the country must be ensured to all investors.

Keywords: Globalization; Foreign Direct Investment; Technological transfer; Human Capital; Insecurity
AIMC-2018-EBM-114
OWNERSHIP STRUCTURE AND BANKRUPTCY: THE EFFECT OF AUDIT COMMITTEE SIZE
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Abstract
This paper analyses the interactive role of audit committee size on the link concerning ownership structure and bankruptcy. The study uses the listed Nigeria financial firms’ yearly reports from 2006 to 2015. The sample comprises of twenty-nine (29) quoted firms. Estimation was used with Driscoll and Kraay’s standard errors. The findings establish that executive, non-executive directors, and institutional ownership have a positive influence on Altman Z-score that is having lower bankruptcy possibilities. However, CEO, block and foreign ownership were found to have a negative influence on Altman Z-score that is having higher bankruptcy possibilities. These inverse relationships are overturned by the effective audit committee. Hence found that audit committee size moderates CEO, block and foreign ownership relationship with Altman Z-score positively. However, audit committee size moderates executives and institutions ownership relationship with Altman Z-score negatively and significantly. It is recommended that regulators should impose practical regulations to lessen the power of executives and institutional investors over the audit committee size in order to protect the interests of the minority shareholders.

AIMC-2018-EBM-117
DYNAMIC RELATIONSHIP AMONG TRADE AND FDI WITH SELECT MACROECONOMIC VARIABLES: EMPIRICAL EVIDENCE FROM INDIA
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Abstract
In recent years FDI has gained renewed importance as a vehicle for transferring resources and technologies across the national border. With the recognition of technological progress as the major source of economic growth, especially in the endogenous growth literature, the role of FDI has again come to the forefront. It is argued that foreign investment not only provides an initial capital inflow, which assists in the balance of payment of the host country, it is also an important mean of obtaining capital, technology, skilled management, improved marketing know-how and outlets for non-traditional exports. The present study examines the effects of trade including foreign aid, gross domestic product and domestic assistance to the private sector upon FDI growth from the period 1970-2015. We have used a variety of econometric models to find out the relationship. Our empirical results find a positive and significant association between trade and FDI growth in the region at the conventional level of significance. Our empirical results show that every 1% increase in trade conditions leads to 0.028% to 0.099% increase in FDI growth. It indicates that improvements in trading conditions bring more foreign capital to the economy. However, we find that GDP growth and development assistance to the private sector does not make significant contribution much towards foreign investment inflows during these years.
Keywords: FDI; Trade; Economic Growth; India; ARDL

AIMC-2018-EBM-119
E-SHOPPING DECISION OF WOMEN: A CASE STUDY IN SELECTED REGION OF PAKISTAN
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Abstract
Internet shopping trend has been increased over the year globally. Although Pakistan is late entrant in the world of E-commerce but the immense growth has been recorded over the year. Despite the repaid growth of internet users in Pakistan the root of internet, shopping has not been established. The demographic profile and technology competence have effect on the buying decisions of people. People having low self-owned technology competences are away from internet shopping trend. This study adopted quantitative method of research to investigate how the personal profile and technology competence were affecting the shopping decision of people. This study focused only women population and their shopping decisions. Finding of study shows that age factor influenced the shopping decision as younger girls attracted more towards e-shopping than elder age women did. However, the residence of women has no significant effect on their decisions. Results also indicate that, the women having good internet and computer skills are more tend toward e-shopping compare to women with poor internet and computer skills. This study add evidence in previous findings age, personality and technology competence of users are the factors that contributing in their internet shopping decisions.
Keywords: E- Shopping; Internet Skill; Women; Shopping decision; Demographic factors;
AIMC-2018-EBM-120
IMPACT OF ISO 14000 IMPLEMENTATION ON CORPORATE SUSTAINABILITY IN MALAYSIAN MANUFACTURING ORGANIZATIONS

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Abstract
Since the mid-1990s, various voluntary actions in environmental management have been adopted by organizations around the world, and the most notable practice is the adoption of ISO 14000 standard series. Being an industrialized economy, manufacturing sector is the main source of Malaysia economy growth that holds the direct impact to environmental sustainability. Many manufacturing organizations in Malaysia still perceive ISO 14000 EMS compliance and certification as a cost rather than an investment that can generate future returns. This has been a long-standing issue as adoption and implementation is mainly voluntary and there remains a lack of understanding on the need and importance of ISO 14000 EMS. Hence, this research identified top management commitment, external factors, and integration of management systems as determinants of ISO 14000 EMS that would influence effective implementation of ISO 14000 EMS. Accordingly, a theoretical framework was developed from which the research questionnaire was established. The survey tool was pretested with the assistance of the industry experts. The model was examined using data collected from 275 ISO14000 EMS certified manufacturing organizations in Malaysia. The proposed Hypothesis were analyzed using SPSS 20.0 and SEM (Amos 21.0). Firstly, the outcomes demonstrated the positive effect of determinants except for external factors on the effective implementation of ISO 14000 EMS. Also positive effect of top management commitment, external factors, and integration of management systems on corporate sustainability were supported. Finally, the mediating role of effective implementation between all determinants of ISO 14000 EMS and corporate sustainability was supported except for external factors. A significant contribution of this study is highlighting the increasing need of ISO 14000 EMS implementation in Malaysian manufacturing organizations and assisting managers in the implementation process which is in line with the ultimate target for Malaysia to become competitive through standards utilization.

AIMC-2018-EBM-132
LEADERSHIP AND ORGANIZATIONAL PERFORMANCE: MEDIATING ROLE OF PERCEIVED COST OF KNOWLEDGE SHARING AND KNOWLEDGE SHARING PRACTICES

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Abstract
This research intends to explore the influence of leadership on knowledge sharing using mediating role of perceived cost of knowledge sharing and knowledge sharing practices in view that pharmacists are knowledge workers require updated information to improve their knowledge productivity through effective leadership. Questionnaires are used to collect data from pharmacists from two mega cities of Pakistan. Using convenient sampling, the results of internal reliability and confirmatory factor analysis (CFA) indicate the existence of internal reliability and validity of the constructs on the sample of 400. The findings of the study indicate that leadership significantly and positively influences organizational performance. However, the outcomes of study point out that perceived cost of knowledge sharing and knowledge sharing practices mediate the relationship between leadership and organizational performance which entails that when individuals are leaded through effective leadership, employees may perceive less fear of loss of knowledge and feel free to share their knowledge with others at workplace that yields superior organizational performance. This study contributes in theoretical and practical lens by considering organizational factors such as leadership influences the knowledge sharing practices among pharmacists.

AIMC-2018-EBM-133
EXPLORING THE ROLE OF EXPERIENTIAL LEARNING ON INDIVIDUAL ADAPTIVE COMPETENCIES

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Abstract
Rapid technological advancements and environmental complexities make human behavior more complex from last many years. Therefore, it is essential for survival to overcome these complexities rationally through learning. Learning refers as the holistic process of adaptation to the world. It is not solely the result of cognition but an integrated functioning of thinking, feeling, perceiving and behaving. Learning occurs through equilibrium of the dialectical process of assimilating new experiences into existing concepts and accommodating existing concepts into new experiences. When actions combine with reflection than experiential learning start. The previous aspects of experiential learning are not remain adequate to meet the growing needs of today’s dynamic world. Because mostly it emphasis on conceptual aspects of learning which solely not enough to survive and compete. Therefore, this study provides the blended aspects of experiential learning in which conceptual and practical aspects integrate with each other and nurture the (individual) adaptive competencies. This study aims at focusing the role of experiential learning process on individual adaptive competencies while investigating their experiences. It is a qualitative study where case study research is adopted as research methodology and grounded theory is adopted as research method due to its rigorous nature of coding and categories for in-depth analysis. Seven informants were interviewed who has experiences of at least five years in medical field with different public and private sector hospitals of Lahore, Pakistan.
It is found that different filed tours (wards and industry visits), conceptual learning, clinical experiences, research projects, practicums, service learning programs, episodic learning, simulation and role playing are the key drivers of experiential learning which creates many adaptive competencies such as generative and delivered competencies, professionally groom, positive reinforcement of experiences, improve problem solving ability that strengthen decision making ability.

**Keywords:** Experiential Learning; Reflection; Episodic learning; Adaptive competencies

**AICM-2018-EBM-138**
**THE IMPACT OF BRAND IMAGE AND BRAND AWARENESS ON CONSUMER BUYING BEHAVIOR WITH PURCHASE INTENTION AS MEDIATOR.**

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Fatima jinnah women university

**Abstract**
The purpose of this study is to analyze and identify the influence of brand image and brand awareness on consumer buying behavior as well as analyzing and identifying the mediating role of purchase intention in the relationship between brand image, brand awareness and consumer buying behavior. Methodology: The research technique used for this paper is quantitative. Information was assembled from a sample of 200 students and employees from university and college respectively. The items were adapted from previous studies and suitable sampling techniques were used and the tests that have been used are correlation and simple linear regression. Findings: The outcome of this paper showed that the impact of brand image and brand awareness on consumers buying behavior is immediate and positive. Moreover, this study also shows that brand image and awareness has a positive and significant impact on the purchase intentions of the consumer. Limitations: This article has few limitations. First, the decision of considering only the articles published in top journals posed some limitations, as it involved excluding most recent researches because of time consuming peer-review practices. Second it was limited only within premises of Rawalpindi and Islamabad. Thirdly, variables have been studied in their holistic form without including their dimensions. Practical Implication: This article argues that knowledge of purchase intention of customers can be used in developing a more positive buying behavior of customers. And with the help of this research the managers or businesses can understand that how important brand image and awareness is for boosting any brand or company. Originality/Value: Previous researches have not considered the mediating effect of purchase intention on the relationship between brand image, brand awareness and consumers buying behavior.

**Keywords:** Brand Awareness, Brand Image, Consumer buying Behavior, Purchase fit. Paper Type.

**AICM-2018-EBM-139**
**AN EFFECTIVENESS OF HUMAN RESOURCES MANAGEMENT PRACTICES ON EMPLOYEE RETENTION AT NATIONAL HYDROGRAPHIC CENTRE (NHC)**

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Co-Authors: Musa Paiman, Mohd Khairunie Mohammed, Mohammad Shaiful Suhaimee
UNITAR International University

**Abstract**
Human Resources Management practices play an important role and crucial part of an organization nowadays. HRM practices consist of appropriate tools that need to be analyzed and suite to the organization's objectives. This paper study on employee retention perceptive at National Hydrographic Centre (NHC) and how each selected HRM function can derive to meet those objectives. The objective of this study is to explore and examine the training, compensation, empowerment and appraisal practices toward NHC employee retention. The framework was adopted from Hong, Lam, Kumar, Ramendran, & Kadiresan, (2012) on how to retain the best employee and engaged them with NHC community. Four hypotheses were developed based on this framework purposely to study their relationship towards the employee retention. By using Google Form, 251 questionnaires were distributed to NHC personnel from the Sections and Unit under NHC structure, and 200 questionnaires were returned. Statistical analysis was used to analyze the data. The results show all the variables are significant with the ($\beta = 0.580$) for training, ($\beta = 0.452$) for appraisal, ($\beta = 0.363$) for compensation, and ($\beta = 0.284$) is about empowerment. Based on the finding stated, HRM department will get value added towards it as a guideline for future HRM practices to implement a new policy, new benefits to the staff welfare and HRM programmes.

**Keywords:** Human resource management practices; employee retention

**AICM-2018-EBM-141**
**THEORETICAL PROSPECTIVE OF ORGANIZATIONAL LEARNING**

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**Abstract**
This article reviews and evaluates the concepts regarding the theoretical perspective of the organizational learning. Drawing on established literature in the field of organizational learning, the authors analyze learning from three theoretical perspectives—cognitive, behavioral and social. They argue that how different internal and external phenomenon's give birth to learning in the organization and how the organization can benefit from them while utilizing them for the better management and productive engagement of the employees. The study concludes with some
practical suggestions about how organizations can increase their ability to learn. It also describes different methods for learning and different measures.

**Keywords:** Organizational Learning; cognitive, behavioral and social theories of learning

### AIMC-2018-EBM-142
**MALAYSIAN UNDERGRADUATES FINANCIAL LITERACY AND FINANCIAL EDUCATION: A STUDY IN UNIVERSITI UTARA MALAYSIA**

**Corresponding Author:** Logasvathi Murugiah

**Abstract**

Financial literacy is becoming increasingly important not only for investors but also for individual in planning his or her day to day budget. Hence, recent development in financial education has highlighted the increasingly important to be financial healthy. Hence, the objectives of this study are (i) to investigate the level of UUM undergraduates' financial literacy and (ii) to assess UUM undergraduates' preferential method in learning financial education. Questionnaires were distributed to 400 undergraduate in UUM, age ranging 20 to 28 years old in 2017. The finding of this study revealed that female have a better saving knowledge compare to male respondents. Furthermore, this study concluded that first year undergraduate's saving knowledge is slightly better. Meanwhile, final year undergraduates are better in spending and budgeting knowledge. Besides, business programme undergraduate showcase a good financial literacy knowledge. This study also find that preference method in learning financial knowledge are website / internet / online followed by workshop / seminar / talks / conferences and finally social network / social media. Meanwhile, preferable personal financial topic that undergraduate would like to enroll and learn are budget planning or expenses management, followed by debt management and lastly about insurance.

**Keywords:** Financial literacy; financial education; financial knowledge and undergraduates.

### AIMC-2018-EBM-143
**IMPACT OF INFORMATION SHARING AND SOCIALIZATION ON INNOVATIVE CAPABILITY, MEDIATING ROLE OF TRUST**

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**Co-Authors:** Maha Imran

**Air University**

**Abstract**

Purpose: This study investigates the interrelationship between trust, socialization, and information sharing on a firm's innovative capability in the context of the organization's shareholders. Design/methodology/approach: This study uses Regression Analysis while Preacher & Hayes is used for finding the mediating role of trust. Data is collected from 200 respondents of Twin cities of Pakistan out of 150 questionnaires are used in Analysis. Findings: Findings suggest that there exists a significant positive relationship between all types of socialization and innovative capability of the firms. While Trust positively mediates between socialization and innovative capability. Originality/Value: This study finds that impact of the different type of socialization on innovative capability. Thus, it contributes to the literature on both socialization and innovative capability of the firms. The finding of the study validates the prophecy of social capital theory in the contextual setting of Pakistan.

**Keywords:** information sharing; socialization; trust; innovative capability

### AIMC-2018-EBM-151
**AWARENESS ON GREEN LOGISTICS AMONG TRANSPORTATION COMPANIES IN JOHOR TOWARDS BUSINESS PERFORMANCE**

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**Co-Authors:** Fadilah Ismail, Mohd Norfian Alifiah, Sobia Irum, Hidayah Adnan

**UTM**

**Abstract**

Rapid industrialisation has detrimental effect on the environment due to the increase in the pollution, waste and rapid consumption of natural resources. Environmental issues are very important for the overall strategy of the firm. However, research in the field of green logistics identifies several ways for companies to reduce the environmental impact of transport and logistics activities, including: modal changes and intermodal solutions. It is treated as a factor of the cost. Some companies have already taken external costs of logistics associated especially with the environmental issues such as climate change, pollution, and noise into account. The purpose of this study is to identify the relationship between green logistic awareness (GLA) and business performance. Research hypotheses were proposed and examined while considering three drivers of GLA such as transportation, warehouse, and packaging. The research was conducted in Pasir Gudang and Batu Pahat. The hypothesis of this research is that there is a positive relationship between green logistic awareness and business performance. The finding of the study shows that GLA such as transportation, warehouse and packaging exhibit significant relationship with business performance.

**Keywords:** Green Logistic, Business Performance, Awareness
AIMC-2018-EBM-152
PRO-ENVIRONMENTAL BEHAVIOR AT WORK – A META-ANALYTICAL REVIEW OF LITERATURE
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Abstract
The increased environmental challenges, organizations are facing today, have made employees’ pro-environmental behavior a salient feature of workplace. Many value the role of pro-environmental behavior as a source of many positive outcomes, thus increased value of all the factors that may boost employees’ such behavior. At academic level, there is dearth of comprehensive researches focusing on determinants and outcomes of such behavior. Against this backdrop, this study aims to have a meta-analytical investigation of antecedents and consequences of employees’ pro-environmental behavior. Research studies are taken from websites of major publishers and indexing services. Findings of the study are expected to provide a complete picture of findings of the studies carried out so far.

Keywords: pro-environmental behavior, antecedents, consequences, meta-analysis, literature review

AIMC-2018-EBM-158
IMPACT OF BUSINESS SOCIAL RESPONSIVITY (BSR) ON PERFORMANCE OF SMES IN NIGERIA
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Co-Authors: Isah Mohammed Damagum, Yunusa Mohammed Kaigama and Adamu Madaki

UTM

Abstract
The literature on business social responsibilities (BSR) confirmed a positive relationship between business social responsibilities and SMEs performance. But still the boundary settings for such linkage are less explored in the developing economies context. This study draws on RBV to introduce organizational culture as a mediator of the relationship between business social responsibilities and SMEs performance. The study adopted quota sampling for sample selection. This theoretically derived research model is empirically tested using survey sample data from 313 SMEs in North eastern Nigeria. Partial Least Squares (PLS) algorithm and bootstrap techniques were adopted to test the study hypotheses. Our empirical findings suggest that organizational culture positively enhances the business social responsibilities and SMEs performance relationship.

AIMC-2018-EBM-163
THE MEDIATING EFFECT OF STAKEHOLDERS SUPPORT SYSTEM ON THE RELATIONSHIP BETWEEN POLYTECHNICS AND ENTREPRENEURIAL INTENTIONS AMONG POLYTECHNICS STUDENTS IN NORTHEAST GEO-POLITICAL ZONE OF NIGERIA
Corresponding Author: Mohammed Kaigama
Co-Authors: Ibrahim Bukar Buba1, Kagu Bukar,2 Danladi Ibrahim Musa3 , and Ibrahim Usman Saleh4

UTM

Abstract
Present global drives toward developing fresh emerging skill-based man power with full entrepreneurial potentials polytechnics are both key and frontiers particularly in developing economies. The literature on entrepreneurial education has confirmed a positive relationship between polytechnics and entrepreneurial intentions development. Yet the boundary conditions for such linkage are less examined in the context of emerging countries. This study draws on resource-based theory to advance stakeholders support systems such as; government, parents and financial accesses as a mediators of the relationship between polytechnics and entrepreneurial intentions development. The study used quota sampling for sample selection. This theoretically derived research model is empirically tested using survey data from 291 polytechnics students from six polytechnics in North eastern Nigeria. Partial Least Squares (PLS) algorithm and bootstrap techniques were used to test the study hypotheses. Our empirical findings suggest significant positive relationship between polytechnics education and entrepreneurial intentions. Similarly, stakeholders support systems were found to passively mediates the relationship between polytechnics education and entrepreneurial intentions. The findings of this study will benefit polytechnics administrators, lecturers as well as regulatory agencies and government at all levels and will also serve as frame of reference to future studies.

Keywords: Polytechnics, Entrepreneurial Intentions, Government, Parent, Financial Access and Stakeholders

AIMC-2018-EBM-167
THE IMPACT OF NATURAL DISASTERS ON SECONDARY SCHOOL ENROLLMENT
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Abstract
The impact of natural disasters on secondary school enrollment This paper examines the impact of total disasters and four individual natural disasters (floods, storm, drought and earthquake) on secondary school enrollment rates using panel data over the period 1970 to 2014. For robustness check, we use four measures on each of these natural disasters: the number of occurrences, number of deaths, number of people affected and the estimated damages caused by natural disasters as a percentage of GDP; thus we employ 20 natural disaster variables. In addition, we re-estimate all specification using lag of natural disaster variables to capture the delayed effect of these variables on enrollment.
Employing the system Generalized Method of Moment (GMM) model, we find that the number of occurrences of natural disasters and disaster related losses (number of deaths, number of people affected and total damages) decreases the secondary enrollment rates. The magnitude of these effects differs significantly across the types of natural disasters and disasters like storm and floods have a delayed effect on secondary school enrollment.

Keywords: Natural Disasters; Enrollment Rate; GMM; Panel Data

AICM-2018-EBM-171
EFFECT OF MACRO-ECONOMIC VARIABLES ON FOREIGN DIRECT INVESTMENT. A STUDY OF SAARC COUNTRIES

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Abstract
An economic status of the nation can be judged by the financial performance of the country, factors that mainly effect the financial growth of the economy is foreign direct investment (FDI) as huge part of the economy is dependent on foreign investment. The purpose of this study is to investigate the impact of economic variables on foreign direct investment. The data for these indicators are collected from world development Indicators (World Bank) and integrated network for societal conflict network. Sample has taken from four south Asian associations for regional cooperation (SAARC) countries Pakistan, Bangladesh, Sri Lanka and Nepal of 25 years. Panel analysis model is applied to analyze the results of the study. Results clearly indicate that macro-economic variables have huge impact on trend of FDI. Inflation and exchange rate fluctuation have significant negative effect on foreign direct investment inflow as investors prefer to invest in a stable economy. Gross domestic product (GDP) has significant positive effect while trade has insignificant relation with FDI inflow.

Keywords: Exchange rate; inflation; trade; gross domestic product; foreign direct investment.

AICM-2018-EBM-174
FACTORS AFFECTING INTENTION TO USE ONLINE DATING SITES IN MALAYSIA

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Co-Authors: Rabiul Islam; Syed Shah Alam; Zafir Khan Mohd Mokhbul; Nurkhalida Binti Makmor

Abstract
Online dating communities have great market potential; therefore, understanding the perceptions of young generation of the factors influencing their intention to use such site is vital. This research examined five key dimensions of intention to use online dating communities in Malaysia based on some information system theories. Research model for this study was developed based on the literature on information system research. This study was adopted convenient sampling of non-probability sampling procedure. Data were collected through self-administered questionnaire and multiple linear regression was used to analysed data. The findings of the study show that word-of-mouth, attitude, perceived enjoyment and perceived playfulness are key determinants of young adults’ intention to use online dating sites. However, there is no significant relationship between trust and intention to use online dating sites. This research can serve as a starting point for online dating research, while encouraging further exploration and integration addition adoption constructs. Other business agencies should create better awareness of the usage of online dating sites. As Malaysian are choosing their own pair for their family life, so this finding give some insight to the young generation of Malaysia to focus on finding their own partners from online sites.

Keywords: Online dating; attitude; enjoyment; playfulness; trust; Malaysia

AICM-2018-EBM-183
CAPITAL STRUCTURE, CAPITAL INVESTMENT AND PROFITABILITY AMONG MALAYSIAN LISTED FIRMS

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Abstract
Capital investments are referred as a critical managerial decision on firm's fixed asset for generating profitability. However, the empirical finding shows that not every capital investment has a significant positive effect on profitability. Literature indicates mixed results of examining the capital investment relationship with firm's profitability, which vary in respects to the debt structure. On the other hand, strong government reinforcement has pushed Malaysia up as one of the top ten countries with robust private capital investment in the year 2004. Since the capital investments are typically irreversible and hypothesized as profit's generator, the first aim of this study is to examine the effect of the capital investment on the firm's profitability across firms and sectors. The second aim is to examine the moderating effect of capital structure on the relationship between capital investment and profitability across firms and sectors. This study utilized pooled ordinary least squares and fixed effect analysis across 708 non-financial Malaysian listed firms. The unbalanced datasets for the period 2001 to 2015 were employed to check the robustness of these results. This study suggested that capital investment has a strong significant positive effect on profitability measurements across Malaysian listed firms in non-financial sectors. On the other hand, the significant negative moderating effect of capital structure on the relationship between capital investment and return on capital across Malaysian listed firms reflected the perspective of empire building theory. In addition, the independent sample test engaged across sectors affirmed that moderating effect of capital structure are different across sectors. Thus, this
study concluded the existence of moderating effect of capital structure on the relationship between capital investment and profitability. This study addressed the knowledge gap on the moderating effect of capital structure based on empire building theory.

**Keywords:** Capital Structure; Capital Investment; Profitability; Malaysia

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**AICM-2018-EBM-184**

**A CONCEPTUAL FRAMEWORK FOR E-COMMERCE CONTINUANCE INTENTION IN THE NORTHERN REGION OF MALAYSIA - PENANG**

**Corresponding Author:** Pan Xiuling

**Co-Authors:** Dr. Lim Seng Chee; Dr. Lim Seng Poh

University Tunku Abdul Rahman

**Abstract**

Electronic Commerce (E-commerce) is a tool used to improve the socio-economics status for developing countries and to strengthen the financial status for developed countries. As shown and proved by lots of previous works, numerous small and medium enterprises (SMEs) gained significant benefits for their business activities through E-commerce. However, the adoption rate of E-commerce by SMEs manufacturers is unexpectedly low in Malaysia, especially in Penang. According to Department of Statistic Malaysia, the manufacturing shares of Penang’s gross domestic product (GDP) is 45.9% in 2010 and 44.7% in 2015. The government agencies, practitioners and academicians are concerned in this issue because the negative growth of GDP brings some impacts to the economy of the nation. Therefore, they want to investigate the factors that affecting the E-commerce adoption. Various factors have been determined and used to explain and predict the E-commerce adoption. Yet, the factors that are significantly affected the E-commerce continuance intention are not clearly identified. Hence, the aim of this research is to fill in the literature gaps by establishing a parsimony framework that can incorporate several factors which impact the E-commerce continuance intention. This paper summarizes five factors which affect E-commerce continuance intention of firms. The factors are perceived benefits, perceived barriers, top management, organizational readiness, and environmental pressures. The practical and theoretical contributions of this research can be served as Internet Communication Technology (ICT) policies or guidelines for the government agencies and non-profit organization in order to promote the E-commerce adoption among SMEs.

**Keywords:** E-commerce; Adoption; Continuance Intention; SMEs; TOE framework

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**AICM-2018-EBM-188**

**CARBON EMISSIONS, FOREIGN DIRECT INVESTMENT AND STOCK MARKET TRADING ACTIVITY: EVIDENCE FROM LOWER-MIDDLE-INCOME COUNTRIES**

**Corresponding Author:** Mushtaq Khan

**Co-Authors:** Mushtaq Hussain Khan; Junaid Ahmed; Mazhar Mughal; Waqas Iqbal; Syed Muddasir

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**Abstract**

This study explores the impact of foreign direct investment flows and stock trading activity on CO2 emissions using a sample from developing countries over the period of 1980 to 2016. For empirical analysis, this study used panel data fixed effect model. The results indicate that foreign direct investment and stock turnover have no impact on carbon emissions. However, for low income countries, the study found that both variables have positive and significant effect on carbon emissions. In addition, for low income countries, manufacturing to GDP is found positive because increase in manufacturing may increases carbon emission. Whereas middle income countries have negative effect due to the cleaner technology. This study is important for policy makers to achieve sustainable economic development and management of CO2 emissions considering the factors that help in growing carbon emissions.

**Keywords:** Carbon Emissions, Foreign Direct Investment, Stock Market Trading Activity

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**AICM-2018-EBM-201**

**FINANCIAL LIBERALIZATION AND EXTERNAL DEBT**

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**Abstract**

Since the start of the financial liberalization trend in 1973, liberalization policies have accelerated, in particular, measures of deepening and financial development. It is clear that financial opening has allowed countries, especially in the developing world, access to several forms of financing, particularly in the form of debt, which was previously non-existent (Fisher S. (1998) and Ranciere, Tornell, and Westermann (2006)). Criticism has been leveled at financial liberalization since 1990 (e.g., financial instability, financial crises, banking crises, increased inequalities, etc.) (Rodrik, D. (1997), and Broner and Ventura 2010). More recent criticism has mentioned the increase in the volume of external debt for developing countries as well as for developed countries. The average external debt for the different income groups of countries showed a considerable increase in the low- and middle-income countries at the beginning of the 1980s. A significant increase in these debts took place at the beginning of the 1990s. This paper examines the relationship between the liberalization process and an increase in external debt. While there is a vast literature on the effects of financial liberalization, unfortunately, rare are the studies that analyze this relationship. Also, there are no theoretical foundations about this relationship. I contribute to the empirical literature about the negative effects of financial liberalization by proposing a new method of analysis of a panel vector autoregression (VAR) model.
The main advantage of the PVAR is that it isolates the impact of a shock of one variable (independent variable) on the dependent variable (External Debt), keeping the shocks of the other variables equal to zero. I use three indicators, grouping the main components of this process to show the financial development and the liberalization of the capital account. I formulate my hypothesis for research on the presence of a close relationship between financial liberalization and the variation in the external debt. For the check, I use a panel composed of 162 countries for the period from 1980 to 2015. The analysis is distributed among countries with low, middle, and high incomes. This distinction may help to validate our results. Similarly, the process of financial liberalization has evolved throughout this period of analysis and the impact sought may differ according to the temporal scale. For this reason, we divided our analysis into two sub-periods, from 1980 to 1990 and from 1991 to 2015. The results found in this study are the following: First, the low-income countries seem to be most likely to take advantage of the liberalization process to find new sources of funding. The relationship between our indicators of liberalization and the variation in the external debt is significant. This impact is also validated for the high-income countries since two of the indicators of financial liberalization confirm this relationship. The results are different for the middle-income countries, where no relationship has been found. Second, while the financial development seems to favor the use of external debt, liberalization of the capital account (KAOPEN index) appears to inhibit the variation in debt. Third, for the two periods of analysis, financial development is the component of the liberalization process that is more conducive to variation in external debt. The first period, 1980 to 1990, appears to be more significant in confirming this relationship. The paper is organized as follows: The next section presents a brief review of the literature on related financial liberalization and external debt. It also presents our indicators and their development. Section III presents the empirical model, the statistical tests of specifications, and the results found. Section IV interprets these results and gives the necessary conclusions.

Keywords: financial liberalization; external debt; relationship

AIMC-2018-EBM-202
HOW DOES GREEN WORK CLIMATE PERCEPTION AND FAIRNESS PERCEPTION LEAD TO ORGANIZATION CITIZENSHIP BEHAVIOR AND VOICE BEHAVIOR EMERGE WITH MEDIATION OF COMPENSATION AT WORK

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Abstract
Previously, the literature of green work climate perception and fairness perception is well established, but there is not a single study which investigates the relationship of green work climate perception, fairness perception and Organizational citizenship behavior, voice behavior. In this study mediating role of compensation at work is also measured. Data was collected from 285 respondents working in education and banking sector. CFA, EFA was performed in order check validity of the data. Correlation and regression through Hayes (2013) was performed to test the hypothesis of the study. Results shows that green work climate perception and fairness perception is significant positive associated with organizational citizenship behavior and voice behavior, while compensation at work mediates this relationship. This study also includes managerial implication and direction for future research.

Keywords: Green work climate perception; Fairness perception; Organizational citizenship behavior; Voice behavior; Compensation at work

AIMC-2018-EBM-209
PRIORITY ACTION FOR NON-GOVERNMENTAL ORGANIZATION DURING EMERGENCY OPERATION IN NIGERIA

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Co-Authors: Maimunah Binti Ali

Abstract
The history of how successive governments are making efforts to protect the lives and property of Nigerian citizens during emergencies/disaster situation cannot be completed without mentioning the contributions given by the Non-Governmental Organizations (NGOs). This paper traces the priority action of the NGOs during emergency situation in Nigeria based on a study of previous literature about NGOs missions as majority of the Nigerian people, especially the rural communities are in support of how NGOs are training rural skills and local knowledge that were grossly underutilized by the communities. Although, the NGOs may have the same missions but different in approaches to emergency situation. However, the study proposed to NGOs the best ways to respond to emergency situation by getting information about the location of the disaster; accessibility of the area, and to avoid duplication of efforts or clash, they also have to inquire about what other sister organizations are doing about same incident. It is also a priority for every NGO to make necessary arrangement of response plan according to the rule of laws.

Keywords: Priority action, NGOs, Emergency operation, NGOs and Vulnerability Capacity Analysis

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AIMC-2018-EBM-210
THE CHALLENGES AND PROSPECT OF NIGERIAN NON-GOVERNMENTAL ORGANIZATIONS IN DISASTER MANAGEMENT: REVIEW
Corresponding Author: Abubakar Umar Gabarin
Co-Authors: Maimunah Binti Ali
Abstract
This paper attempts to examine the challenges and prospect of the Nigerian Non-Governmental Organizations (NGOs) in disaster management with a view to proffer possible solutions. The literature had revealed that the consequences of disasters in Nigeria do not affect only its citizen’s lives and property alone but also the members of the NGOs who are there to assist the victims. NGOs are non-profit organizations constituted with an aim to uplift the poor, marginalized, underprivileged, unprivileged and vulnerable groups among any other things. Because of their desire and capacity to pursue participatory and people centred forms of development to fill the gaps left by the failure of the government in meeting the needs of their poorest citizens. However, various findings from the academics literature pertaining Non-Governmental organizations are discussed in order to generate a more holistic understanding of the challenges and prospect of Nigerian NGOs in disasters management.
Keywords: Challenges and prospect, NGOs, law and structure, disasters and coordination

AIMC-2018-EBM-212
AN ASSESSMENT OF THE IMPACT OF TAXATION ON REVENUE GENERATION AND ECONOMIC GROWTH IN KANO STATE, NIGERIA
Corresponding Author: Awaisu Adamu Salih
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Abstract
The main objective of this study is to examine the impact of taxation on revenue generation and economic growth in northern states of Nigeria. However, the specific objectives are: to determine the extent to which taxation has contributed to revenue generation in northern western states of Nigeria and to determine the extent to which taxation contributes to the economic growth in north western states of Nigeria. The study will use secondary data to be collected from the Kano States board of internal revenue service and central bank of Nigeria sample size for this study will be drawn using scientific filters to be introduced by the researcher. Data collected will be analyzed using correlation and regression. The study will highlight to the stakeholders in Kano State on the extent of internally generated revenue contribution which will help the states government in achieving sustainability of the economic growth and reducing over reliance on federal grants. The study will highlight to the stakeholders relationship between taxation and revenue generation. The study will highlight to the stakeholders relationship between taxation and economic growth. Moreover, the study will highlight whether firms in Nigeria are paying their dues for the benefits humanity.
Keywords: Economic Growth, Revenue Generation, Taxation

AIMC-2018-EBM-213
ACCESS TO FINANCE AND BUSINESS PERFORMANCE AMONG WOMEN ENTREPRENEURS IN KANO STATE
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Abstract
Women’s entrepreneurship has been recognized during the last decade as an important unexploited source of economic growth. Women entrepreneurs create new jobs for themselves and others and by being different also provide society with different solutions to management, organization and business problems as well as to the exploitation of entrepreneurial opportunities. The aim of this study was to investigate effect of access to finance on business performance among women entrepreneurs in Kano State. The design of this research was a descriptive survey research. The population of the study was 4,320 women entrepreneurs who registered with Ministry of Commerce, Kano State. Systematic random sampling technique was adopted in this study. Sample Size of 354 was used for the study. Therefore, 354 copies of the questionnaire were distributed among women entrepreneurs who registered with ministry of commerce, Kano State. The data collected were transferred into Statistical Package for Social Sciences (SPSS) Software (version 21.0), analyzed using descriptive statistics, bivariate correlation, and regression analysis. The result of the study revealed that, there is positive and significant relationship between women entrepreneurs’ access to credit and business performance among women entrepreneurs in Kano State. The study recommends that government should develop new credits facilities which will help women entrepreneurs to enhance their business performances. They should also review the loan procedures and eliminate some vigorous and unnecessary requirements so that it will be easier for them.
Keywords: Entrepreneurship, Women Entrepreneurs, Access to Credit, Performance
TRAVELERS EMPOWERING TRAVELERS: WEBSITE QUALITY, USER-GENERATED-CONTENT AND HOTEL BOOKING BEHAVIOR

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Abstract
Web 2.0 where users create and share content has substantially empowered the customers. This technological breakthrough has transformed the customers into participative agents. The Travel & Tourism industry has been challenged by Web 2.0. Instead of physical interaction, travel customers are browsing websites e.g. Booking.com, Tripadvisor and Expedia for travel planning and hotel booking. Such travel agency websites provide information and booking facilities known as Agency-Generated Content. Likewise, hotels and tour enterprises provide information on such websites as prices, amenities, location, and pictures known as Vendor-Generated-Content. Many studies showed the significance of User-Generated-Content (UGC) in travel planning and hotel bookings which is the focus of this study. UGC is obtainable on such websites in form of reviews, rating, and pictures by the users. The same trend is approaching Pakistan having an immense potential for online travel companies. Travel & Tourism industry of Pakistan is experiencing a thriving growth since the terror attacks have reduced exponentially hence qualify for a scholarly attention. The literature supports this observation that as compared to agency and vendor, the travel customers give more weightage to UGC. UGC trustworthiness is associated with the website quality of travel agency, thus, it is important to investigate the relationship between dimensions of website quality, customer's attitude towards UGC and booking behavior. This study aims at exploring the website quality of travel agencies through E-SERQUAL on the attitude of Pakistani travel customers towards UGC and hotel booking. It will be a survey based quantitative study where data will be collected through questionnaires applying simple random sampling. While applying hierachical regression, this study will provide insights into Pakistani customers' attitude and behaviors towards online traveling agencies. Due to the limited number of studies on Pakistani travelers, this study will add a great deal in the body of knowledge for future directions.

Keywords: travel agencies; E-SERQUAL; User-Generated-Content; attitude; hotel booking behavior

ORGANIZATIONAL CITIZENSHIP BEHAVIOR AND JOB PERFORMANCE AS A CONSEQUENT OF ORGANIZATIONAL CSR

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Abstract
The inspiration of writing this research paper is to reveal the vital variables that have impacts on the perception of employees towards organizational CSR practices on job performance and OCB in private sector (NET SOL) of Lahore, Pakistan. In this study we took three variables Organizational CSR, Job Performance, OCB to check the effect of perception of employee to privately owned organizations. We used an adopted questionnaire for this study with 36 items and it was directed to a sample of 50 employees of a private organization. We used 5-point Likert scale for this study with these responses: 1 as &ldquo;strongly disagree&rdquo;; 2 as &ldquo;disagree&rdquo;; 3 as &ldquo;somewhat agree&rdquo;; 4 as &ldquo;agree&rdquo; and 5 as &ldquo;strongly agree&rdquo;. Convenience sampling and survey method was used for this research study. Data was collected from only one city of Pakistan that is Lahore. We applied different statistical tests such as normality, reliability, correlation and regression descriptive statistics, demographics, factor analysis. The firms which are owned privately in Pakistan should be familiar with the benefits of CSR that if they invest in CSR towards stakeholders it will enhance the performance of employees and OCB. Firms should involve themselves in such activities which are beneficial for their employees work outcomes. The results of this research study show that the perception of employees towards organizational CSR had significant relationship with JP and OCB. The results of hypothesis are partially supported. Findings of this research discovered that independent variables have a significant positive impact on dependent variables.

Keywords: Corporate Social Responsibility (CSR) Job Performance (JP) Organizational Citizenship Behavior (OCB)

THE ROLE OF EMOTIONAL INTELLIGENCE IN THE PERFORMANCE OF AN ORGANISATION WITH 2 MEDIATING VARIABLES: A CASE STUDY APPROACH.

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Abstract
As organisations enter the 21st century, the dynamism of the business environment has certainly increased its pace. The external environment especially the technological element has accelerated the changes in the business platform. Many organisations who are unable to keep up with these changes has to wrap up. Those in the business needs to look for a strong strategic which can be used not only for sustainability but to propel the business into higher realms. In the 1980s-1990s, a few studies have highlighted the usage of emotional intelligence as a source of performance among their employees. The purpose of this study is to study the role of emotional intelligence in the performance of an
organisation with 2 mediating variables. A case study approach has been used in this study. It was found that with the mediating variables in play, the role of emotional intelligence has certainly enhanced.

Keywords: Competitive Advantage, Workplace Environment, Teamwork, Unity, Development

AIRC-2018-EBM-237
EFFECTIVE CROSS-CULTURAL COMMUNICATION PRACTICES IN BUSINESS NEGOTIATIONS: A STUDY ON MALAYSIAN ENTERPRISES IN BRAZIL

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Abstract
The rules and ethics for cross-cultural communication in international business differs from one country to another. Close, immediate, and direct communication happens when international entrepreneurs sit together in business negotiation sessions. It is essential to apply the most suitable communication techniques in order for international businesses to be approached in such ways. In this situation, those two different parties involved in the communication process have come from absolutely different backgrounds, and are meeting for the first time in all cases, with high expectations of success in the business negotiation process. Considering the crucial part of this, this study aim to gain a clear understanding of the types of cross-cultural communication during business negotiation, as researcher has been observing these sessions between Malaysian and Brazil. Direct interview and observation during the business negotiation sessions were the methodology involved with three (3) Malaysian participants from those enterprises in Brazil. Data collected were interpreted through detailed prescription and will be presented later in the full paper. A research framework was developed through these data and the types of cross-cultural communication were identified and explored in the three case studies. The case studies provide insights to the three (and more) Malaysian negotiators, where a number of similarities and differences were identified. Following sections will discuss further the insights from the three case studies in order to form better understanding of the Brazilians business negotiators, for successful negotiation sessions for Malaysian enterprises who wish to explore the Brazilian market for future international trade and business.

Keywords: Cross-Cultural Communication, Business Negotiations, Brazil

AIRC-2018-EBM-239
STRATEGIC LEADERSHIP IN PERUSAHAAN OTOMOBIL NASIONAL (PROTON): ITS IMPACT ON ORGANISATIONAL PERFORMANCE, STRATEGIC ORIENTATION AND OPERATIONAL STRATEGY

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Abstract
This paper focuses on the impact of strategic leadership on operational strategy and organisational performance of the automobile industry in Malaysia with a particular focus on Proton (Perusahaan Otomobil Malaysia). Since the mid-1980s a growing body of research on leadership has focused on strategic leadership, in contrast to managerial and visionary leadership. It focused on how leaders make decisions in the short term that guarantees long-term viability of the organisation. Senior leaders also have the ability to align human resources in an effective way directly to the business strategy. This article focuses on the how national car manufacturer, Proton, exercises strategic leadership to influence its operational strategy and performance. It examined both dependent and independent variable that influences strategic leadership with implications for future research.

Keywords: strategic leadership, operational excellence, strategic orientation, organisational performance

AIRC-2018-EBM-244
THE EXTENT OF VOLUNTARY DISCLOSURE OF RATIO ISLAMIC COOPERATIVE (BMT) IN INDONESIA

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Abstract
Islamic Cooperatives (BMTs) are member-owned, voluntary, self-help, democratic, not for profit institutions that provide financial services to members. BMTs aims economic and social goal in their activity. Over the last decade the number of BMTs increase significantly. However, identified weakness in both accountability and monitoring in BMTs. Ratio are widely used in predicting corporate bankruptcy, assessing borrowers’ ability in meeting debts and facilitating management functions. This study seeks to explore the extensive use of ratios as a voluntary disclosure in 74 annual reports of Islamic Cooperative (BMT) in Indonesia. It also attempts to investigate the relationship between firm specific attributes; profitability, size with the level of ratio voluntary disclosure. The results reveal that the level of disclosure of voluntary ratio in BMTs in Indonesia was low. Most of BMTs did not reveal and unfulfilled their ratio based on rule of Ministry of Cooperative. Findings indicate that many ratios were disclosed in the financial summaries and the findings also indicate that many different formulate were used in calculating those ratios. In addition, only a minority of the Islamic cooperative has a specific "financial ratio" section under these titles as to highlights key ratios of the company.

Keywords: Ratio, Islamic Cooperative (BMT), Disclosure
GLOBAL TRADE AND TECHNOLOGY AS INDICATORS OF COMPETITIVENESS AND ECONOMIC DEVELOPMENT: AN ANALYSIS OF PAKISTAN'S POSITION IN INTERNATIONAL MARKET

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Abstract
The idea of competitiveness has been broadly accepted and has turned into a part of debate in international forums. Today world-wide economy cannot be enlightened by using the same approach without innovative technology as it was a few decades before. When progresses of the firms and states are observed, public generally regard international competitiveness as critical part of the debate. The study in this paper attempts to evaluate position of Pakistan's economy with the perspective of International Competitiveness in terms of its technological development and trade progress. It concluded that export markets can be strengthened by the countries with the passage of time. There is crucial requirement to improve their technological progress and governance. Pakistan is passing through the stage where there is need to employ the standards of international competitiveness. The study is sum up by explaining a suggestion to government of Pakistan with the high lights that higher technological exports will come true only by intensification of research and development via investment in the human capital of the economy. This entail mutual efforts from three major players; individuals, business entrepreneurs and government.

Keywords: International Trade; Technology; Competitiveness; Research & Development

DETERMINANTS OF NON-PERFORMING LOANS (NPL) IN EUROPEAN UNION (EU): PERSPECTIVES OF MACROECONOMIC FACTORS, GOVERNANCE QUALITY DIMENSIONS AND BANK-SPECIFIC CHARACTERISTICS

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UPM

Abstract
This study was undertaken to identify the NPL determinants in the EU conventional banks. It is motivated by virtue of NPL is widely recognised as being associated with the financial crisis, an indicator of the beginning of banking crisis, as well as financial pollution that deteriorates economic development and social welfare. The novelty of this paper does not rely on various perspectives of NPL determinants but disentangling the other types of banks (i.e. Islamic banks, co-operative banks and ethical banks) from the conventional banks. It also contemplated business cycle, credit cycle and lagged two NPL as the potential determinants. The panel datasets of 1053 conventional banks were obtained over the period of 2007 to 2016. Hodrick-Prescott Filter was utilised to extract the cyclical component of real GDP and credit to the private non-financial sector to attain business cycle and credit cycle. System Generalized Methods of Moment was accordingly adopted to evaluate the significant determinants of NPL. The empirical results underline that NPL is primarily positively driven by lagged one NPL and risk profile. However, NPL was greatly averse to the cost efficiency consistent with the Bad Management Hypothesis. Apart from that, unemployment rate and profitability were found to have a positive relationship with NPL. Lending, lagged two NPL, business cycle, diversification, financial crisis, credit cycle and the governance quality dimensions have a negative relationship with NPL. The empirical finding of the business cycle coincides with Austrian Business Cycle Theory. This paper encapsulates that NPL is not merely driven by macroeconomic factors and bank-specific characteristics, but also determined by the governance quality dimensions. The recommendation was that the policymakers should reform new policies thrust geared towards proper governance quality dimensions. In agreement with Financial Instability Hypothesis, reduced NPL will move the economy forward a more stable direction in this way.

Keywords: Bank-Specific; European Union (EU); Financial Crisis; Governance Quality; Macroeconomics; Non-Performing Loans (NPL)

A CASE STUDY OF TRIZ APPLICATION IN ENERGY MANAGEMENT SYSTEM FOR AUTOMOTIVE INDUSTRY

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Abstract
There are many heavy industries in the world that are becoming huge energy user and struggling to manage their operation cost, especially on their energy bills. The only best strategy for this organization to overcome the challenges is to adopt Energy Management System (EnMS) as a part of green initiative and cost reduction initiative. A national automotive in Malaysia are taking big steps in reducing their energy consumption and electricity cost to increase their operational competitiveness. The company is supported by United Nations Industrial Development Organisation (UNIDO) to spearheads the adoption of Energy Manager System of a local automotive company for their industrial plants and office building through a special programme called Industrial Energy Efficiency for Malaysian Manufacturing Sector (IEMMS). However, the EnMS covers on the management scopes which lead to problem solving situation to achieved targeted result effectively and timely. The TRIZ tools used in this research are Class 4 from 76
scientific inventive solutions for identifying Significant Energy User (SEU) and Energy Performance Indicator (EnPI), all recommended inventive principles that have engineering contradiction with "power"; and several other tools for the case study. The energy conservation measures adopted by the case studied company reduced the overall consumption by 22.4% based on total consumption of 6,536,623 kWh for Centre of Excellence building in 2015/16 resulting in a savings of 1,079,815 kWh per year in energy consumption and monetary saving of MYR 394,132 per year. The CO2 reduction is estimated at 785 ton per year. In terms of energy inputs, the Centre of Excellence building uses about 6.54 GWh of electricity per year. The application of TRIZ in the EnMS provides innovative approach to achieve the goals and also enhanced the process in delivering the expected outcome from energy improvement program.

**Keywords:** TRIZ; Energy Performance Indicator (EnPI); Energy Management System; Case study; Automotive

### AIMC-2018-EBM-250

**ACCELERATING AUTOMOTIVE MARKET PREFERENCE USING INTEGRATION FRAMEWORK OF CONJOINT ANALYSIS AND TRIZ METHODOLOGY**

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**Abstract**

Most organizations are struggling to create the best product features for the customer because the customer have many options to choose from. Furthermore, providing the right price of product is always the key challenging factor for the manufacturer, which influences the decision-making process in customer's purchasing preferences. The application of conjoint analysis has become a part of solution for manufacturer to avoid guessing on the things that is preferred by their targeted customer. This analysis helps to prepare, create or redesign product based from the information of market insight. However, the analysis creates contradiction for the manufacturer highly cost product's preferred feature. The most common innovation strategy involves by combining the right feature that customer appeals for the right price to regain market share. The key attributes of features become the success factor in using conjoint analysis but too many combinations of features and parameters impacted the customer feedbacks. The process also consumes a lot of resources and creates confusion to the customer in making their right choices. The integration framework with TRIZ methodology brings a new approach in overcoming the challenges. The TRIZ tools proposed are main parameter value (MPV), function analysis and feature transfer, which able to enhance the conjoint analysis processes and improve effectiveness. A national car maker in Malaysia has been selected for this case study to test the proposed integrated framework because the stiff competitive market against the threat of non-national car makers that have highly competitive features for their product. The result shows that the case studied company able to produce three new models that able to win over market of the targeted competitor's three similar main model. The research shows that MPV helps manufacturer to discover future and beyond customer expectation, function analysis allows product review and improvement and feature transfer provides systematic methodology to fine tune the feature of the product against the optimized price.

**Keywords:** TRIZ; Conjoint analysis; Automotive

### AIMC-2018-EBM-251

**DEVELOPING INNOVATION OF BUSINESS MODEL BY USING TRIZ S-CURVE ANALYSIS FOR ENTREPRENEURSHIP PROGRAM**

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**Abstract**

The biggest gap for an innovator to bring their product on market is lack of knowledge and skills as entrepreneur. Previous research highlighted that there are large numbers of Startup Company that failed to successfully enter the market due to lack of business competency. In Malaysia, the innovation culture changes drastically and provide many opportunities to create entrepreneur that able to give impact to Malaysia economy. Regardless of types of innovation have been created, the innovator critically need a lot of support on business sense to successfully commercialized their product. A government agency called, Innovation Foundation of Malaysia is bold in taking TRIZ methodology as supporting a program for new entrepreneurs in creating profitable business model that suit to their nature of business and the available resources. The program consists of two TRIZ tools (main parameter value and function analysis) to support internal product value and another two TRIZ tools (S-curve analysis and 9 windows) that combined with business model canvas to support external product value. Each entrepreneur has their own specific challenges in developing a business model that have better impact to the market. Therefore, one fixed or specific business model were not able to perform according to the nature of type of business or type of resources on the entrepreneur's business system. Currently, the program has reached more than one hundred entrepreneurs all over Malaysia. The result shows that the application of TRIZ tools able to help entrepreneurs to increase the level of competitiveness through benchmarking and creates a better competitive product value for the market.

**Keywords:** TRIZ; Business model; Entrepreneurship; Innovation
AIMC-2018-EBM-255
FORECASTING ON THE FOURTH INDUSTRIAL REVOLUTION DISRUPTIVE INNOVATION FOR FINANCIAL INDUSTRIES USING TRIZ METHODOLOGY

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Abstract
It is becoming increasingly difficult to ignore the implication of trend called fourth industrial revolution in various key sector of industries. Recent development in embracing the concept of fourth industrial revolution have heightened the value of technology, product and services of industries in achieving organization sustainability. However, research has consistently focus on the impact to manufacturing industries and have not attained an adequate understanding of fourth industrial revolution implications to non-manufacturing industries, such as finance industry. So far, the elements of fourth industrial revolution only applied to manufacturing industry. The objectives of this research are to determine the impact of disruptive innovation that connected to fourth industrial revolution in current finance industry and how to forecast the future opportunity for the industry to improve their organization sustainability using TRIZ methodology. This paper reviews the evidence of fourth industrial revolution for the application in financial services, and forecasting the disruptive innovation using TRIZ, methodology based from the element associated to fourth industrial revolution. The study shows that the most disruptive innovation that is based from fourth industrial revolution is Internet of Things (IoT) and the forecasting presented the future findings that the finance industries will takes a transition towards data analytics concept in various key process of finance industry. The conclusion of the study is that fourth industrial revolution will eventually needed and push into the finance industry to attained organization competitiveness and sustainability. The study also recommends that the outcome of the forecasting are able to help finance institutes to strategize their way forwards together with fourth industrial revolution elements, directly and indirectly approaches.

Keywords: Forecasting; Fourth industrial revolution; Financial industry; TRIZ

AIMC-2018-EBM-256
THE CHALLENGES OF IMPLEMENTING INTELLECTUAL CAPITAL IN SMES – DOES IT REALLY MATTER?

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Abstract
This conceptual paper aims at recognizing the challenges of implementing intellectual capital by Small and medium enterprises (SMEs). To date, numerous studies have been conducted regarding intellectual capital, with broad perspectives which includes; know-how, expertise, trade crafts, skills, ideas, awareness and many more. However, current literatures on the challenges of implementing intellectual capital in SMEs are limited. In fact, several previous studies highlight intellectual capital using Value Added Intellectual Coefficient (VAIC™) to measure intellectual capital. VAIC™ measurement of intellectual capital was assumed that the financial were reviewed from a registered and reputable accounting firm and that it reflected the accurate situation of the company. The second type of intellectual capital measurement is based on perception or subjective measures that are consistent with the managers’ beliefs. Intellectual capital is conceptualised in this paper as a resource and not a capability due to the knowledge perspective of intellectual capital comprising of human, relational and structural capital. SMEs can strive on the basis of their knowledge. Most of the time, SMEs are limited in their capabilities. Thus, the SME challenges in applying intellectual capital must be identify in order to accomplish their SME goals. SMEs with appropriate strategies have higher rates of successful innovations and performance. According to the resources-based view (RBV) and the most important resource for creating and maintaining competitive advantage in the marketplace is knowledge. Uniqueness is developed from intangible resources, such as knowledge, that are difficult to duplicate by competitors. Knowledge is non-convertible and is difficult to duplicate. However, SMEs are still unable to address the reality gap that surrounds intellectual capital. Thus, updated knowledge and information on the challenges related to intellectual capital will educate those SME to find the best solution to overcome the challenges.

Keywords: Conceptual paper; SMEs; Intellectual Capital;

AIMC-2018-EBM-257
COST ASSESSMENT ON THE APPLICATION OF HOLLOW FIBRE MEMBRANE MODULE IN WASTEWATER TREATMENT SYSTEM OF TEXTILE INDUSTRY

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Abstract
Dwindling high-quality water source due to increasing human population, water pollution and high water demand from the industrial especially the textile industry become one of the major problems around the world including Malaysia. Membrane technology is acknowledged as one of technique that able to treat wastewater for reuse purposes so it will reduce the demand for fresh water for its operation and also maintain the environment for the next generation. This paper aims to present the cost estimation model to calculate the overhead cost of implementing the hollow fiber membrane module (HFMM) to treat wastewater effluent from the textile industry in Malaysia. Activity-based costing
(ABC) method has utilised as a cost estimation technique due to its ability to determine the accurate overhead cost based on the volume of resources consumed for each particular activities compared to the traditional costing method. This model is also useful in highlighting areas that need improvement in order to improve the overall productivity of the system and future reduce the overall operating cost of the system. The study shows that membrane replacement and backwashing activities contribute to increased the cost of operation and it is recommended further to investigate more on this problem. The developed costing model is suitable to use in determining the cost allocation based on activity involved and also resources consumed for a particular system.

**Keywords:** Cost assessment; hollow fiber membrane module; activity-based costing; wastewater treatment; textile industry

**AIMC-2018-EBM-258**  
**CHARACTERISTICS OF MALAYSIAN YOUTH ENTREPRENEURS TOWARDS TN 2050**  
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**Abstract**  
Looking at youth entrepreneurship as an advocate to the development of SMEs, fostering the presence of the young entrepreneurs can be a key contributor to the progress of economic growth in Malaysia, thus to achieve National Transformation (TN50). These young entrepreneurs have the capability to be developed to become successful entrepreneurs. Youth entrepreneurship appears to be predominantly focussed in the developing countries including Malaysia (Ling, Selvadurai and Abdul Hamid, 2009). Within this context, the national agenda is to encourage the younger generations to be groomed and nurtured into job creators rather than job seekers. The objectives of this study are mainly to look into the current status and practices of youth entrepreneurs and their enterprises, identify constraints and challenges facing youth-owned enterprise and differentiate the characteristics between graduate and non-graduate youth entrepreneurs. Data for this study will be collected from a mixed method approach as both quantitative and qualitative researches are important and useful. Both methods have their own benefits where at some aspects serve appropriateness and objectiveness. Johnson and Onwuegbuzie (2004) emphasized that in some situations, researchers can put together insights and procedures from both approaches to produce a superior product. Furthermore, quantitative approach is based on positivism whereas qualitative approach is based on interpretivism (Sale et al., 2002). Focus group interviews will be conducted by inviting young entrepreneurs from Kuala Lumpur and Selangor. Within this context, the second stage is administering questionnaires by using convenience sampling approach to young entrepreneurs. This quantitative survey allowed the researchers to further contextualize the qualitative data gathered in the first stage of this study. As discussed earlier, entrepreneurship is vital for economic growth and stimulating the development of a young entrepreneur can be a key contributor to such progress (Clifton, 2011). It is expected that the results and findings of this study contribute to a better policy making and support by the government to youth that are interested to become successful entrepreneurs.

**Keywords:** Youth entrepreneurship; Characteristics of entrepreneur;

**AIMC-2018-EBM-261**  
**ASSESSING THE WILLINGNESS TO PAY FOR HIV COUNSELLING AND TESTING SERVICE: A CONTINGENT VALUATION SURVEY IN LAGOS STATE, NIGERIA.**  
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**Abstract**  
Introduction: HIV Counselling and Testing (HCT) plays a significant role in the continuum of HIV/AIDS programmes by serving as a gateway for the prevention, treatment, control, and care. However, the sustainability of HCT service in Nigeria is threatened by low funding. Objective: To assess the determinants of willingness to pay for HCT service in Nigeria. Methods: A cross-sectional survey was conducted on a sample of 768 individuals to evaluate the determinants of their willingness to pay for HIV Counselling and Testing (HCT) services in the 3 Local Government Areas (LGA) of Lagos State, Nigeria. The study employed contingent valuation technique to gather data which was analysed using SPSS computer software package. Results: The results revealed that 75% of the respondents were willing to pay, on the average, ₦1,291.15 ($4.22) for HCT service. The amount is much lower than the reported $7.4 mean cost per client. Individuals who were male, age less 50 years, and married were willing to pay more; meanwhile, persons who had education lower than diploma level and unemployed were willing to pay less for HCT service. Results from chi-square, Mann-Whitney, Kruskal-Wallis, GLM regression revealed that Income, HIV & AIDS knowledge, knowing someone infected with HIV, knowing someone died of AIDS-related sickness, worry about HIV, and avoidance of HIV-related stigma are important determinants of the willingness to pay for HCT service. Conclusion: The results of this study accentuate high rate of willingness to pay for HCT service. The findings suggest that feasibility of partial cost recovery from potential users of HCT service and implementation of co-payment scheme gears towards HIV/AIDS programmes financial sustainability in Nigeria.

**Keywords:** HCT; HIV/AIDS; Contingent Valuation; Nigeria
PROPOSED BUSINESS MODELS AND PARAMETERS IN OVER-THE-TOP INITIATIVES

Communication service providers (CSPs) are confronting challenges from the over-the-top (OTT) players that have been providing free-like services using various indirect-charging business models in addition to the network infrastructure developed by the CSPs. To encounter the challenges, CSPs should embrace OTT opportunities, deploy the right business models and set relevant business parameters accordingly. After conducting action research (AR) at one of Asia Pacific’s largest CSPs, this research identifies five business models, including three indirect-charging models and four business parameters that can determine the efficacy of an applied OTT business model. The research also finds that the business models can be mixed as similarly the business parameters can be combined according to the business model. Finally, the research concludes that the presence of OTT business model mix table and OTT business model canvass are very helpful for the business managers when developing OTT initiatives.

Keywords: Business models; business parameters; communication service providers (CSPs); over-the-top (OTT) services

Moderators of the Relationship Between Transformational Leadership and Innovative Behavior of the Employee: The Role of Task Novelty and Personal Initiative

Determinants of innovative behavior among employees have been rarely examined in the literature, which is inappropriate all things considered information might help supervisors to take benefit from the potential of their employees. This study first distinguishes thoughtfully employee innovative behavior and transformational leadership. Employee innovative behavior enhances when it is supported my transformational leadership. What’s more, the coefficients demonstrated an enormous variability. In this study, it was contended that the characteristics of employee and task novelty and personal initiative have been ignored in past research. The advantage of transformational leadership might be restricted in a connection with task novelty and personal initiative. In this way, the moderation impacts of personal initiative and task novelty on the relationship between transformational leadership and innovative behavior were investigated. For research purpose by using five-point Likert scale in the questionnaire, the data is collected with the sample of 360 employees from health, education, information technology and manufacturing sectors from Lahore, Pakistan. The results of the hypothesis are supported. When Task novelty was low transformational leadership was also low and innovative behavior is high. On the other hand when transformational leadership and task novelty are high then the innovative behavior is low. Moreover, when the personal initiative was low transformational leadership was also low and innovative behavior is high. On the other hand when transformational leadership and personal initiative are high then the innovative behavior is low, which indicates that the effect of transformational leadership depends on followers’ characteristics, task novelty, and personal initiative. The results of the study also explain that transformational leadership has a significant influence on innovative behavior.

Keywords: transformational leadership, innovative behavior, personal initiative, task novelty

MEASURING YOUNG PROFESSIONALS’ HOUSING AFFORDABILITY IN GREATER KUALA LUMPUR

A plethora of approaches applied for measuring the housing affordability. Undoubtedly, the housing cost and household income are ubiquitous predictors to address the housing affordability. Besides the housing policies is also receive enormous attention in debating this issue. This study, therefore, presents the predictor of transportation expenditure along with others factors in addressing housing affordability for young professionals. Equally important, individual life event is also highlighted as this matter is given less attention. With adapting these dimensions, it is idyllic in associating the study gap. Young professionals are referring to individuals aged between 25 and 35 years old and either working or living in Greater Kuala Lumpur with minimum a Bachelor’s degree qualification and registered through the professional firm. The purpose of the study is first, to measure young professionals’ affordability with underpinned the residual income approach and secondly, to explore the affordability through the housing pathways. The study address predictors namely occupation, household expenditure, transportation expenditure, household income and housing cost. Thus, 300 survey data analyses by the binary logistic regression.

Keywords: Young Professionals; Housing Affordability; Housing Pathways
AIMC-2018-EBM-266
EXPLORING THE MEDIATING EFFECT OF JOB SATISFACTION BETWEEN TRANSFORMATIONAL LEADERSHIP AND ORGANIZATIONAL COMMITMENT

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Abstract
This study examines the effect of transformational leadership on organizational commitment of academicians through job satisfaction. Transformational leader increases the organizational commitment of subordinates. Job satisfaction is essential for motivating, inspiring and supportive leader to enhance commitment of his employees towards their organization. The motivation behind this paper is to uncover the vital variables that have impact on employees' perception in a private university of Pakistan. Keeping in mind the end goal to bring out key variables. Three separate variables have been portrayed to dissect their effects on employee perception and these variables are transformational leadership, job satisfaction and organizational commitment. A questionnaire consisting 37 items was administered to 185 respondents. Convenience sampling and survey methods were used. For research purpose by using 5 point likert scale in questionnaire; the data is collected with the sample of 185 employees of a private university from Lahore Pakistan. The data obtained by this study, which includes the academicians working in a private university, was analyzed. SPSS 20.0 was used for doing analysis. Normality test, reliability test, descriptive statistics, correlation, regression and mediation were applied. Results showed that job satisfaction fully mediated the effect of transformational leadership on organizational commitment. The findings of this research revealed that there is significant positive impact of independent variables on dependent variable.

Keywords: Transformational leadership, Job satisfaction, Organizational commitment

AIMC-2018-EBM-273
CONSUMER BEHAVIOR TOWARDS ONLINE SHOPPING

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Abstract
Abstract: The innovation of the internet has made an outlook change in the consumers' behavior towards purchasing products. The aim of this study was to investigate the factors that affect online purchasing behavior of consumer from, Pakistan. On the bases of prior literature researcher develop a conceptual model which focused on multidimensional factors of consumer's behavior towards purchasing products through internet. Eight hypotheses were formulated based on quantitative methodology. A survey base method was employed by on line questionnaire adapted from existing literature with minor modifications. The peoples who are using on line websites was chosen as a respondent from overall Pakistan. Total 329 responses were analyzed through (SPSS) version 21 for window. The finding of study indicates that on line shopping behavior is not primarily focus of consumers. Consumers have less confidence on website. Whereas financial thefts fear, low qualities and cyber crime negatively associated with consumer behavior. More ever, delivery policy, return policy, cyber laws and friendly website positively related with consumer behavior towards on line shopping.

Keywords: Consumer behavior, on line Shopping, E-commerce

AIMC-2018-EBM-288
“ECOSYSTEM FOR ENTREPRENEURIAL FIRMS IN MALAYSIA: THE ROLE OF SUPPORT SYSTEM ON START-UP SUCCESS”

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Abstract
Ecosystem for Entrepreneurial Firms in Malaysia: The Role of Support System on Start-up Success
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Abstract: Start-up businesses are becoming very significant to the economic growth and the Malaysian government has embarked on numerous programs to promote start-up business such as introduce subsidized or partly subsidized programs. Unfortunately, the failure rate of start-up businesses ranges between 50 percent and 95 percent especially in emerging countries such as Malaysia. Therefore, start-up businesses need to understand and aware of the support system for a start-up business to help them succeed. The purpose of this paper is to examine the determining factors of start-up success in Malaysia from the perspective of established small and medium enterprises (SMEs). This paper examined the importance of technology-related services, finance-related services, market-related services and soft-related services for the start-up success. It provides a better understanding of the criteria of start-up success; the importance of these support services and the availability of these support services in the context of Malaysia.

Keywords: Start-up Success; Technology-related support services; Financial-related support service; Market-related support services; Soft-related support services; Malaysia.
AIMC-2018-EBM-299
THE EFFECTIVE DEVELOPMENT TECHNIQUES IN TEACHER WORKING GROUP MEETING TO IMPROVE TEACHER PROFESSIONALISM
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Abstract
The main objective of education is to develop human capabilities and personality. Moreover, the teacher is the major point in the implementation of education. To improve the quality of education, the professionalism of teachers should always be improved. One of the development techniques applied in Indonesia is teachers working group meetings. The purpose of this study is to find out the effective development techniques to improve professionalism in the teachers working group meetings. This research was conducted in Malang by using descriptive correlational research design. There were 110 teachers of elementary schools and junior high schools taken as samples using cluster proportional random sampling. Data collection techniques used questionnaires and documentation and analyzed by descriptive statistics and Pearson correlation. Based on the analysis results, it was concluded that the development techniques used in the Teacher Working Group meetings can be classified into five, namely lesson planning, doing workshops, teaching demonstration, lecturing, and having discussions. There is a significant positive correlation between teachers’ participation in the Teacher Working Group meetings and their professionalism. The most effective development technique is teaching demonstration.
Keywords: teacher working group meeting, teacher professionalism, lesson plan, instructional media, workshop, teaching demonstration, lecture, discussion.

AIMC-2018-EBM-305
MODELLING VOLATILITY IN MEASURING MARKET RISK WITH VALUE-AT-RISK (VaR). (EVIDENCE FROM PAKISTAN).
Corresponding Author: Muhammad Nisar Khan
AWKUM Scholar
Abstract
This research work is done to examine the best volatility forecasting model for measuring market risk. The models used for finding the volatility of stock returns were SMA, EWMA and GARCH. The proxy used for measuring market risk is value-at-risk (VaR) method. Variance-Covariance method is used for the calculation of VaR to measure market risk. The daily data of stock return has been used in this study and collected from Pakistan Stock Exchange (PSX). The analysis start with ADF test to check the order of integration of all selected variables. After applying augmented dickey fuller (ADF) test for stationarity, the variables were stationary at level. The regression test were then applied to check that which forecasting model is best to measure the market risk through VAR, the regression analysis result exhibits that volatility forecasting model simple moving average (SMA) is 99% best model used for measuring market risk.
Keywords: PSX-100 index, SMA, EWMA, GARCH, market risk and Value-at-risk (VaR)

AIMC-2018-EBM-306
WORKPLACE DEVIANCE IN PUBLIC SECTOR ORGANIZATIONS OF PAKISTAN
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Abstract
Deviant behaviors have become a critical issue because of the recent revelation of numerous high-profile corporate scandals. Scholars and practitioners view that deviant workplace behaviors can be controlled when the factors that affect workplace deviance are properly understood. Thus, this study is having two sections. Section one identifies the level of deviant workplace behaviors prevailing in the public sector of Pakistan, for which data was collected from 271 respondents from different organizations, namely, banking, health and educational institutions. Results of this study shows that workplace deviance exist in the public sector of Pakistan at a moderate level and needs to be controlled. Section two describes various conceptualizations of deviant workplace behaviors and the factors that affect workplace deviance, thereby showing how it can affect deviant workplace behaviors. Thus, this study searched for workplace deviance related articles available at the academic research databases such as Web of Science and Scopus. The keywords that were used for searching articles were "workplace deviance", "organizational deviance", "deviance" and "deviant behaviors". This study outlines twenty-three factors that affect workplace deviance, thereby highlighting how workplace deviance can be minimized. Lastly, implications for future research and practice are provided.
Keywords: Workplace Deviance; Counterproductive Work Behavior; Public Sector; Pakistan
Islamic Work Safety (IWS) is a term used to portray the avoidance of mishaps, wounds and misfortune at the workplace that blend together with Islamic principles i.e. Iman, Islam and Ihsan. Islam truly believes that everyone is responsible for the safe working conditions throughout the organization. The objective of the IWS is to urge workers to ingrain safe behavior in their daily working activities, whereby people perform safety faithfully as it already part of their structured beliefs. Although Islamic religion is applicable only to a Muslim but it universal value which is to safe life has can also applicable to others that have a different set of believes as well. The organization needs to address the components of leadership, inspiration and knowledge in actualization the IWS. These components would have impacted the organization on how they acted upon towards safety. The industrial players are responsible to coordinate in designing an underlying safety administration system, for the industry. Applying the proposed safety system, organizations may share the benefits and in a long term, enhancing the execution and their corporate image and in the same time the values in the eye of God.

Keywords: Safety; Islam; Management; Behavior; Values

Islam is religion of peace. The misconception about Islamic teachings that only promotes hatred and evil is usually wrongly highlighted. Islam considered human life as one of the sacred and highly regarded in its teaching. In the modern life working condition, safety of those involve in the working environment is highly discussed nowadays. However, the concept of Islam and it relationship with occupational Safety management system is not is not been widely discussed. The concept of Islam in management is not something new, Islam truly believes that everyone is responsible for their action and also safety in working conditions throughout the organization. The objective of the IWS is to urge workers to ingrain safe behavior in their daily working activities, whereby people perform safety faithfully as it already part of their structured beliefs. Although Islamic religion is applicable only to a Muslim but it universal value which is to safe life has can also applicable to others that have a different set of believes as well. The organization needs to address the components of leadership, inspiration and knowledge in actualization the IWS. These components would have impacted the organization on how they acted upon towards safety. The industrial players are responsible to coordinate in designing an underlying safety administration system, for the industry. Applying the proposed safety system, organizations may share the benefits and in a long term, enhancing the execution and their corporate image and furthermore the values as a servant of God.

Keywords: Safety; Islam; Management; Behavior; Values

Over the past few years, interest in emotions has been progressive. Organizations are proposed to be an important arena for the expression of emotions. Employees who are good at dealing with emotions are said to be emotionally intelligent, and those who are incapable may suffer dissonance. The purpose of this paper is to bring together all available evidence to get an amalgamated view of different impacts of emotional intelligence (EI) and emotional dissonance (ED) in a systematic way. The paper reviewed 31 research based on literature tracked chronologically from 2008 to 2018 using the primary Wiley online library, Sage, Emerald, Elsevier and Google scholar. The literature is then scanned for relevance and citation counts. 21 impacts based on previous research are identified and discussed. The study foregrounds the importance of the impression that EI has a vital role in individual and organizational growth, and identifies that counter-productive behaviour, emotional exhaustion, turnover intention, unexcused absenteeism and verbal aggression in organizational life are associated with ED. Finally, the study lists the ways to manage emotions, and it is suggested that organizations should provide a healthy work environment that attracts and retain the most valuable workers in such a way that assists employees in managing occupational stress and maintaining psychological well-being.

Keywords: Emotional Intelligence; Emotional Dissonance; Job performance; Job satisfaction; Emotional exhaustion; Turnover intention.
AIMC-2018-EBM-326

“The Challenges in Effective Implementation of Hospital Management System and Its Impact on Employees’ Performance: A Case of Hospital X, Kharian

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Abstract

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ABSTRACT: Problem statement: This study aims to identify the challenges in effective implementation of Hospital Management System at Hospital X, Kharian and to determine its impact on their employees’ performance. Methodology: Interviews were conducted from three personnel representing the management, HMS control room and the medical staff. The study is descriptive in nature and convenience random sampling technique has been used. Both primary & secondary data has been collected to be used in the development of case study in narrative style. Results: All respondents agree with great benefits associated with effective implementation of HMS. However different respondents identified some similar and some varying challenges depending upon their own experiences and specialties such as dearth of hospital staff, power shut downs and structural barriers etc. However the key lessons to learn is to communicate the true logic of shifting to computerized information system to all concerned parties. The performance can’t be improved overnight as the shift demands a long-term mutual training process and removal of barriers as suggested earlier. Perseverance and full blown effort can be key to its successful implementation. This will surely result into positive effect on employees’ performance and organizational productivity. Originality/value: Some useful recommendations are made to overcome the challenges such as increase in strength of employees, repeat training programs, active marketing of HMS at Hospital X, Kharian. Other Hospitals of country especially the Government hospitals should also implement such systems to control fraud, embezzlement, and to improve decision making and strategy in health sector. However a word of caution is that hospitals should only take an initiative when they have enough resources and desire to implement the system in true spirit otherwise a half hearted effort will only result in resource drain.

Keywords: Performance management, Hospital Management System, organizational productivity, organizational complexity, training, strategy and policy making, change management.

AIMC-2018-EBM-337

Assessment of Renewable Electricity Consumption Determinants and Its Implications in Malaysia

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Abstract

This study is the first empirical attempt to investigate the determinants of renewable electricity consumption in Malaysia during the period of 1980 till 2014. For this purpose, Johansen cointegration and Vector Error Correction Model approach is implied in this study. The empirical findings reveal that GDP per capita and trade openness encourage renewable electricity consumption. On the other hand, CO2 emissions, electricity consumption from fossil fuels based and oil prices have negative implications on renewable electricity consumption. The result also reports the unidirectional causality running from renewable electricity consumption, GDP per capita, trade openness, electricity consumption from fossil fuels based and oil prices to CO2 emissions in the long-run. In this regard, a comprehensive review of policies on renewable energy should be emphasized by the Malaysian government, to increase energy from renewable sources not only to regulate pollution, but also to generate the country’s economy.

Keywords: Renewable electricity consumption; CO2 emissions; Economic growth; VECM approach.

AIMC-2018-EBM-340

The Commercialization of Hospital Asset Management System (HAMS) in Malaysia Hospitals

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Abstract

The advancement in healthcare technology has enabled medical equipment to become one of the most critical components of healthcare industry. Medical equipment has been widely used to diagnose, treat, monitor and provide therapy to patients. Hence, it is crucial to ensure the good quality of the hospital assets, mainly the medical equipment. Realizing this opportunity, healthcare technology giants have invested huge resources into developing hospital asset management systems (HAMS). This system is used to track and trace hospital assets to ensure they are properly maintained and always performing at their optimum level, in order to ensure the safety of the patients and the accuracy of the diagnosis and treatment. However, from the worldwide perspective, the number of hospitals which are adopting the system is small, mainly due to the cost and complexity of the installation and maintenance of these systems. The primary aim of this research is to explain why the HAMS is not widely commercialized Malaysia hospitals. This, in turn, explores the stakeholders involved in the decision, the factors and barriers, to help the relevant stakeholders to commercialize and implement HAMS in Malaysia hospitals. This study uses qualitative methods to achieve its objectives. Interviews with the stakeholders in Malaysia were undertaken to understand the needs and
commercialization of healthcare services to a greater height as one of the top healthcare service providers in the region. This study finds the factors and barriers affecting the commercialization and implementation of this system in Malaysia hospitals. The conclusion of this study is the proposal for how the HAMS can be safely and effectively commercialized and implemented in Malaysia hospitals in order to improve the Malaysia healthcare services to a greater height as one of the top healthcare service providers in the region.

**Keywords:** Hospital Assets Management System; Healthcare industry; Malaysia hospital; Medical equipment; Commercialization

**AIMC-2018-EBM-342**

**AUDIT COMMITTEE DIVERSITY TOWARD VOLUNTARY DISCLOSURE REPORTING WITH EXISTENCE OF REGULATORY REGIME AS MODERATION VARIABLE: A CRITICAL REVIEW**

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**Co-Authors:** Dr. Dewi Fariha Abdullah

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**Abstract**

The audit committee is a fundamental and pre-requisite tool for fulfilling board's monitoring role of ensuring transparency, financial and managerial efficiency. Therefore, it has been applied to address perceived governance failure. This paper aims to critically review the previous literature on the relationship between audit committee diversity as a major corporate governance mechanism and corporate voluntary disclosure reporting (CVD) with change in the regulatory regime as moderation variable. This review specifically evaluates theoretical and empirical literature related to audit committee diversity like, independence, financial expertise, accounting expertise; and CVDR in order to highlight some important areas of gaps for future research in this field. It also, emphasizes the need for a more qualitative method for better understanding of the relationship. This paper proposes that examining the moderating influence of change of the regulatory regime with regard to CVDR would provide more insight into the link between audit committee diversity and CVDR. Particularly, the paper stresses the importance of studies linking audit committee diversity and CVDR, which are quite scanty in the existing literature.

**Keywords:** Corporate governance; Audit committee diversity; Voluntary disclosure; Regulatory regime

**AIMC-2018-EBM-348**

**THE RELATIONSHIP BETWEEN SERVICE QUALITY, PASSENGER ENJOYMENT AND ATTITUINAL LOYALTY IN SAUDI ARABIA AIRPORTS**

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Princess Nourah bint Abdulrahman University

**Abstract**

Sarminah SamadCMBA-Research Centre, Department of Business AdministrationCollege of Business and Administration,Princess Nourah Bint Abdulrahman University, Riyadh, Saudi Arabia.AbstractDetermining passenger-perceived airport service quality is an uphill task faced by airport service quality authorities. The paper aims to propose a model of passenger-perceived airport service quality of Saudi airports while investigating the role of passenger enjoyment on passenger loyalty. For this purpose, data will be collected from passengers traveling from Saudi airports by using a structured questionnaire. The collected data will be analyzed using SmartPLS version 3. Despite the plethora of existing studies conducted on passenger-perceived airport service quality, the emergence of PAKSERV as a novel scale gauge to investigate airport service quality is absent in literature. Secondly, the mediating role of passenger enjoyment on passenger loyalty is another unique contribution of this study as the perceived service quality has never been investigated using PAKSERV before. Thirdly, the employment of PAKSERV in measuring passenger-perceived quality of Saudi airports is viewed as a pragmatic approach as it includes a culturally-sensitive aspect that has never been conducted in previous studies. Thus, the outcomes from this study will close the gap in previous research findings and will be beneficial to practitioners especially to Saudi Airport and other relevant authorities.

**Keywords:** service quality, passenger enjoyment and attitudinal loyalty

**AIMC-2018-EBM-352**

**ANTECEDENTS OF PROJECT SUCCESS: MODERATING ROLE OF PROJECT COMPLEXITY**

**Corresponding Author:** Ammara Humayun

**Abstract**

An integrated structure of the antecedents of project success, along with the moderating role of project complexity, has been discussed in this paper. Proposed concept of Project Complexity causes hindrance in the possibility of project success. Rate of project failure is very high in Pakistan so a comprehensive research study is required for the country. Independent variables (Top Management Support, Project Management Maturity and Project Manager Dedication) are analyzed through questionnaires acquired from 187 respondents. Results deduced from mathematical analysis of the acquired data reveal a new framework of Project Success and the moderating role of project complexity on the way to project success. It will help managers reducing the rate of project failure and handling complicated projects.

**Keywords:** Project Success; Project Maturity; Top Management Support; Project Complexity
AIRC-2018-EBM-354
THE INFLUENCE OF INTELLECTUAL CAPITAL ON PRODUCT, PROCESS AND ADMINISTRATION INNOVATION IN THE AUSTRALIAN SMES.
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Abstract
There are insufficient studies that investigate the connection between human, structural and relational capital and organizational innovation in Australian SMEs in the literature. Various SMEs industries, in Australia were adapted from Business Longitudinal Database (BLD) from the Australian Bureau of Statistics (ABS). This cross-sectional study shows that relational and human capitals are positive and significant towards process innovation while relational capital is the only predictor for product innovation. The results also show that human, structural and relational capitals were the most significant predictor for administration innovation. The findings show that relational capital has the most significant relationship between the three components of intellectual capital towards innovation in Australia SMEs. SME managers have acknowledged the importance in collaboration towards achieving innovation performance in their firm. In order for SMEs to be a competitive advantage, managers should focus to improve their networking and collaboration with external parties, so that the whole innovation (product, process and administration innovation) can be achieved.
Keywords: SMEs, Intellectual Capital, Innovation, Australia

AIRC-2018-EBM-357
DOES PAKISTAN-CHINA FREE TRADE AGREEMENT ENDED UP IN TRADE CREATION OR DIVERSION? AN EMPIRICAL ASSESSMENT
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Abstract
This paper empirically examines the welfare impact of preferential trade liberalization between Pakistan-a developing country- and China- the largest importer of the world in the form of trade creation or trade diversion, introduced by Viner, under Pakistan-China FTA. There is enormous literature that proved, it is not necessary that all preferential treatments must be ended up in efficiency as it depends upon the member countries' position in international trade, and on their economic structure. Therefore, analysis of the impact of the agreement is necessary to determine either it is trade creating or not. For this export supply and import demand analysis used that directly incorporates tariff variations or tariff concessions under agreement and estimates the impact on imports. Import demand equations for Pakistan from China and rest of the WTO members; estimated. To this extent, a disaggregated panel data on the imports of Pakistan and tariff concessions at HS two-digit level has been utilized for agreement period of 2007-2012. The empirical analysis takes care-off bias through robust and panel corrected standard errors with time and industry-specific effects along with control variables for multilateral trade resistance term. Estimates suggest that tariff reductions under agreement increase imports of Pakistan both from the nonmember WTO countries and from China significantly. Thus, highlighting that the proportion of the rest of the WTO countries imports which are not being replaced by PCFTA is highly significant. Based on empirical findings, the significant conclusion drawn that increase in trade with China under free trade agreement ended up in trade creation, hence the FTA is welfare booster not impeding welfare.
Keywords: Free Trade Agreement, Trade Creation, Pakistan, China, Import Demand

AIRC-2018-EBM-359
DISCLOSING INTELLECTUAL CAPITAL IN INDONESIA: KNOWLEDGE INTENSIVE VS PRODUCT BASED
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Co-Authors: RETNO WIDIASTUTI; ANNA ISROWIYAH
State Polytechnic of Malang
Abstract
This research was conducted to find out the difference of disclosure of intellectual capital in Indonesia, between companies that belong to knowledge intensive group with product-based. The sample used in this research is a company that meets knowledge-intensive and product-based criteria listed in Indonesia Stock Exchange during the period of 2010, 2013 and 2016. The sample selection was done by purposive sampling method, and 10 sample companies is obtained for one observation period. The data used were secondary data in the form of annual reports obtained from www.idx.co.id. Analysis of data used is content analysis. From the results of data analysis, there is evidence that knowledge intensive companies do more intellectual capital information disclosure than traditional companies (product-based).
Keywords: intellectual capital, disclosure, knowledge intensive, product based
Human Resources Management Practices and Its Impact on Employee Commitment Among Staffs of Road Transport Department, Perak, Malaysia.

Corresponding Author: Che Supian Mohamad Nor
Co-Authors: Ramesh Kumar Moona Haji Mohamed; Baderisang Mohamed; Nor Aisha Che Hassan
Universiti Sains Malaysia

Abstract
This paper intends to examine the impact of Human Resources Management (HRM) Practices on the employee commitment at Road Transport Department (RTD), State of Perak, Malaysia. There were about 500 employees in this department and a total of 220 questionnaires were distributed randomly through head of departments. The findings of the research revealed that there were positive relationships between HRM Practices and employee commitment. However, among four HRM practices dimensions (remunerations, recognitions, working environment, and training and development) that had been investigated, only working environment and training and development had significant relationship with employee commitment. Keywords: HRM Practices; Employee Commitment; Road Transport Department; Public Sector Employees

The Influence of Creativity and Innovative on Consumer Buying Interest Seroja Handmade.

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Abstract
The purpose of this study is to find out how much influence Creativity and innovative consumer buying interest handwoven seroja Population that became the object in this study is the people who buy knitted hand products seroja. The number of samples is 93 people taken using Accidental sampling method. Hypothesis testing is done by using F test and T test, with significant level (α) 10%. Analyzing data using statistical data processing is SPSS version 17.0 for windows.dengan using multiple linear regression data analysisThe results of this study indicate that Creativity and Innovation affect the interest in purchasing knitted hands seroja. 13.6%.

Keywords: Innovation, creativity, and buying interest

Organizational Culture and Knowledge Sharing Behavior: Exploring Sequential Mechanisms

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Abstract
This paper aims to examine and test the serial mediation effects of formal knowledge governance mechanisms and knowledge sharing extrinsic motivation on the relationship between hierarchy organizational culture and knowledge sharing behavior thematically organized around social exchange theory (SET). This study uses survey design based on random sampling to measure hierarchy organizational culture, formal knowledge governance mechanisms, knowledge sharing extrinsic motivation and knowledge sharing behavior. Structural equation modeling is used to test the hypotheses based on regression analysis. All the hypothesized relations were reinforced by data. The relationship between hierarchy organizational culture and knowledge sharing behavior is sequentially and fully mediated by formal knowledge governance mechanisms and knowledge sharing extrinsic motivation. This study suggests that practitioners and managers should re-consider the role formal knowledge governance mechanisms can play for creating synergy to upsurge knowledge sharing extrinsic motivation that contribute to improvement in knowledge sharing behavior. This paper concludes that hierarchy organizational culture promotes formal knowledge governance in organizations to provide employees with knowledge sharing extrinsic motivation that in turn enhance their knowledge sharing behavior at workplace. Several important research directions have been discussed to be examined in future.

Keywords: Hierarchy Organizational Culture; Formal Knowledge Governance Mechanism; Knowledge Sharing Extrinsic Motivation; Knowledge Sharing Behavior; Social Exchange Theory.

Impact of Safety Climate on Employee Turnover Intention Through Mediating Mechanism of Occupational Injuries: Moderating Role of Safety Specific Transformational Leadership

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Co-Authors: Saba Ahmed
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Abstract
Study is designed to examine the primary and interactive effect of safety climate on turnover intention among industrial manufacturing employees, with mediating role of occupational injuries and moderation effect of safety specific transformational leadership. The study was carried out on employees belonging to manufacturing industries of
Pakistan. Results depicts that safety climate has insignificant impact on turnover intention among employees in manufacturing sector due to high rate of unemployment and poverty. Moreover, safety specific transformational leadership does not demonstrate significant impact as moderator. Findings illustrates that the management of the firms should build supportive job condition to actively manage their human capital.

**Keywords:** Safety Climate; Turnover intention; Occupational injuries; safety specific transformational leadership; manufacturing employees

**AIMC-2018-EBM-368**

A NEW LOOK AT THE FINANCIAL INSTABILITY–OPENNESS TRADE–ENERGY PRICE–ECONOMIC GROWTH NEXUS IN LEADING AFRICAN COUNTRIES. A QUANTILE REGRESSION APPROACH

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**Co-Authors:** Nanthakumar Loganathan; Suraya Ismai

**University of Sultan Zainal Abidin**

**Abstract**

This paper examined the effect of financial instability, energy prices and trade openness on economic growth in five selected member countries in the emerging African countries, including Nigeria, South Africa, Egypt, Morocco, and Kenya. This study applied a panel quantile regression model that takes unobserved individual heterogeneity and distributional heterogeneity into consideration. Furthermore, to avoid any bias, the known structural break is included in the model. The results revealed that the effect of the financial instability, energy prices and trade openness on economic growth is heterogeneous across quantiles. Specifically, the impact of financial instability, energy prices and structural breaks on economic growth is negative and significant. Trade openness increases economic growth, with the strongest effects occurring at higher quantiles. The results of this study support the validity of the halo effect hypothesis in the five selected emerging countries. However, there is evidence in support of Cobb-Douglass growth model in the countries. Finally, the results of the study provide the policymakers with important policy recommendations.

**Keywords:** Economic growth, Financial Instability, Energy Prices, Trade Openness, Panel quantile regression.

**AIMC-2018-EBM-379**

TERRORISM AND PERFORMANCE OF PAKISTAN STOCK EXCHANGE

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**Abstract**

This study is undertaken to measure the impact of terrorist attacks on the Pakistan Stock Exchange. The impact of most recent terrorist attacks Wagah border attack, Peshawar Army Public School attack, Safoora attack Karachi, Quetta attack, Yohanabad attack are considered for this study. Event study methodology is used to analyze the data. The results of study shows that Yuhannabad attack produce the negative impact on Pakistan stock exchange and KSE 100 index declined by 500 points after this event, Peshawar school attack also result in decline of KSE 100 index, stock returns also respond to Quetta explosions by dropping more than 200 points. Similarly Safoora and Wagah border attack produced negative impact on the stock market but the impact found is short lived. The results of this study showed overall impact of terrorism on stock market.

**Keywords:** Terrorism, Stock market returns, abnormal returns, Cumulative abnormal return.

**AIMC-2018-EBM-380**

MODEL COMPARISON OF EFFECT OF TOP MANAGEMENT SUPPORT AND COMPUTER SELF-EFFICACY ON THE QUALITY OF ACCOUNTING INFORMATION SYSTEM

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**Co-Authors:** Harry Suharman; Tettet Fitrijanti; Muhammad Dahlan

**Institut Teknologi Bandung (ITB)**

**Abstract**

The study examined the model of equation function that can be applied to the effect top management support and computer self-efficacy to the quality of accounting information systems, whether linear or non-linear model was transformed in the log linear equation. The research used cross-sectional survey method. The population is the entire of regional owned enterprises (BUMD) financial service sector in West Java and Banten as much as 67 units. The unit of analysis is the BUMD of the financial service sector. The sample size is 38 units of BUMD. The subjects of the study were the head of BUMD, the chief of accounting and general, as well as the accounting and finance officers. Data analysis is descriptive and analysis of SEM PLS. The results of this research indicate that the increased top management support significantly influences to the increasing quality of accounting information systems. Increased computer self-efficacy significantly influence to the increasing quality of accounting information systems. The model of non-linear equation function of Cobb Douglass production function and linear equation model are both feasible to be used, but non linear equation model is more feasible to be used. Production elasticity indicates that the scale of business BUMDs financial service sector in West Java and Banten are on the decreasing return to scale.

**Keywords:** Top management support; Computer self-efficacy; Accounting information system; equation model; BUMD
AIMC-2018-EBM-382
IMPACT OF SAFETY CLIMATE ON EMPLOYEE TURNOVER INTENTION THROUGH MEDIATING MECHANISM OF OCCUPATIONAL INJURIES: MODERATING ROLE OF SAFETY SPECIFIC TRANSFORMATIONAL LEADERSHIP
Corresponding Author: saba ahmed
Co-Authors: Hamid Waqas
Capital University of Science and Technology
Abstract
The study is designed to examine the primary and interactive effect of safety climate on turnover intention among industrial manufacturing employees, with mediating role of occupational injuries and moderation effect of safety specific transformational leadership. The study was carried out on employees belonging to manufacturing industries of Pakistan. Results depict that safety climate has an insignificant impact on turnover intention among employees in manufacturing sector due to the high rate of unemployment and poverty. Moreover, safety-specific transformational leadership does not demonstrate significant impact as moderator. Findings illustrate that the management of the firms should build supportive job condition to actively manage their human capital.
Keywords: Safety Climate; Turnover intention; Occupational injuries; safety specific transformational leadership; manufacturing employees

AIMC-2018-EBM-383
THE IMPACT OF SAFETY CLIMATE ON SAFETY PERFORMANCE : A PERSPECTIVE OF MALAYSIAN SEAFARERS'
Corresponding Author: SUZANNA RAZALI CHAN
Co-Authors: Suzanna Razali Chan; Norlida Abdul Hamid; Kasypi Mokhtar
UITM SHAH ALAM
Abstract
This study is aimed to access the safety climate and its impact on overall safety performance among Malaysian seafarers’. The study employed a purposive sampling method for collecting data from 50 respondents using a self-administered questionnaire, designed on six dimensions of safety climate. Moreover, Partial Leased Square-Structural Equation Modeling was used for testing the proposed structural model. Findings of this study revealed that all six dimensions of safety climate scale i.e supervision, safety focus, co-worker support for safety, safety communication and feedback, recognition and training have a good Cronbach’s Alpha ranging from 0.816 to 0.936. This study investigates the impact of safety climate dimensions on safety performance among Malaysian seafarers. Due to limited resources and time constraints, this study involves only active seafarers working on board various ships in Peninsular Malaysia, for that reason, a comparative analysis of findings with other state seafarers was not possible; therefore it is considered a limitation of this study. Findings indicates that seafarers should focus on all dimensions of safety climate with special focus on a few dimensions. It is expected that the findings of this study will help in improving safety climate in shipping and as a guide to the government as well as policy makers in decision making to undertake preliminary actions to minimize accidents.
Keywords: Safety climate; safety performance; seafarers

AIMC-2018-EBM-389
STUDY ON THE EFFECT OF MARKETING STRATEGY ON THE INTEREST TO VISIT BACK TO DESTINATION TOURISM CAROCOK PAINAN DISTRICT IN SOUTH PESISIR (CASE STUDY ON DOMESTIC TRAVELERS)
Corresponding Author: Yofina Mulyati
Co-Authors: Yofina Mulyati
Dharma Andalas University
Abstract
This study aims to determine the effect of marketing mix strategy on the interest of visiting again at the beach attraction Carocok Painan Pesisir Selatan district (case studies on domestic tourists). This research uses independent variable (X) ie Product (X1), Price (X2), Promotion (X3), Place (X4), Person (X5), Process (X6) and Physical Evidence (X7), and dependent variable (Y) ie Visiting Interest (Y). The population is all domestic tourists who visit the beach attractions Carocok Painan. The sampling technique was purposive sampling with 150 respondents. Data analysis method used is multiple linear regression analysis. The results of this study show that product, promotion, and location variables have a positive and significant effect on Visiting Interest. While the price and process variables have a negative effect are not significant to Visiting interest. While Person variable and physical evidence have a positive effect are not significant to Visiting Interest. Then the Product, Price, Promotion, Location, Person, Process, and Physical Evidence variable simultaneously have a significant positive effect on Visiting Interest.
Keywords: Marketing Mix, Visiting Interest, Destination Tourism
AIMC-2018-EBM-395
PERFORMANCE MEASUREMENT IN STATE OWNED ENTERPRISE: A LITERATURE REVIEW AND PROPOSED GUIDELINES
Corresponding Author: Muhammad Hikmat
Co-Authors: Ina Primiana, Dermawan Wibisono, Yudi Azis
STIE Ekuitas
Abstract
Performance Measurement in Management has always been an interesting field to study. The reason is that the are organization’s top priority agenda is how to improve its short term and long term organizational results. Therefore knowledge on how to improve them are crucial. State owned enterprises (SOE) are entities that are usually potential resource to provide revenue for a government but has also has a strategic role as the catalyst for the development of a nation. This paper discusses the theoretical backgrounds and current research in the field of performance measurement and management affecting state-owned enterprise’s performance and study what variables are related which could be used later for further research. The methodology used in this study is conducting a systematic literature review on the subject of performance measurement and management for the last couple of years, and conduct a literature study on the subject of performance measurement and management for the last couple of years, and conduct a systematic literature review of the papers to discover empirical and theoretical findings surrounding state-owned enterprises in Asia and the rest of the world. There are several findings of this paper such as that state-owned enterprise are unique in each country and the level of governance can differ and affects the performance. Some governments utilize SOE only as a revenue machine for political interest however some are managed professionally to compete in their market and industry respectively. Limitations of this study are that the study is based on accessible journals by the writer and each study has their own limitations respectively such as the amount of unit analysis which will further limit generalization. This study will contribute to the field of performance measurement system and management hopefully pave guidelines and ground theory to researchers regarding the possible correlating variables that are eligible for further study.
Keywords: performance measurement and management, state owned enterprise, literature review, affecting variables

AIMC-2018-EBM-399
THE EFFECTIVENESS BETWEEN EMOTICONS AND TRADITIONAL FIGURES ON PRESENTING ACCOUNTING INFORMATION
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Abstract
Accounting is business language. A language has two components that are symbol and grammatical rule. Accounting information usually presented as the set of procedures for creating financial reports. Based on framework for the preparation and presentation of financial statements, information provided in financial statements are useful to users if it has qualitative characteristics. One of the characteristics is understandability. For this purpose, users are assumed to have a reasonable knowledge of business and economic activities and accounting and a willingness to study the information with reasonable diligence. Accounting information usually presents as numbers and conventional graph. Previous studies suggest that schematic faces is used as alternative communication for accounting information. Existing application of schematic faces is found by Chernoff. In the modern age, people is get used to know emoticon as symbol for communicate easily, so this paper employs emoticon not the Chernoff faces. This research is aimed to know the impacts on the effectiveness between emoticon and traditional figure on presenting accounting information. The analysis of company net income, current ratio, liquidity ratio, return on asset and earning per share are presented in traditional figures and emoticons. Respondent has to find out which company is better performance compare to the other. Method of analysis are descriptive statistic and differential t-test. Respondents are accounting and management students which are taken by purposive random sampling. The result show that respondents have better average score on choosing the better company using emoticon (88.18) compares to traditional figure (82.72). The effectiveness of financial information is also significantly evidenced in emoticons compare to traditional figure.
Keywords: Accounting information; schematic faces; emoticons

AIMC-2018-EBM-402
THE MEDIATING EFFECT OF ORGANISATIONAL CULTURE ON THE RELATIONSHIP BETWEEN TRANSFORMATIONAL LEADERSHIP AND SUSTAINABILITY IN THE PROPERTY DEVELOPMENT COMPANIES IN MALAYSIA
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Abstract
This study aims to determine the relationship between Transformational Leadership and Sustainability in terms of environmental, economy and society among the management level at the property development companies in Malaysia, through the mediating effect of Organisational Culture. The objectives of the study are to analyse the dimensions in transformational leadership that promote sustainability and determine the effect of organisational culture in mediating the influence of transformational leadership on sustainability. Data is collected by the self-administered survey among the target population which consists of management level in property companies in Bursa Malaysia by using purposive
sampling method. Quantitative analysis is applied by using the cross-sectional design method. The data is also analysed by Structural Equation Modelling (SEM) to test and estimate the relationships among variables with multiple measurement items, as well as to assess the relevance of research structural model. The instruments used to measure the variables are the Multifactor Leadership Questionnaire (MLQ), the Organizational Culture Index (OCI) and the Triple Bottom Line (TBL) construct survey. The findings of this study is expected to be beneficial to the property development industry, particularly in Malaysia by gaining deeper understanding of the influence of leadership on promoting sustainability and also the effect of organisational culture in mediating the relationship between the two variables.

Keywords: Transformational Leadership; Sustainability; Organisational Culture; MLQ; OCI; TBL

AIMC-2018-EBM-406
HUMAN RESOURCE MANAGEMENT PRACTICES AND TURNOVER INTENTION: THE MEDIATING ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT IN TERTIARY INSTITUTIONS IN NIGERIA
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Abstract
Globally, each organization is now confronted with major challenges arising out of globalization, concern for profitability, and rapid technological advancements coupled with the emergence of the new intellectual capital. However top managers are concerned with the problem of maintaining and retaining creative and innovative workers to stay. The current study is to establish the influence of human resource management (HRM) practices (Training and Development, Recruitment and Selection, Compensation and Performance appraisal) and mediating effect of perceived organizational support on employee turnover intention. The samples of 254 employees from 10 Tertiary Institutions of Plateau State were selected using convenience sampling. SPSS 20 version was used to analyze the data collected. This study found that all human resource practices in this study have a positive and significant impact on employee retention. Management and top managers of an establishment, pursuing to reduce the level of employee turnover, the end results are articulate: increase in HRM practices can meaningfully improve job satisfaction and assisting to reduce intention to quit. In the underlying context of &lsquo;creative and innovative talent war&rsquo; organizations that are the most proactive in the enactment of HRM practices, that is, the methods designed to improve the skills of employees, to inspire them to use these abilities and encourage them in their decision making at work, will be the managers that are possible to retain competent employees.

Keywords: HRM practices; perceived organizational support; Nigeria; job satisfaction; employee turnover

AIMC-2018-EBM-409
THE INFLUENCE OF PERCEIVED SERVICE QUALITY TOWARDS CUSTOMER SATISFACTION AND LOYALTY IN AIRASIA SELF CHECK-IN SYSTEM
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Abstract
The urgent needs for Airlines around the world, especially low-cost carrier to optimize earnings and reduce their operational costs accentuate the use of self-service technologies (SSTs) in their operating system, including their check-in process. The self check-in system (online, mobile and at kiosk) is mainly offered to reduce costs, speed and enhance customer&rsquo;s experience. Using adapted questionnaire from self-service technologies quality (SSTQUAL) scale, this research aims to examine the service quality of airline self check-in system and its impact on customer satisfaction and loyalty in an emerging market for a low cost carrier, namely Airasia. Data for the study are collected from passengers who have used the Airasia&rsquo;s self check-in service and are analyzed using Pearson&rsquo;s correlation and hierarchical regression.

Keywords: SSTQUAL; Self Check-in Service Quality; Customer Satisfaction; Customer Loyalty; Airasia

AIMC-2018-EBM-410
MANAGING PARADOX : A PURSUIT TO CREATIVITY THE JAPANESE WAY
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Abstract
This article focuses on the paradox in Japanese management and how it contributes to the creativity in Japanese organizations. While the characteristics of Japanese management are somehow contradicting to the Western-derived understanding on creativity motivation, it is quite baffling that Japan has never disappointed the world in terms of creating innovative products and services. A closer look into this matter through literature synthetization reveals the paradoxes in Japanese management, in which it leads to possible motivation for creativity. On the other hand, the article also notes several issues in Japanese management that should be taken into consideration in order to optimally use the concept of Japanese of management into full advantage in the era of globalization.

Keywords: Japanese management, creativity, motivation, paradox
AICM-2018-EBM-413
DETERMINING MODEL OF EFFECT OF QUALITY OF ACCOUNTING INFORMATION SYSTEMS ON FIRM PERFORMANCE

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Abstract
The study was designed to determine a model that could explain the effect of the quality of accounting information system on the firm performance. The research used cross-sectional survey method. The population is the entire Regional Owned Enterprises (BUMDs) of financial service sector in West Java and Banten as much as 67 units. The unit of analysis is the BUMDs of financial service sector. The sample size is 38 units of BUMD. The subjects of the study were the head of BUMD, the chief of accounting and general, as well as the accounting and finance officers. Data analysis is descriptive and SEM PLS analysis. The results of this research indicate that increasing the quality of accounting information systems significantly influence to the improvement of company performance of BUMDs. Non-linear equation model and linear equation are both feasible to be used, but non-linear equation model is more feasible to be used. Production elasticity indicates that the scale of business BUMDs financial service sector are on the decreasing return to scale. So that improving the quality of accounting information systems leads to an increase in company performance is increasingly declining. It should be that BUMDs financial service sector make the decreasing business scale and or product and market development.

Keywords: Accounting information systems; Firm performance; Equation model; BUMD

AICM-2018-EBM-415
A REVIEW OF SUSTAINABLE PLASMA WASTE TREATMENT TECHNOLOGY IN MALAYSIA

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Abstract
Plasma Waste Treatment Technology has become more consistent with new discoveries found. Plasma Treatment also generating more valuable side products together with Plasma vitrification of hazardous slags which also has been a commercial technology for many years, and volume reduction of hazardous wastes using plasma processes is increasingly being used. Plasma gasification of wastes with low negative values has attracted awareness as a source of energy and generated process broadening for treatment of even municipal solid wastes. Few technologies and methods has been discovered by using the plasma waste treatment. This paper presents the overview of the waste management industries in Malaysia from few perspective of interest and the potential demand on the technology in the future. The methodology used for this review will be the Life Cycle Analysis (LCA) Framework for the sustainability assessment. This paper will digest the methods that have been evolved, negate around of the basic rules, furnish triviality of some particular detail and chew over the interest and liability of thermal plasma in waste treatment applications as well the sustainability of the Plasma Waste Treatment Technology onwards. The consequences presented that the suitable incorporation of technologies offers significant scenarios with respects to socio-economic and eco-friendly sides, therefore, to improved sustainability for the overall Plasma Waste Treatment system, the approach and the projected signs would be beneficial in premeditated projection, including evaluation and strategy formulating with esteem to the expansion of applicable justifiable Plasma Waste Treatment Technology.

Keywords: Sustainable, Plasma Waste Treatment Technology, Hazardous Waste, Waste Management System, Life Cycle Assessment.

AICM-2018-EBM-417
A STUDY ON RELATIONSHIP BETWEEN CUSTOMERS DEMAND AND CUSTOMERS PERCEPTION ON TRANSITION OF SOCSO AS SHARIAH COMPLIANCE ORGANIZATION

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Abstract
This study attempts to examine customers demand and its relationship on customers perceptions on transition of SOCSO (Social Security Organization of Malaysia) as Shariah compliance organization. The objective of this paper is to determine whether customers demand has a significant relationship with customers perception. Data were collected using questionnaire survey method and a total of 132 questionnaires distributed to SOCSO contributors at Alor Setar, Kedah. Data were analyzed by the use of descriptive analysis and correlation analysis that presented in a table. The result shows a significant positive relationship between the independent variable and dependent variable. Therefore, it is important to look into extensive effort on the Islamization of SOCSO and fulfill demand of the Muslims employees to have Islamic social security programme.

Keywords: SOCSO; Social Security; Islamization of Social Security; Customers Demand and Customers Perception.
AIMC-2018-EBM-422
EFFECTS OF BRAND IDENTIFICATION TO CITIZENSHIP BEHAVIOR IN THE POLITICAL SETTING: MODERATING ROLE OF PSYCHOLOGICAL CONTRACT VIOLATION

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Abstract
Effects of Brand Identification to Citizenship Behavior in the Political Setting: Moderating Role of Psychological Contract Violation

Keywords: Brand Identification; Voters Citizenship Behavior; Psychological Contract Violation

AIMC-2018-EBM-423
FACTORS INFLUENCING PURCHASING INTENTION ENVIRONMENTALLY-AWARENESS TOWARD HYBRIDS VEHICLES IN MALAYSIA.

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Abstract
In this era of globalization, the emerging of the new products especially technological-based products is perceived as a significant indicator towards current business practices. Moreover, the output of these advanced technologies was brought the positive value to the current users. However, these beneficial outputs had invited environmental issues such as human health, accidents, climate change, and some others. Therefore, this scenario has led certain consumers to purchase environmental friendly products, for example hybrid vehicles to reduce environmental issues. Consequently, hybrid vehicles trust, and environmental attitudes are the importance criteria were identified to have potential to influence the purchasing intention among users in Malaysia. This study focused on the consumers who are in the age range of 18 to 24 years with a sample of 400 respondents by using questionnaire distribution. As a conclusion, the results of this study were expected to gain the intention of youth toward environmental friendly products.

Keywords: hybrid vehicles trust; environmental attitudes; environmental friendly vehicles purchasing intention

AIMC-2018-EBM-426
THE ROLE OF HOUSEHOLD DEBT ON ECONOMIC GROWTH

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Abstract
Household debt has risen noticeably since the last few decades and stands at a historically high level in most advanced and developing economies. High debt accumulation among household would associate with high risk of the economy in a case where the country’s growth rate slows down. Furthermore, the rapid increase in household debt is worrying and poses a risk to a country’s economic health, which is also vulnerable to adverse financial shocks. In the case of United States, the subsequent rise of mortgage debt coupled with surge increase in house price has stimulated the housing bubble that leads to 2008’s prolonged financial crisis, which is known as subprime mortgage crisis. While developing countries are started to experience the similar symptom of the debt bubble, neither developed nor developing countries are immune from the high household debt risk. The rising household debt is extrapolating the economic slowdown since then. High and persistent increase in house price among developed and developing countries has led to the question on the role played by the house price on household debt accumulation. The behaviour of debt cycle becomes an important area which warrants for close monitoring since it would become an early warning signal for crisis eruption. Hence, this study highlighted the role of household debt on economic growth. Also, this study uses Malaysian time series data from the year 1981 to 2016. This thesis employs the ARDL approach to test all the research objectives. The findings expected to show the important role of household debt on economic growth. Widely varying outcomes across countries enable us to consider the causes of the rapid growth in household debt and draw theoretical lessons that can help policy-makers and academics devise a coherent regulatory response to avoid extremes of the debt cycle in future. As such, the results of this study are expected to provide informative guidance to policymakers in designing the suitable policy for the country.

Keywords: Household debt, ARDL
AIMC-2018-EBM-430
NEGATIVE WORD OF MOUTH (NWOM) AND ONLINE SHOPPING: EXAMINING THE ROLE OF PSYCHOLOGICAL CONTRACT VIOLATION (PCV), TRUST AND SATISFACTION
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Abstract
In highly competitive e-retailing world, service provision according to the customer’s expectations plays a crucial role for the survival and sustainability of buyer-seller relationship. However, in online market places, the chances of psychological contract violation (PCV) are more because of the lack of personal interaction between buyer and seller. Thus, service failure resulting in PCV could destroy the buyer-seller relationship that in turn enhances the possibility of negative outcomes. Consumer negative behavior in the form of negative word of mouth (NWOM) could strongly bring deleterious effects on any e-retailing business. From the perspective of buyer-seller relationship in online shopping context, research studies regarding negative word of mouth resulting from PCV is scarce and demands attention. Therefore, building on Stimulus-Organism-Response (S-O-R) model and psychological contract violation (PCV) theory, this study will examine the influence of PCV on NWOM towards online shopping. From the perspective of S-O-R model, this study will consider two psychological states i.e. trust and satisfaction as organismic states in order to investigate the influence of PCV stimulus and in turn would underscore the likelihood of negative response i.e. NWOM. Additionally, the impact of trust and satisfaction on NWOM towards online shopping will also be investigated in this study. Furthermore, the core focus of this study will also be to investigate and underscore the mediating role of trust and satisfaction in relationship between PCV and NWOM respectively. Due to the increased integration of technology in our shopping, negative experience shared in terms of NWOM has been exaggerated immensely because unmet expectations of consumer increase the likelihood of negative outcome. Therefore, findings of this study will mainly contribute in the field of online retailing and will suggest ways that can strengthen the buyer-seller relationship proactively via service provision in order to minimize the destructive negative outcomes.
Keywords: Psychological contract violation (PCV), Word of Mouth (WOM), Negative word of mouth (NWOM), Trust, Satisfaction, Stimulus-Organism-Response (S-O-R) model, Online retail

AIMC-2018-EBM-431
RELEVANCY OF PEERS SUPPORT TO SOFT SKILLS TRAINING TRANSFER IN UNIVERSITY OF AGRICULTURE FAISALABAD, PAKISTAN.
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Abstract
Relevancy of Peers Support to Soft Skills Training Transfer in University of Agriculture Faisalabad, Pakistan. Muhammad Sarfraz, Dr. Shah Rollah Bin Abdul Wahab The present study assess the role of peers support in overall training transfer in soft skills training program in University of Agriculture Faisalabad, Pakistan. In 2016, a well-organized, soft skills "Indigenous on-campus training" was provided in two phases to 180 academic staff from all faculties and 310 non-academic staff included all admin and services departments. Data was collected only from academic staff through self-administered questionnaire by using convenient sampling technique. Questionnaire was distributed to 150 staff members and 130 was reverted. Findings indicates that peers support had significant positive impact and key role in overall training transfer. Peers should be involved in overall training process and should encourage to motivate employees in applying training skills to the job. University management, training organizer, training providers, educational and research institutes may use findings to bring improvements in overall training transfer process and enhance the training effectiveness.
Keywords: Education; training, soft skills training; peers support; training transfer

AIMC-2018-EBM-432
ROLE OF SUPERVISOR SUPPORT TO TRAINING TRANSFER IN PAKISTAN’S TEXTILE MANUFACTURING COMPANY
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Abstract
The aim of this study is to assess the impact of social support at workplace in a Training transfer. Among other factors, Supervisor support is the pivotal factor and predictor variable which plays its paramount role in overall training transfer. Outcome factor was training transfer. Well organized two days project management training was provided at start of 2017 to 100 employees who are working in different departments in a large scale leading textile manufacturing unit in Pakistan. The tool used for data collection was questionnaire. The empirical findings confirm the role of supervisor support in overall training transfer. Further recommendation that, supervisor should be involved in pre- and post training activities of employees. Supervisor should be trained about their active role in overall training transfer and guided them that how to support trainee at workplace. In addition, Organization should design a systematic training transfer mechanism for better result and rewards as a tool of motivation.
Keywords: Training; supervisor support; training transfer
ANALYZING THE IMPACT OF SERVICE QUALITY AND CUSTOMER SATISFACTION ON CUSTOMER LOYALTY; EVIDENCE FROM PRIVATE RAIL SERVICES IN PAKISTAN

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Abstract
The objective of this research was to investigate the factors and level of customer loyalty in private rail services in Pakistan. Impact of service quality and customer satisfaction was analyzed in this research. Questionnaire was used for this study with the prior consent of the private rail services. Data was been collected from passenger of private train. Total 534 respondent participated in this study. Data is analyzed by using AMOS. We examined the relationship by using structural equation modelling, being a useful technique in the research areas related to subject. Result of this study indicated that service quality and customer satisfaction has significant impact on enhancing the customer loyalty. This study provide a road map for the private sector rail services that how they can conquer the hearts of customers and not letting them switch their choices to other means of transportation. This study is limited to private rail services, survey from other means of transportation would be resulting in more deep and better understanding of the relationships between service quality, customer satisfaction and customer loyalty.

Keywords: Customer loyalty, Service Quality, Customer Satisfaction,

TAX PERCEIVED AS BARRIER TO INNOVATION

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Abstract
In spurring high level of economic development, tax as one of the fiscal policy instruments is vital in generating more revenues for the government. However, higher tax revenues mean the people and company has to pay more out of their income thus create austerity in productivity. The present study examines the correlation between tax and newly invented product or services among the firm in Malaysia. The study employs binomial logit model by using the World Bank data of 919 firms in 2015. The result shows that the correlation estimation between tax and innovation is weak, but the controlling variables such as residency, firm size and region strengthened the coefficient between the variables. There is a high concentration of residency firm not to invent new product or service when they perceived the tax as obstacle to their current operation. Moreover, there is a significant role of firm size on this phenomenon whereby small firm is hardly to involve in innovation activities as compared to medium firm. The study thereby offers new insight for policy formulation to consider the innovation activities in future planning.

Keywords: Tax, innovation, binomial logit model, World bank, firm

THE INFLUENCE OF INTEREST RATES ON RENTAL RATE IN THE UNITED STATES ISLAMIC HOME FINANCING

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Abstract
The purpose of this paper is to empirically investigate, whether the rental rate as the recommended alternative to interest rate is free from the influence of interest rates on Islamic home financing. The study considers interest rates and some selected macroeconomic variables to analyze the stability of rental rate for it to be accepted as an alternative to the interest rate in the Islamic home financing. The study focuses on the United States data covering from the first quarter of 1990 to the last quarter of 2016. The study adopts econometric time-series analysis using Autoregressive distributed lag (ARDL) model to analyze the long-run equilibrium and the short run dynamic between the rental rate and the macroeconomic variables. The result of the ARDL bound cointegration indicates the presence of cointegration between the variables. The study finds consistent evidence that rental rate is free from the influence of short term and long term interest rates in both long run and short run results in the United States Islamic home financing, hence, it could be accepted as an alternative to interest rates in Islamic home financing. The result contributes towards finding that the rental rate is free from the influence of interest rate in Islamic home financing. To the best of the author's knowledge, the present study is the first of its kind which empirically investigates the influence of interest rates on the rental rate in Islamic home financing. Keywords ARDL, Rental rate, Islamic home finance.
AIMC-2018-EBM-453
STUDY ON EMPLOYEE PRESSURE AND ITS RELATIONSHIP WITH EMPLOYEE ATTITUDE AT WORKPLACE
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Abstract
The objectives of this study are to identify the relationship between employee pressure and employee attitude. Technically, pressure is one of the problems faces by an employee in the workplace. This can give a bad impact on an employee’s attitude against performance in the organization. Job characteristics and transformational leadership behavior are the constructs represent employee pressure. This study used questionnaires and distributed them to 118 respondents among administration staff of government agency. Using the Cronbach alpha, the reliability levels were between 0.715 and 0.817, respectively. In addition, the multiple regression analysis showed that both job characteristics and transformational leadership behavior significantly influences employee attitude. Therefore, employees who feel that they are better job characteristics and transformational leadership behavior by their organization tend to perform better. It can be concluded that employee pressure does have a relationship with employee attitude.
Keywords: employee pressure, Job characteristics, transformational leadership behavior, employee attitude

AIMC-2018-EBM-463
ANALYZING PRO ENVIRONMENTAL BEHAVIOR THROUGH PLANNED BEHAVIOR AND SOCIAL COGNITIVE THEORY; EVIDENCE FROM UNIVERSITIES LOCATED IN PUNJAB, PAKISTAN
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Abstract
Since unexpected environmental changes have destructive impact on human life, pro-environmental behavior has become central focus of academia and researchers. The objective of this research was to investigate the pro environmental behavior of university students through social cognitive theory and planned behavior theory. Data was collected through questionnaire and 534 students of different universities located in Punjab province participated in this research. Structural equation modeling technique was used in this research to analyze the data. Results indicate that students with auspicious background with high self-efficacy environmental observation have more intention to adopt pro environmental behavior whereas attitude towards planned behavior did not respond consistently to embrace required environmental practices. This study will help the policy maker to draw framework that enhance the environment friendly behaviors.
Keywords: Pro environmental Behavior, Planned behavior theory, Social cognitive Theory

AIMC-2018-EBM-472
IMPLEMENTATION FRAMEWORK FOR INNOVATIVE QUALITY CIRCLE FROM TOYOTA WAY DAILY BOTTOM UP KAIZEN ACTIVITY
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Abstract
Toyota Motor Corporation has achieved a reputation of producing very high-quality vehicles in all countries around the world. This has been achieved by an approach to quality control and quality assurance, which is unique to automotive and has been developed over years. However, many organization is trying their very best to adopt such Quality Circle with the lack of knowledge and full understanding of continuous improvement practices. This research aims to find the significant factors for the Cost of Quality the cost of avoiding inferior quality or incurred because of inferior quality. This translates defects and errors into the &ldquo;language of management&rdquo; which is financial. Through innovative quality circle, it proves a basis for finding improvement opportunities and success of improvement programs and success factor towards the success of implementation of continuous improvement sustainability with a proposed framework and variables under customer, quality, and operational cost.
Keywords: Creativity; Cost of Quality; Kaizen; Innovative; Lean production management

AIMC-2018-EBM-476
ASSESSING THE PERFORMANCE OF SEPARATION AT SOURCE PROGRAMME FROM THE HOUSEHOLDS PERSPECTIVE: A DESCRIPTIVE ANALYSIS
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Abstract
Despite concerted efforts by the Malaysian government over the years to promote recycling through various campaigns, little has been achieved due to poor participation of the public. As an incentive to make recycling a habit among
Malaysians, the Malaysian government implemented the waste separation at source programme which makes it mandatory for waste to be sorted into different categories prior to disposal. This paper assesses the performance of household recycling activities prior to and after the implementation of the separation at source program in Putrajaya, Malaysia. The study also aims to assess the respondents' awareness and utilization of available drop-off centres recycling facilities. A Face-to-face survey was employed to collect data from 200 randomly selected households in Putrajaya. The study found considerable increase in waste separation activities after the implementation of the separation at source program. However, those who fail to separate their waste gave reasons such as too busy, no time, not interested, lack of enforcement and lack of appropriate facilities. Though a considerable number of respondents indicated being aware of available recycling facilities such as a drop-off centre (86%); little proportion of the respondent utilized the facilities. Fruitful recycling policy recommendations based on the finding are suggested.

Keywords: recycling; household separation at source; drop-off; waste management; Malaysia

AICM-2018-EBM-479
DO CASH HOLDINGS DIFFER IN EUROPE AND ASIA PACIFIC?

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Abstract
We identify what determines variation in financial assets that make up of firm's total cash reserves in two important regions of the world i.e. Asia Pacific and Europe. We show that firms in Asia Pacific region have slightly higher cash holdings as compared to firms in Europe. We find that higher cash holdings in Asia Pacific is not due to agency problem as is generally viewed, rather shareholder power hypothesis is more appropriate to explain this increase in cash holdings in the region. In this study, formal institutions are found to have lesser explanatory power as compared to firm specific factors in determining cash holdings in both regions. For firm specific determinants of cash holdings, we find that leverage, dividend payment, growth, profitability, net working capital, financial strength and cash flows influence cash reserves in both regions in the same way. This shows application of transaction and precautionary motives in both the regions alike. We further identify that size and investments have varying effect in both regions. Again, this difference may be attributed to shareholder power hypothesis for Asia Pacific and agency view for Europe. Shareholder right index is positively associated with cash holdings in Asia Pacific and has negative effect on cash reserves in Europe. Financial markets development negatively influence cash holdings in Asia Pacific and is positively associated with cash reserves in Europe.

Keywords: Cash holdings, formal institutions, firm specific determinants, Asia Pacific, Europe

AICM-2018-EBM-482
DIVIDEND POLICY AMONG INDONESIA’S COMPANY: IS CORPORATE GOVERNANCE MATTER?

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Abstract
This study aims to investigate whether Corporate Governance is matter for dividend policy in Indonesia companies. Previous studies on this subject were much done in the developed countries which adopt the common law, such as in US and UK. Design/methodology/approach – This study uses a twenty-six companies operating in finance industry. Secondary data is used from several sources, such as annual report and financial statement, and other related website. This study uses an independent sample t test to analyse the data. Findings – Corporate Governance is matter for dividend policy for Indonesia's companies. It is evidenced by there is a significant difference of managerial ownership and Board size between dividend paid and dividend unpaid. Profitability also differs between dividend paid and dividend unpaid. In addition, company with higher profitability tends to pay dividend. Originality/value – This study provides empirical evidence on Corporate Governance is matter for dividend policy in Indonesia's companies. There are two contributions of this study: result confirm the resources depended theory and convergence hypothesis.

Keywords: Corporate Governance; Dividend Policy

AICM-2018-EBM-483
EMPLOYABILITY: DOES UNIVERSITY-INDUSTRY LINKAGES MATTERS?

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Abstract
This study is aimed at identifying the important university-industry linkages (UILs) activities that can be pivotal in developing self-perceived employability among Pakistani university students. It also examines the relationship between UILs and self-perceived employability. It seeks to answer the question, whether the dimensions of UILs plays any role in self-perceived employability among Pakistani university students? The instrument developed by Ishengoma, and Vaaland (2016) was used to identify the important UILs activities and self-perceived employability among students was measured through Rothwell, Herbert, & Rothwell (2008) scale. A sample of 285 university students who are enrolled in 11 federally chartered universities of Islamabad, Pakistan was surveyed via close-ended questionnaire
through emails and in person. Descriptive statistics and PLS-SEM is applied to tests the hypothesized relationship by using SmartPLS. The study results reveal that all three dimensions of UILs (1. collaborative training & educational activities, 2. collaborative consulting activities, 3. collaborative research activities) are positively related to self-perceived employability, and hence, supports all three hypotheses. The strong and significant regression results are indicative of this conjecture. The study also reflects the student internship programs and joint projects are most popular UILs activity in Pakistani universities. The research findings augment our understanding of UILs in Pakistan and how they relate to self-perceived employability. The study findings have implications for universities who are striving for better role in society and for industry, who want to be innovative in order to remain competitive. Lastly, it has special implications for students who are about to enter into their professional lives and for policymakers to redefining the role of universities, industry, and government to promote employability. This research adds values to existing literature on UILs, as most of previous UILs are descriptive and exploratory in nature. This is a unique explanatory study which relates UILs with employability, particularly in context of a developing country.

Keywords: University-Industry Linkages; Employability; Developing Countries

AIMC-2018-EBM-489
THE INFLUENCE OF EXPERIENTIAL MARKETING TO CUSTOMER LOYALTY
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Abstract
This study aims to determine the effects of each dimension of experiential marketing consisting of sense, feel, act, and relate to customer loyalty. Then to know the influence of all dimensions of experiential marketing simultaneously to customer loyalty. For the long term, this research is expected to be the input for the clinic management to determine the right strategy, in order to improve the loyalty of the clinic’s customer. Thus, it is expected that the number of clinic customers will be increased which will further benefit financially and prestige. From the customer’s own party, is expected to feel the comfort and satisfaction during treatment. The type of research used is the research of quantitative approach. Data collection method used in this research is by using likert scale questionnaire. Population in this research is patients of Klinik Sehat Gajah Mada in town of Padang. The number of samples taken is 100 respondents. The sampling technique used is simple random sampling. The research instrument is measured by validity test and reliability test. Data analysis method used is descriptive analysis and multiple linear regression. Based on result of data analysis got some conclusions that without the elements of Sense, Feel, Think, Act and Relate then loyalty of patient still exist and positive equal to 0.259. The element of Sense is positive and affects the increase of loyalty value of 0.396, Feel element is positive and affects the increase of loyalty value of 0.164, the Think element is positive and affects the increase of loyalty value of 0.164, Act element is positive and affects the increase of loyalty value of 0.017, and Relate element is positive and affects loyalty value increases of 0.200. From the result of partial hypothesis test (t-test) it is found that partially, experiential marketing elements of Sense, Feel, Think, and Relate, influence customer loyalty positively and significantly. While the Act element affect customer loyalty in a positive but not significant. From the result of hypothesis test simultaneously (F-test) can be concluded that simultaneously elements of Sense, Feel, Think, Act and Relate significantly influence to customer loyalty of Klinik Sehat Gajah Mada. From this research also can be seen adjusted R Square equal to 0.379 which indicate that percentage contribution of influence elements of Sense, Feel, Think, Act and Relate to customer loyalty is equal to 37.9%, while the rest equal to 62.1% influenced by other variables not included in this research model.

Keywords: Experiential Marketing, Customer Loyalty, sense, feel, think, act, relate

AIMC-2018-EBM-490
FACTORS AFFECTING ECONOMIC GROWTH: A COMPARATIVE ANALYSIS OF DEMOCRATIC AND NON-DEMOCRATIC ERA S OF PAKISTAN.
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Abstract
This paper empirically investigated the impact of macroeconomic factors on economic growth during democratic and non-democratic eras of Pakistan. The statistical analysis is conducted using time series methods and yearly data spanning from 1971 to 2016. The stationarity of the data was tested through Augmented Dickey Fuller tests. The study carried out an ARDL Bounds testing approach and explored that there is a long-run association between a dependent variable and its explanatory variables. From the empirical analysis, it is concluded that export, remittances and real effective exchange rate are indeed important. Export, remittances inflow and real effective exchange rate positively influenced economic growth in the long term. Furthermore, imports negatively affect economic growth but the affect is insignificant. The error correction term (ECT) was strongly significant and indicating the correct sign i.e. negative: it means that the estimated speed of adjustment to the long run equilibrium in answer to the disequilibrium caused by the short run shocks of the previous period was 69% per annum. The study recommends that policymakers should pursue an appropriate strategy to enhance exports and foreign remittances as well as appreciate the currency of a country with a view to attain the long-term economic growth.

Keywords: Economic growth, ARDL, imports, Exports, Remittances, Real effective exchange rate

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AIMC-2018-EBM-492
THE INFLUENCE OF SHARIAH SUPERVISORY BOARD (SSB) OF MALAYSIAN ISLAMIC BANKS ON THEIR PERFORMANCE
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Abstract
The influence of Shariah Supervisory Board (SSB) of Malaysian Islamic Banks on their performanceRosnia Masruki, Mustafah Mohd Hanefah and Norailis Ab. Wahab Faculty of Economics and Muamalat, Universiti Sains Islam Malaysia*Corresponding author Email: *rosnia@usim.edu.myAbstractThe purpose of this paper is to examine the extent to which the corporate governance; Shariah Supervisory Board (SSB) functions of Islamic banks in Malaysia are related with their financial performance. Content analysis is used to identify such governance functions of SSB. A checklist instrument outlining the criteria for determining SSB governance is developed to codify the SSB information contained in the annual reports. The governance consists of five measures; these are: Shariah Supervisory Board, Shariah risk, Shariah audit, Shariah review and disclosure & transparency. Meanwhile, financial performance is measured using profitability, liquidity, leverage, gearing and efficiency of the Islamic banks. The findings suggested that SSB is related with bank financial performance. This empirical findings complement the expectations of previous studies, which highlights the importance of Shariah governance functions. As such, this study might be of interest to industry players, SSB members and regulators. Keywords: Shariah Supervisory Board; Islamic Banks, Financial Performance.

AIMC-2018-EBM-495
MONTE CARLO SIMULATION OF ON-STREET PARKING RETRIBUTION REVENUE POTENTIAL
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Abstract
Regional autonomy in Indonesia allows every region in Indonesia to manage its own finances. Each region shall be entitled to regulate their own locally-generated revenue, including taxes and user charges. One source of regional levies is from Public On-street parking. On-Street parking in Sleman Regency Yogyakarta has considerable potential. Sleman is a district with the largest population in DJ Yogyakarta province of Indonesia. This is because most of the commercial, educational, health and employment centers are located in Sleman. There are several On-street parking centers in Sleman, and the most are in Depok District. So far, the parking retribution system of On-street parking is one of the sources of locally-generated revenue is to determine the value of certain contracts that must be paid by the parking operator to the government. The value of this contract is fixed monthly for one year and will be reviewed in the following year. The value of this fixed contract indicates the number and types of vehicles coming at that location are fixed every day. For example, if the parking rate of two-wheeled vehicles is Rp. 1000 and the monthly contract value is Rp. 400,000 then the parking location will only contain a maximum of 13 motorcycles every day. In fact, the frequency of vehicles and vehicle types is a variable that is probabilistic in nature. Therefore, this study will attempt to simulate the potential revenue of parking charges by entering on-street parking probabilistic elements. The result of this research is the combination and number of parking vehicles obtained from simulation result. This simulation model can then be used as a predictor of the potential revenue from on-street parking charge so that it can also be used to determine a more appropriate contract value policy.
Keywords: Simulation; Monte Carlo; On-street Parking

AIMC-2018-EBM-496
THE ROLE OF NATIONAL AUTOMOTIVE POLICY (NAP) IN IMPROVING INNOVATION AMONG MALAYSIA AUTOMOTIVE VENDORS.
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Co-Authors: Aini Suzanna Binti Datuk Ariffin
UTM
Abstract
The aim of this research is to study the National Automotive Policy implication to innovation among Malaysian automotive vendors. National Automotive Policy aims to develop the locally automotive vendor in Malaysia to become a globally competitive vendors. Current literatures shows that Malaysian automotive vendor is still not able to become globally competitive vendor. In order for the local vendors to be globally competitive, innovation is an important element to drive competitiveness. Thus, the aim of this study is to determine the relationship between NAP strategies and innovation performance in the Malaysian automotive component industry. NAP was launched in 2006 with six main directions and strategies. Study was conducted to local automotive vendor and 300 completed surveys were received for the data analysis in this study. In order for the research to be valid and reliable, the researcher had used factor analysis and multiple regression analysis. Empirical evidence shows that investment strategy and technology support product and process innovation among local vendors. This supported previous research in this area where technology policy have no effect on market and organization innovation. The empirical evidence suggest the NAP needs to undergo a policy redesign and reevaluation in order to improve the vendor competitiveness in Malaysia.
Keywords: Vendor competitiveness, Innovation, National Automotive Policy (NAP)
AIMC-2018-EBM-498  
MANOEUVRING SME BEACH RESORTS IN CHOPPY ENVIRONMENT: ENTREPRENEURS' PERSPECTIVE  
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Abstract  
This study seeks to understand on how entrepreneurs of SME beach resorts mitigate challenges in their efforts to survive and simultaneously expand their businesses. SMEs in tourism related industry including beach resorts cater towards accommodating increase tourist arrivals. Malaysia is targeted to bring in 36 million tourists, with RM168 billion tourism receipts by the year 2020. The sun, sea and sand are naturally the magnets of tropical islands of Malaysia. The authors employed in-depth interview technique on two resorts located on Perhentian Kecil Island, offshore Terengganu, Malaysia. Observation of the premises complements data collected from interviews. Findings suggest that the resorts employed various strategies to manage their operations. Cost saving methods like employing family members, constructing additional resort features during monsoon period when there were no visitors around and smart business arrangement with resorts suppliers contributed towards resorts expansion. The study outcome would amongst others benefit policymakers in nurturing the SME sector, further facilitating Malaysia towards a developed nation. Academically, this study contributes to the performance management literature particularly on island beach resorts.  
Keywords: Beach resort; Case study; Performance management; SMEs; Tourism.

AIMC-2018-EBM-502  
RELATIONSHIP OF TRAINING AND DEVELOPMENT WITH TURNOVER INTENTION IN HIGHER EDUCATION SECTOR: A MEDIATING ROLE OF ORGANIZATIONAL COMMITMENT  
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Co-Authors: Rosman Md Yusoff , Mohd Lizam bin Mohd Diah, Fadilah Binti Ismail, Muhammad Asad khan  
UTHM  
Abstract  
The purpose of this paper is to investigate the effect of training and development on turnover intention of academic staff through organizational commitment in higher education sector. Data were collected from 313 academic staff of seven public sector universities of Pakistan using self-administered questionnaires. Structural equational modeling was used to analyze the data. The findings of the study indicated that training and development has significant direct effect on turnover intention and significant indirect effect on turnover intention of academic staff through organizational commitment in higher education sector. Turnover has negative implications for the organization. So, results of the current study warrant stakeholders in the higher education sector to turnover's negative consequences and suggest the management of universities to take into consideration the negative consequences of turnover while formulating polices for universities. This study established a link of theoretical and empirical research of training and development and organizational commitment with workplace outcomes, that is, turnover intention based on principle of exchange and reciprocity mentioned in social exchange theory and psychological contract theory, not often recognized in current literature.  
Keywords: training and development, organizational commitment, turnover intention, higher education sector.

AIMC-2018-EBM-505  
TECHNOPRENEURIAL COMPETENCIES EFFECTS ON BANGLADESHI SME PERFORMANCE: A STRUCTURAL EQUATION MODELING  
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Co-Authors: Abu Shams Mohammad Mahmudul Hoque; Benazir Ahmed Siddiqui; Zainudin Bin Awang  
Universiti Utara Malaysia  
Abstract  
There has been not much written about the need and effect of technopreneurial competencies on SME performance improvement and as a result sufficient progress has not been made to ascertain the effects of technopreneurial competencies on SME performance specially in the emerging countries. Hence, the purpose of this study is to explore the effects of technopreneurial competencies on Bangladeshi SME performance. To do so, build a causal model and a structured survey was conducted for collecting perceptions of 159 technopreneurs in Bangladesh. The data is analyzed and hypothesis is tested by using IBM-SPSS-AMOS package 24.0. This study adopts the Resource Based View (RBV) of competencies which claims that technopreneurial competencies are valuable and intangible resources that lead towards the better firm performance. The study found that technopreneurial competencies play an influential role in organizational capability and results show that technopreneurial competencies portfolio has significant positive effect on the Bangladeshi SME performance. Ultimately, this study will contribute the existing body of knowledge in technopreneurial competencies, and success of Bangladeshi SME businesses. The originality of the manuscript goes back to studying the concept in an emerging country, i.e. Bangladesh. Based on the result, this research recommended that it is immensely important for technopreneurs to develop some specific competencies in order to obtain better SME performance in line with consistent growth of Bangladeshi GDP.  
Keywords: Technopreneurial competencies; SME performance; Resource Based View (RBV); AMOS
AIMC-2018-EBM-508
GREEN ENTREPRENEURIAL FARMING: A DREAM OR REALITY?
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Abstract
Like other developing countries, Pakistan is under severe economic pressure and striving to boost entrepreneurial orientation for achieving fast growth by minimal depletion of natural resources. Despite resource constraints, entrepreneurial development has never been taken as key agenda for academia and research. This study estimates the green entrepreneurial intentions of farmers and role of government policies for favouring green entrepreneurship development in Punjab, Pakistan. A survey was conducted for data collection from 456 farmers using multistage proportionate sampling technique. Result indicate that farmer’s education, provision of short entrepreneurial courses, field knowledge, income, credit availability, market orientation, customer orientation and innovation orientation as positively (significantly) related to green entrepreneurship development. Contrary, lower price for produce, price instability, infrastructure constraints and lower entrepreneurial level of farmers introduces as negatively related to green entrepreneurship development. Further, findings reveal that government policies were preventing green farming entrepreneurial development. On the other hand, inclusion of short entrepreneurial courses, credit provision, facilitating market access and use of e-commerce can bridge the green entrepreneurial development among farmers. Besides, study suggests country level researches for generalization of findings.
Keywords: Green entrepreneurship; education orientation; customer orientation; entrepreneurial orientation; market orientation.

AIMC-2018-EBM-521
MEDIATING EFFECT OF JOB SATISFACTION ON THE RELATIONSHIP BETWEEN WORK-LIFE BALANCE AND JOB PERFORMANCE AMONG ACADEMICS: DATA SCREENING
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Abstract
This paper highlights the data screening for the research on mediating effect of job satisfaction on the relationship between work-life balance and job performance among full-time academics. It had 354 samples from the public universities located in Indonesia-Malaysia-Thailand Growth Triangle (IMT-GT). The data screening procedure was applied to identify problematic patterns within the data set of the study. It analyzed the missing values, outliers, normality test, and multicollinearity test. The results of the data screening showed that the data was ready for further multivariate analysis.
Keywords: Data Screening; Job Performance; Job Satisfaction; Work-Life Balance

AIMC-2018-EBM-523
ANALISIS PENGARUH MODAL MANUSIA TERHADAP PERTUMBUHAN PRODUKTIVITI FAKTOR KESELURUHAN DI NEGARA ASEAN+3
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Co-Authors: Ishak Yussuf, Rahmah Ismail, Zulkefly Karim
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Abstract
Artikel ini bertujuan untuk menganalisis pengaruh modal manusia terhadap pertumbuhan Produktiviti Faktor KeSELURUHAN (TFP) di negara ASEAN+3 (Malaysia, Singapura, Thailand, Indonesia, Filipina, Kemboja, Vietnam, China, Korea Selatan dan Jepun) bagi tempoh 1981-2014. Analisis dalam artikel ini menggunakan kaedah dinamik panel, iaitu model (PMG) dan (MG) berdasarkan perisian Stata 14 untuk menganalisis pengaruh dalam jangka masa pendek dan panjang. Bagi menentukan model yang terbaik dalam artikel ini adalah berdasarkan kepada ujian Hausman. Ujian Hausman menunjukkan bahawa model PMG adalah lebih baik kerana gagal menolak hipotesis nol. Hasil kajian menunjukkan bahawa pengaruh modal manusia, iaitu tahun bersekolah purata dan nisbah pekerja mahir adalah signifikan dan positif terhadap pertumbuhan TFP dalam jangka masa panjang bagi model PMG manakala dalam jangka masa pendek pula ianya adalah tidak signifikan terhadap pertumbuhan TFP. Bagi model MG pula pemboleh ubah modal manusia menunjukkan tidak signifikan terhadap pertumbuhan TFP dalam jangka masa pendek mahupun dalam jangka masa panjang. Selain itu, pemboleh ubah keterbukaan ekonomi dan interaksi antara tahun bersekolah purata dengan negara maju (Korea Selatan, Jepun dan Singapura) juga menunjukkan pengaruh yang signifikan terhadap pertumbuhan TFP.
Keywords: Modal manusia, Pertumbuhan TFP, ASEAN+3
AIMC-2018-EBM-524
RELATIONSHIP OF PREMIUM INCOME OF ASSET GROWTH ON SHARIA INSURANCE IN INDONESIA

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Abstract
Purpose: Examining the Premium Income Rate on Asset Growth in a Sharia Insurance Company registered with the Indonesian Financial Services Authority. Design/methodology/approach: The type of research used in this study is Comparative Causal, while the sample used in this study are 20 sharia insurance companies with the criteria of Sharia insurance companies that are actively operating for the last three years. Findings: The results of this study indicate that the level of premium income positively and significantly affect the growth of asset Asuransi Syariah. Originality: This study is concerned with the level of premium income that affects the growth of Sharia Insurance assets in Indonesia.

Keywords: Takaful; Premium Income Rate; Asset Growth

AIMC-2018-EBM-525
CRITICAL SUCCESS FACTORS OF TALENT AND LEADERSHIP IN ISLAMIC FINANCIAL INSTITUTIONS

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Abstract
Islamic Financial Institutions (IFIs) in Malaysia is facing an intense competition due to the number of its participants. The dynamic and fast-changing current demand has also become a push factor for IFIs to optimize organizational excellence. Moreover, Central Bank of Malaysia Financial Sector Blue Print (2011-2020) highlighted an approximately 56,000 finance professionals will be in demand by 2020. As the industry grew, the supply of talent is struggling to keep up including Shariah-based talents. They are expected to be responsible and accountable Islamic Financial Institutions (IFIs) in Malaysia is facing an intense competition due to the number of its participants. The dynamic and fast-changing current demand has also become a push factor for IFIs to optimize organizational excellence. Moreover, Central Bank of Malaysia Financial Sector Blue Print (2011-2020) highlighted an approximately 56,000 finance professionals will be in demand by 2020. As the industry grew, the supply of talent is struggling to keep up including Shariah-based talents. They are expected to be responsible and accountable towards the future of IFIs in maintaining shariah-compliance in every way. In this respect, this paper will focus on (i) critical review of managing talent and (ii) determine the critical success factors regarding talent and leadership in IFIs. In general, the findings show shortage of Shariah-based talent impacting IFIs significantly such as productivity as well as hurting their profits. Developing existing talents including recognize them to higher level of positions stood out as strategies for employers have in place in handling issues of talent shortage. A potential roadmap for overcoming gaps are suppose to change the way IFIs find, attract and engage top talent.

Keywords: critical success factor; talent; islamic financial institutions.

AIMC-2018-EBM-526
SOURCING ARRANGEMENT OF INTERNAL AUDIT SERVICES: DOES IT MATTER TO THE EXTERNAL AUDITORS?

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Abstract
Internal audit is an important managerial control device which assists management of organisations in measuring and evaluating the effectiveness of organizational controls. Their services can be obtained internally or externally by outsourcing the services to public accounting firms. The objective of this study is to examine whether the sourcing arrangement of the internal audit services would influence the external auditors reliance on the internal audit work in the audit processes. Questionnaires were randomly distributed to 100 external auditors in Klang Valley. However, only 35 questionnaires were returned and usable for the purpose of the study. The findings of the study indicate that external auditors would significantly rely more on the work of out-sourced internal auditors compared to in-house internal auditors when the inherent risk is high. In addition, it is also found that the most important factor which influences the level of reliance of external auditors on the work of internal auditors is the level of compliance with relevant professional standards by the internal auditors. This study provides information to the regulators and policy makers in Malaysia about the factors that are important to the external auditors in auditing processes. Furthermore, it also contributes to the internal audit literature in a developing country.

Keywords: Internal auditors, external auditors, outsourcing, in-house, Malaysia.
AIMC-2018-EBM-534
ISSUES AND CHALLENGES IN PROMOTING RURAL ENTREPRENEURSHIP
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Abstract
The dynamic global business environment raises questions about the ability of small-scale businesses in rural areas to share the potential benefits. The technology and product quality creates demands. In Malaysia, urban populations grow faster and may exceed the size of the rural population by 2020. Such a significant demographic trend challenges the capacities of some small-scale businesses to cope with the increasing demands. And this is why rural entrepreneurship is becoming more important in Malaysia and already, there is a changing trend in how small business should be conducted. Therefore, the objective of this paper is to: (i) examine the literature regarding rural entrepreneurship and (ii) explore critical success factors faced by entrepreneurs in expanding and sustaining their businesses in rural areas. The findings show current economic state (14.1%) was the first main challenge followed by governance (13.2%) and infrastructure (13.1%). Last factor is human resource (12.3%). A gap analysis conducted highlighted wide range between challenges and entrepreneurs&39; expectations in infrastructure, governance, economy and security. The paper will also discuss new opportunities to encourage the growth of this sector through cooperatives&39; avenue with strong support from agencies and government.

Keywords: critical success factors; small business; rural entrepreneurship;

AIMC-2018-EBM-535
ISLAMIC PRICING BENCHMARK MODEL: A NEW APPROACH TO PRICING THE SUKUK
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Abstract
Sukuk (Islamic bonds) have recently emerged as one of the most important tools for the Islamic investment and financing. It has become the most successful financial product in the Islamic financing industry. Total global issuances amounted to USD 88.3 billion in 2016. Global Sukuk issuance has increased from USD 60.7 billion in 2015 to USD 88.3 billion in 2016, around 44% jump in volume. The International Islamic Financial Market (IIFM) believes the global Sukuk market will be able to sustain its expansionary phase into 2018 with total issuance likely to top the US$150 billion despite the uncertainty in the global economy. The world Sukuk issuance crossed landmark US$100 billion mark in 2012 when a total of US$137.60 billion was raised by the corporate year. However the controversy over Sukuk has been heated when Taqi Usmani critically commented on unscrupulous Sukuk issuance. Taqi Usmani is reported to have said that 85% of the Sukuk issued worldwide are un-Islamic. The pricing of Sukuk is one of the main contributory factor to this controversy. Currently conventional finance benchmarks, such as KLIBOR, LIBOR etc. is used to determine its own cost of funds, and its return to financial investments which creates controversy. LIBOR benchmark has been employed as a reference guide for long term investment pricing among Islamic financial institutions. It is generally accepted and recognized in the Islamic banking industry without making any serious or innovative moves to become free from usury based benchmark. The arguments made are based on complete replication of the conventional (usury based) financial indicators, and the unjustified views of some scholars which is a complete surrender to the long lasting control of the western practice to the financial markets since the modern Islamic finance is being still at its infancy. Under this backdrop, this paper attempted to propose an alternative Islamic Pricing Benchmark Model (IPBM) to determine its cost of capital. This proposed benchmark will assist in pricing Sukuk which is usury free and Shariah compliant. Keywords: Sukuk, Islamic financing, Islamic Pricing Benchmark Model

AIMC-2018-EBM-558
TOURIST SATISFACTION AS A MEDIATOR BETWEEN SERVICE QUALITY AND RE-VISIT INTENTION
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Abstract
Tourism in recent years is one area that nations are investing heavily and looking up to as reliable source of revenue generation. Even though the main customers are the tourists, thus it must be noted that most studies have been assessing service quality from the industry&rsquo;s perspectives, instead of the tourists&rsquo; perspectives. In addition, previous studies have focused only on the approach to assess the relationship between service quality and satisfaction, and therefore excluded the behavioural factors. Thus, it can strongly be held that in assessing service quality within the context of tourism industry, previous studies have failed to investigate beyond the satisfaction paradigm. Therefore, the main aim of this study was to investigate the relationship between service quality and tourist satisfaction, and between tourist satisfaction and revisit intention from the tourist perspectives. A quantitative methodology using adapted set of questions was employed to survey 210 tourists from Ohudu mountain resort in Nigeria. Descriptive and inferential statistics were used for data analysis. The mediating effect of tourist satisfaction in the relationship between service quality and revisit intention has also been tested. Findings confirmed that there was a significant positive relationship between service quality and tourist satisfaction (53.092), as well as a significant
relationship between tourist satisfaction and revisit intention with hypothesis test value as 5.156. In addition, tourist satisfaction had a partial mediating effect in the relationship between service quality and revisit intention. This study therefore contributes to the theory and practice in service quality by extending the body of knowledge beyond the satisfaction paradigm. Future studies are recommended to extend the study to all tourism sites and other leading non-oil industries in Nigeria.

Keywords: Tourist Satisfaction; Service Quality; Re-visit Intention

AIMC-2018-EBM-559
EMPLOYEES’ PERCEPTION ABOUT GENDER STEREOTYPING: A STUDY OF UNIVERSITY OF PESHAWAR, PAKISTAN
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Abstract
Feminine gender faces barriers in their professional life especially in third world country, which decrease their abilities, confidence and chances to reach to the higher level position in the organizations. Pakistan is a male dominant society where females are suppressed by the cultural norms. Gender stereotyping is one of the major issue in all professional fields even in academia where the most literature people are working. We have conducted a study in the higher education institute of Pakistan (University of Peshawar) to examine the perception of employees about gender stereotyping which may leads to gender discrimination in the work places. The instrument used for collection of data was women as manager scale (WAMS); the sample consisted of both male and female employees with sample size of 115 persons. The result of this study shows women have got self-confidence, can work in challenging environment, have capabilities to acquire necessary skills required to be successful managers and can compete with male counterpart for top management position. However it is perceived by many that women lacks mechanical, technical and leadership role. Despite of many rights have been given to females but still there is lack of fit exist between women and the mannish work at managerial posts. Recommended efforts shall be made from government organizations, societal and cultural actors to make working culture favorable for females in the work places and to be taken women and men both equal. The study can be applied at organization level at HR department for the equal policies for both the genders. Females who are stepping into professional career must be aware of the barriers regarding gender stereotyping.

Keywords: University of Peshawar, Gender stereotyping, Perception, WAMS

AIMC-2018-EBM-561
EFFICIENCY AS MEDIATOR BETWEEN ARTIFACTS, VALUES AND CULTURAL ORGANIZATION ASSUMPTIONS EMPLOYEES WORKING ON EFFECTIVENESS OF PARLIAMENT SECRETARIAT (DPRD) RIAU ISLANDS PROVINCIAL
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Co-Authors: Indrayani
University of Batam

Abstract
The secretariat parliament (DPRD) Riau Islands chosen as the object of research for allegedly there are gaps between the theory with facts empirically; namely conflict with a culture of bureaucracy, political culture a variable that is submitted for held research is: artifact culture, the assumption of culture, cultural values increasing efficiency, and effectiveness of work. Respondents the employees of the secretariat DPRD Riau Islands. The data processed with program statistics AMOS for windows version 22.0 to test normality, CFA and test leverage with SEM based on assumptions in structural equation unified (SEM) model, in this research the number of respondents who obtained a total of 109 respondents, then the amount of the sampled using the census as much as 109 respondents, to test the feasibility this research result can be summarized as follows, Effect of Cultural Artifacts to Efficiency are a significant positive, Effect of Cultural Values on Efficiency is positive, not substantial, Effect of Assumption on Efficiency is a significant positive, Effect of Cultural Artifacts to Effectiveness are a significant positive, Effect of Cultural Values on Effectiveness are a significant positive, Effect of Assumption Cultural to Effectiveness is positively not substantial, Effect of Efficiency to Effectiveness significant positive, Efficiency changes are affected by Artifacts, Cultural Values and Cultural Assumptions 84.9%, while the effectiveness changes are affected by artifacts, Cultural Values, Assumptions Culture and Efficiency of 99.4%, Evidently there is a problem in the Riau Islands DPRD Secretariat, the gap between theory and empiris answered, why there is performance hinderance of DPRD, one reason is the existence of two cultural organizations (bureaucratic and political) that interact in an institution DPRD Secretariat, to take a decision, is something unique in the organizational culture, so that positive outcomes are not significant.

Keywords: cultural artifacts, cultural values, culture assumption, efficiency and effectiveness

AIMC-2018-EBM-562
DETERMINATION ACCEPTANCE OF EMPLOYEES, EDUCATION, USE, MAINTENANCE, AND THROUGH TERMINATION DEPARTMENT OF JOB SATISFACTION AS AN INTERVENING PERSONNEL VARIABLE TO IMPROVE PERFORMANCE OF REGIONAL POLICE IN RIAU ISLANDS
Corresponding Author: Chablullah Wibisono
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Abstract
Law No. 2 of 2002 on the National Police asserted that the Indonesian National Police is a tool that acts maintaining state security and public order, enforcing the law, and to provide protection, shelter, and services to the community to
maintaining homeland security. People expect that the police can transform themselves and carry out what is the role and core functions well. By the Regulation. No. 22 of 2010 that the entire cycle of the Life Cycle Bin HR is the duty and responsibility of the Bureau of Human Resources assisted by some sections in charge and responsible for human resources Bin include: Section Control Personnel (Bagdalpers) is accountable for accepting, Education, and Termination; Career Development Section (Bagbinkar) responsible for the use; Care Personnel Section (Bagwatpers) is responsible for Nursing.Collecting the data in this study using a questionnaire in the form of surveys distributed to respondents amounted to 252 people, the number of respondents is only 200 questionnaires that can be processed from the 685 total number of active population of members of the police in Riau Islands Police subsequently transformed the data with models Structural Equation Model (SEM). The software used for structural analysis is AMOS 23 and Arbuckle and for descriptive analysis using SPSS 23. From the test results show that the variable acception (X1), education (X2), the use of (X3), treatment (X4), termination (X5) have an influence on the performance of 69.2%, and the variable acception (X1), education (X2), use (X3), treatment (X4), termination (X5) has a 58.1% effect on job satisfaction. The conclusion of this study extends from the regression weight: it turns out that the most significant care variables 47.6%. That is, the variable treatment of the most dominant influence on performance and job satisfaction

Keywords: Acception, Education, Use, Maintenance, Termination, Performance And Job Satisfaction

AIMC-2018-EBM-564
THE APPLICATION OF SHARIAH PRINCIPLE IN E-COMMERCE TRANSACTION: A MODEL DEVELOPMENT

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Abstract
Issues concerning purchasing on-line, the medium of transaction via on-line or Internet, e-payment mode are among new challenges that require Islamic scholars and researchers to broaden the scope of definition of Shariah compliance e-commerce transaction. As Malaysia is heading towards e-commerce and purchasing on-line has no longer a new trend; the challenges arise for solution in accordance with Shariah principles. This paper will propose a model that comprises several components namely: the core Shariah component itself, sound technological means, regulatory body, and legal provision that supports e-commerce transactions.

Keywords: E-commerce Transaction, E-Payment, Islamic Finance; Shariah Principles

AIMC-2018-EBM-571
THE EXTENT OF COMPLIANCE WITH THE GRI GUIDELINE AND THE INFORMATION DISCLOSED BY NIGERIAN OIL AND GAS LISTED COMPANIES

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Abstract
Concerns have accompanied the rise of GRI-based sustainability reporting with respect to its limitations and potential negative consequences. Sustainability reporting frameworks, such as GRI’,s, was important insofar as it helped organizations to widen the transparency and accountability of a number of social and environmental issues. This research tries to address this challenge by assessing the extent of sustainability reporting among the Nigerian oil and gas firms using the GRI guidelines as benchmark. Data were collected from the annual report and account of listed oil and gas companies on Nigerian Stock Exchange (NSE). This study used un-weighted disclosure method to capture the extent of sustainability disclosure among the Nigerian firms. Based on the investigations, the results shows that there is significant level of compliance with GRI guidelines by oil and gas firms in Nigeria

Keywords: Sustainability Reporting, GRI, disclosure Index

AIMC-2018-EBM-576
GREEN IMPLEMENTATION WATER THEME PARK IN MALAYSIA

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Abstract
There is growing concern on environmental impacts resulted from building operation system. Current concern for the environment is readily observed in people lifestyle. Among questions that has been arose was related to sustainable theme parks destinations-are they even exist? It is evident in few studies indicate that major theme parks are starting to give their inherently unsustainable operations a fresh, green implementation. Environmental footprint matters for theme park as it operations contribute to the increasing of waste generation, water and power used. Thus, this paper aims to study on the green implementation for theme park in Malaysia. Reassuring to achieve the aim, two objectives were established: 1) to identify ways in conserving energy through technical and operational enhancement, 2) to discover the important criteria for green theme park implementation. Literature review and in-depth interviews have been conducted. Experts opinion were employed in getting rich data for the study. The result shows that there was initiative for implementing green concept in Malaysian theme park. Technical aspects that associated with green implementation for Malaysian theme park were consumption of energy, consumption of water, construction, maintenance, management of waste, materials and the design of theme park. Expanding lifespan of theme park, decreasing the use of chemical
elements and decreasing the rate to run the equipment that can save a lot of energy contribute to the operational aspects of green theme park. Materials, energy efficiency, water efficiency, transportation, manufacturing were among important criteria needed in order to implement green theme park. Many efforts to discover green implementation have been conferred into green theme park in project management cycle.

Keywords: sustainable theme parks, conserve energy, operation, water efficiency

AICM-2018-EBM-578

THE COMMODIFICATION OF CONSIDERATE IN JOLLIBEE COMMERCIAL BREAK VALENTINE SERIES: DATE

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Abstract
The Commodification of Considerate in Jollibee Commercial Break Valentine Series: Date Altobeli LobodallyCreative Industry Faculty of Kalbis InstituteSouth Palo Mas Kav. 22, East Jakarta, DKI Jakarta 13210(021) 47883900Email: altobeli.lobodally@kalbis.ac.id AbstractConsiderate is the most personal feeling from any human kind. Considerate can be describes as careful, not to cause inconvenience or hurt to others. For creative director in advertising field, consideration is a commodity. The creative director has been methamorphosis in symbolic way to shifting that truly feeling in a way to &quot;sell&quot; that feeling. This situation has been showed in the Jollibee commercial break, especially the &quot;valentine series: date&quot;. This research is trying to disassemble how the advertiser trying to infiltrate their business in the human kind feeling &quot;sheath&quot;: To disassemble the ideology of the Jollibee;&quot; advertisements, this research is using the Political Economy Media Theories. There are three fields in that theory. One of them is commodification. Commodification is the transformation of goods, services, ideas and people into commodities, or objects of trade. This research is using Semiotics from Roland Barthes. With three analysis level (denotation, connotation and myth) each audio and visual from Jollibee Commercial break would be dismantled. So each audio and visual from that commercial break would be considered as a sign. Wich is semiotic is the science that learning about sign. Keywords: Commodification, Considerate, Semiotic, Commercial Break

AICM-2018-EBM-579

IMPACT OF GOVERNMENT POLICY ON FISHERY PRODUCTION, AMOUNT OF FISHERY FLEET, FISHERY HOUSEHOLD IN BATAM CITY

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Abstract
Batam City is flanked by two countries namely Malaysia and Singapore. The population of Batam is the highest of the cities / regencies in the Riau Islands region. According to the Central Bureau of Statistics of Batam City, in 2016 Batam Fishery Fleet experienced an increase of 30%. Increasing the number of fishery households by 25%, but fishery production did not increase. Therefore, this article aims to (1) analyze the Impact of Government Policy on Fishery Production, Amount of Fishery Fleet, Fishery Household. (2) analyze the development of Government Policy on Fishery Production, Number of fishery fleet and fishery household in Batam City. The data management of this article uses Evius 8. The number of household perikana have a positive and significant impact on fishery production, Increasing the number of fishery households will increase fishery production in Batam City. The number of fishing fleets also positively and significantly, if the number of fishing fleet in Batam city increased by one unit will increase the production of fishery of 12.56 units. Consumer Price Index negatively affects fishery production, if the consumer price index decreases it will increase Batam fishery production. Government policy by providing incentives to fishermen in the form of fishing equipment will increase fishery production, increase production. next year&#39;s fishery production will be affected by agricultural production last year.

Keywords: Fishery Production, Fishery Household Fisheries Household

AICM-2018-EBM-581

IMPACT OF FINANCIAL DECISION AND OWNERSHIP STRUCTURE ON FIRM VALUE, A MODERATING ROLE OF GROWTH OPPORTUNITIES: EMPIRICAL EVIDENCE OF KSE

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Abstract
Abstract: The purpose of this study is to explore empirically the association among leverage, dividend payout, ownership structure and firm value. Further, to explore the growth opportunities on this relationship is also a part of the purpose of this study. To obtain the correct empirical results this study applied the correlation analysis technique and ordinary least square (OLS) regression analysis on 148 non-financial companies listed on Karachi Stock Exchange (KSE) for the period of Five years (2011-2015). Using t-test and panel data regressions this study found significant positive relationship between leverage, and firm value; ownership concentration and firm value while insignificant association between dividend payout and firm value. The study further found that the interaction term of leverage and growth opportunities is insignificant, the interactive term of dividend payout and growth opportunities is also insignificant, and the interaction of ownership concentration and growth opportunities is also insignificant. So in the
AIMC-2018-EBM-582
THE CHALLENGE OF ACCOUNTING EDUCATION IN THE DIGITAL AGE
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Abstract
The aim of this paper is to meet the coming of the digital era with accounting education in Higher Vocational Education. In the digital era, the role of digital technology of various fields of work is predicted to threaten future employment, this as the trigger of the accounting education to prepare its students in the distinctive features. The research method in this paper is combining the literature study and critical reflection. In the literature study, the data comes from the journals and books that discussed about the accounting education and digital technology as the bases of critical reflection. The research result show that (1) the traditional accounting and the basic concept of accounting should be maintained and applied; (2) accounting education will be greatly influenced by digital, thus integration of universities with the world of industry needs to be done; (3) the industrial recognition will be vital for the students; (4) it need to develop the existence of college competition to obtain funds in the field of research and industry to develop computer-based accounting. These are challenges for accounting education, particularly in Vocational Higher Education which is considered a ready-to-use employee provider institution.
Keywords: Accounting Education, Digital Technology, Vocational Higher Education

AIMC-2018-EBM-588
IMPACT OF CONSUMER PERCEPTION ON THEIR PURCHASE INTENTION FOR ORGANIC FOOD: STUDY OF MEDIATING ROLE OF UTILITARIAN AND HEDONIC ATTITUDES
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Abstract
The purpose of this study is to investigate the impact of consumer’s perceptions regarding organic food on their utilitarian and hedonic attitudes and their purchase intention. This study is about consumer perception for nutritional contents, natural contents, ecological welfare, sensory appeal and price of the organic food which could mold consumer’s utilitarian and hedonic attitudes accordingly. Results shows that nutritional contents, ecological welfare and price have major impact on utilitarian and hedonic attitudes while sensory appeal only change hedonic attitude. Natural contents doesn’t have any significant impact on any of the discussed attitudes. Utilitarian and hedonic attitudes plays important role in determining the purchase intention of consumers for organic food. This study will contribute in the limited literature of organic food in developing countries and especially in Pakistan. Furthermore, the use of utilitarian and hedonic attitudes helps in developing better understanding of consumer expectation from organic food and its impact on purchase intention.
Keywords: Organic Food, Utilitarian Attitudes, Hedonic Attitudes, Purchase Intention

AIMC-2018-EBM-593
FISCAL DEFICIT AND ECONOMIC GROWTH RELATIONSHIP IN PAKISTAN: A TIME SERIES ECONOMETRIC ANALYSIS
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Abstract
Fiscal debt is one of the central macroeconomic problems of Pakistan since inception. Due to the early complex problems of migration, Kashmir dispute and poverty there was no sufficient resources available that help to boost the infrastructure and economic growth. However, to guard the fiscal deficit administrative measures were to be taken. The procedure adopted as coping strategy was to control the adverse effects on macroeconomic factors and growth of economy. Secondly State Bank of Pakistan in monetary policy argue that increased fiscal debt will hinder economic growth and therefore, requires a check. Whereas on the other side fiscal policy issuers (i.e., Ministry of Finance) disagrees and stated, the deficit spending play a vital role in the economic stability and growth. Therefore, it becomes a complex problem that how fiscal deficit affects GDP in Pakistan. In order to deal with the complex problem a long term time series analysis starting from the period 2000-2001 to 2016-2017 is taken. VECM (Vector Error Correct Method) has been applied. The paper finally concludes that the fiscal deficit positively affects the GDP growth which requires a strict action to control the situation.
Keywords: Fiscal deficit, Economic growth, VECM
AIMC-2018-EBM-595
MEDIATING ROLE OF PSYCHOLOGICAL CONTRACT IN THE RELATIONSHIP BETWEEN WORKPLACE SPIRITUALITY AND AFFECTIVE COMMITMENT

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Abstract
Malaysian banking sector is facing commitment challenge of their employees especially in the current highly competitive business environment. Now banks want to retain and engage their competent employees so there is a need to create or enhance their affective commitment because this affective commitment is a key to retain and engage competent employees. Previous research explains that effective commitment provide employees emotional attachment with their organisation so there is a need to explore those factors through which organisations can develop the affective commitment of their employees. Healthy amount of research has been conducted to deal with employee attitude and commitment. As time goes on new concepts are coming up with new management ideas. 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. Literature review pointed out that Malaysian 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 psychological contract as a mediator. Subjects for this research were 350 bank employees working in commercial banks in Malaysia. Structural equation modelling SEM &dash; PLS was the main statistical technique utilized in this study. All the main relationships 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 in banking sector of Malaysia.

Keywords: “Workplace spirituality”, “Affective Commitment”, “Psychological contract”

AIMC-2018-EBM-605
THE EFFECT OF WEBSITE CHARACTERISTIC TO CUSTOMER SATISFACTION IN ONLINE SHOP

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Abstract
The development of online business is very rapidly in now days. Therefore, the online business requires a lot of effort to compete with similar business. To be surviving in the online business can be done by providing maximum satisfaction to consumers and maintaining belief in the products offered both in terms of price and quality of goods by using a good website. The characteristics of the website will be a major concern for the consumers when they are shopping online, the characteristics consists of: the convenience of shopping, the site design, informative information, security and communication. The purpose of this study is to determine the effect of Website Characteristic to Customer Satisfaction. The research method is case study at Accounting Management Study Program at Polytechnic State of Malang. The data collected using purposive sampling and Slovin formula. The hypothesis of this research is tested by multiple liner regression. The research results show that the variable site design, informative, security and communication have a partially significant effect to the online shopping customer satisfaction, while the convenience of shopping variable is not significant. This understandable because each online store has different system and procedure that inconvenience for consumers.

Keywords: Characteristic Website, Customer Satisfaction, Business Online

AIMC-2018-EBM-606
GREEN CLEANING FOR GREEN BUILDINGS IN MALAYSIA: A CONTENT VALIDITY STUDY

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Abstract
The aim of this paper is to validate the content of the components and requirements of green cleaning for green buildings in Malaysia. As green practices should be practiced throughout the life cycle of the green building and not merely during the design and construction stage, the need for green cleaning has never been more imperative. Thus, there is an urgent need in Malaysia to identify components and requirements of green cleaning for our Malaysian green buildings. 8 green cleaning components and 37 green cleaning requirements were identified and reviewed from the literatures. A self-administered survey was then carried out involving eight panel of experts i.e. green cleaning experts and Green Building Index (GBI) facilitators to validate the components and requirements that were identified earlier. Once the survey was completed, CVI indicators were calculated. The overall content validity was 0.87 which indicates that the green cleaning components and requirements are considered by the panel of experts as acceptable. The average modified kappa coefficient of the requirements was 0.86, rated as “excellent”. Only 3 of the requirements were rated as weak or poor. The outcome of this study will provide an initial insight of the green cleaning components and requirements to the industry especially cleaning service providers and buildings management in Malaysia.

Keywords: Green Cleaning; Green Building; Components and Requirements; Content Validity
AIMC-2018-EBM-607
THE MEDIATING ROLE OF EMPLOYEE PERFORMANCE ON THE RELATIONSHIP BETWEEN DELEGATION OF AUTHORITY AND DECISION MAKING

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Abstract
The aim of this study is to enhance the understanding in animated extent of delegation authority and its role in decision making. Precisely, the prime objective of this study is to examine the effects of delegation authority on decision making along with mediating role of employees performance in the Police department at Dubai. Based on a comprehensive literature review of delegation authority, decision making, and employee's performance, this study has applied a positivist approach to collect data in quantitative way through questionnaire-based survey. The study has analyzed the collected data using structural equation modeling through smart partial least square. This study is only limited to the police department of Dubai and future research may be conducted in other service sector as well as can assess the moderating role in the defined variables. By integrating delegation authority, decision making, and employee's performance literature, the main contribution of this paper is the analysis of defined variables in the police department of Dubai with emphasis on new challenges and to boost up the gap of relevant literature.

Keywords: delegation authority, decision making, employees performance

AIMC-2018-EBM-608
FACTORS EFFECTING DELEGATION AUTHORITY TOWARD EMPLOYEES PERFORMANCE

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Abstract
Employees are the key asset of every organization and their performance may influence the goals and objectives of organizations in positive or negative way. The aim of this study is to develop a theoretical framework in relations to examine the effects of employee's satisfaction, delegation authority, and empowerment on employee's performance in UAE organizations. Specifically, to get in-depth understanding in the linkage between delegation authority and employees performance with emphasize on empowerment factors (employee participation and employee satisfaction). This study is only limited to Dubai organizations and future research may be conducted in other countries as well as can assess the mediating role in the defined variables. By integrating employee's satisfaction, delegation authority, empowerment, and employee's performance literature, the main contribution of this paper is the analysis of defined variables in Dubai organizations with emphasize on new challenges and to boost up the gap of relevant literature.

Keywords: employee’s satisfaction, delegation authority, empowerment, employee’s performance

AIMC-2018-EBM-610
STRATEGY FORMULATION: SYNERGY OF TOURISM DEVELOPMENT AND CREATIVE ECONOMY

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Abstract
East Java has a strategic geographical position, located on the west Java tourist route, DKI Jakarta, DIY and Central Java on the west side and Bali, NTB on the east side. This location should be able to be utilized as well as possible for the development of tourism sector supported on the diversity of creative economy commodities of East Java. Meanwhile, regional areas also have potential and diverse creative economic resources to support these tourist destinations. So that can be synergized between the destination owned by the creative economy is growing. To use both, it is necessary to formulate a policy strategy that must be taken, that is the purpose of this research. This study uses SWOT analysis, strategy formulation and determining the priority that must be implemented by East Java Province in order to increase the competitive advantage of the tourism sector for the support of creative economy sector. The results show that there are 11 items of S-O strategy, 9 items of W-O strategy, 2 S-T items and some W-T strategy items. Furthermore identified 10 priority strategies ideally implemented by the Government of East Java Province. Furthermore, phasing, first, Identify, develop and improve the quality of creative economy products as the carrying capacity of tourism sector development or termed IDICE (Identify, develop and improve the quality of creative economy). Second, Synergy of the best tourism destinations with the creative economy (Synergy). Promotion and Marketing of Tourism Destination with Creative Economy (Promote & Marketing). Third, Creation of creative economy products based on local materials (CEC based Local Material). Then, fourth, Identification, mapping and creation of local art and culture (IMC Local Culture).

Keywords: Tourism; Creative Economy; East Java; Strategy
AIMC-2018-EBM-615

PSYCHOLOGICAL CONTRACT FULFILMENT AND TURNOVER INTENTIONS OF THE MILLENNIALS: THE MEDIATING ROLE OF AFFECTIVE COMMITMENT

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Abstract
Psychological contract provides a basis of analyzing the exchange relation between the employer and the employee. Millennials who are more than twice the workforce than their precursor generation have found to be challenging the relationship among employers and employees in existing work environment. The present study tries to assess the impact of psychological contract fulfilment on turnover intentions with the mediating role of affective commitment among the millennials in the context of Pakistan. The data is collected from the 342 millennials who have just entered the workplace in the private sector of Karachi and analyzed using PLS-SEM. The results are discussed and conclusions are drawn for policy makers. The study also suggests the possible future directions for researchers.

Keywords: Psychological contract; turnover intentions; affective commitment; millennial

AIMC-2018-EBM-619

THE LINKAGE BETWEEN CUSTOMER KNOWLEDGE MANAGEMENT AND MANUFACTURING CAPABILITIES AS THE PLATFORM TO SUCCESSFUL PRODUCT INNOVATION

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Abstract
Innovation has become unavoidable choice for companies to survive. However, the high percentage of new products fail increase the risk of this choice. Therefore, to control and reduce the risk of introducing new product companies need to invent new products that can touch the real needs of customers. Accordingly, customer must be the main source of the information through which the ideas of new product generated. Having the knowledge about the market needs and trends is not enough as this knowledge need to be translated to real product. Hence, capabilities, in this context, play a vital role to enhance the innovation performance of the organizations. Thus, this study investigates the role of manufacturing capabilities in enhancing the organizations’ abilities to meet customers’ needs. Moreover, this paper discusses the link between customer knowledge management and manufacturing capabilities. The basic argument by this study is that manufacturing capabilities of the companies need to be upgraded and enhanced. However, this upgrading must be in line with the market trends. Accordingly, customer knowledge management works as a guide to direct the upgrading processes of manufacturing capabilities. This study conducted in Malaysia, and 135 manufacturing companies form the sample size of the study. Partial least square was the software approach used to obtain the results. The finding support all introduced hypotheses in the study. Moreover, recommendations and limitations of the study displayed in the last section of this paper.

Keywords: customer knowledge management, manufacturing capabilities, product innovation performance, partial least square, Malaysian manufacturing companies

AIMC-2018-EBM-620

PRODUCT INNOVATION PERFORMANCE IS A COMBINATION OF CUSTOMER KNOWLEDGE MANAGEMENT AND MARKETING CAPABILITIES

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Abstract
The main issue is facing the companies nowadays is not with number of invented products, rather, it is with possibilities that this new product has to succeed in the market. In another word, to be accepted and adopted by customers. To enhance the successful percentage of the new products there are several strategies and processes taken by the company. Building knowledge and capabilities among these strategies. Hence, this study looking to investigate the role of marketing capabilities that company own to support new product in the market especially in the introduction stage. In the same path, customer knowledge management is introduced in the proposed model as an antecedent processes of marketing capabilities. Moreover, the current paper discuss the role of customer knowledge management in developing the marketing capabilities of the organizations. The scope of this study is limited to business to business market. Therefore, a number of 135 manufacturing companies constitute the sample size of this study from which the data was collected. The result obtained by using partial least square technique PLS. The finding of this study is highly support all proposed hypotheses and establish marketing capabilities as mediator in the relationship between customer knowledge management and product innovation performance. Several recommendations along with limitation of the study appear in the last section of the paper.

Keywords: Product innovation performance, marketing capabilities, customer knowledge management, partial least square e, manufacturing companies in Malaysia
AIMC-2018-EBM-622
ACADEMIC ENTREPRENEUR VS EXTERNAL ENTREPRENEUR: HOW THEY APPLY CUSTOMER DISCOVERY

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Abstract
Customer discovery is a foundation of startup development and is increasingly important in other fields, such as university research commercialization. Research in marketing has identified the characteristics of customer-oriented organizations. However, in university research commercialization, how startups apply customer discovery has received less attention. In this article, the authors conduct an in-depth case study, multivariable study of firms that have successfully applied a customer discovery. Grounded by this in-depth understanding, they develop a theoretical model to explain how university startups apply a customer discovery. The model identifies the proactiveness of the lecturer himself to initiate the customer discovery and talk to industries. The authors find that proactiveness of lecturers existed both in academic entrepreneur-led firms and external entrepreneur-led firms. The findings offer new insights into how organizations develop a greater customer discovery, organizational change, and the nature of customer discovery, including the role of trust power and organizational learning in creating and sustaining university technology startups.

Keywords: Innovation; Entrepreneurship; Customer discovery; Marketing; Market orientation

AIMC-2018-EBM-626
THE GROWING DEBATE ON THE MEASUREMENT OF COMPULSIVE CONSUMPTION AND INCREASING TREND OF COMPULSIVE CONSUMPTION AMONG MILLENNIALS IN MALAYSIA: A SUGGESTED CONCEPTUAL FRAMEWORK

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Abstract
This study aims to expand our understanding about the phenomena of compulsive consumption, the debate on its measurement and growing trend in Malaysian consumers. With improving economic conditions and quality of life, the issue of excessive consumption, narcissism and conspicuousness among Malaysian consumers is becoming more prevalent. The excessive consumption become so prevalent among Malaysian that Malaysia is enlisted among those countries having highest household debts in the world. This study focuses mainly on the compulsive consumption of apparel goods. Apparel is one of the consumer goods which consumer are more prone to be indulging in compulsive consumption, to communicate their status in society. This trend, on one hand, has positive implications for the economy and business community. On the other hand, it has adverse implications particularly for consumers and their family who are trapped in the compulsive consumption behaviours. Additionally, it depletes natural resources and contributes to environmental destruction. The authors set out to highlight the factors contributing to compulsive consumption of apparel products. Based on extensive literature review, the main factors identified to potentially contribute to this concern include, widespread consumption of social media, compulsive hoarding, attractive deals and discounts offered by apparel marketers to flatter consumers, short life span of fashion trends, and increasing narcissism and conspicuousness. To fill the knowledge gap, we developed and introduced a research framework for future empirical investigation.

Keywords: Compulsive Buying Behavior; Deal Proneness; Apparel-Product

AIMC-2018-EBM-627
THE EFFECT OF ANIMOSITY AND PERCEIVED EGREGIOUS ON CONSUMER WILLINGNESS TO BOYCOTT AND THE ROLE OF SUSCEPTIBILITY TO INTERPERSONAL INFLUENCE AMONG MALAYSIAN MUSLIM YOUTH

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Abstract
In the current times, boycott is a major protest tool among consumer protest groups and its importance is likely to increase in the future. In this study, the role of susceptibility to interpersonal influence (SII), animosity and perceived egregious on the willingness to boycott American fast-food chains among Malaysian Muslims youth is examined. Data was obtained from 402 samples, after which descriptive analysis and exploratory factor analysis and AMOS were utilized for data analysis. Based on the results, individuals#39; susceptibility to interpersonal influence, animosity and perceived egregious are antecedents of willingness to boycott among Malaysian Muslims youth and this consequently results in their intention towards participating in the boycott. The findings also found that, there are significant and positive relationship between susceptibility to interpersonal influence and other two antecedents (animosity and perceived egregious). This study contributes to literature on consumer boycott, particularly when it comes to susceptibility to interpersonal influence, animosity and perceived egregious roles. This findings can assist practitioners and non-government organizations to develop suitable strategies to use.

Keywords: susceptibility to interpersonal influence; animosity; perceived egregious; consumer willing to boycott
AIMC-2018-EBM-636
LEARNING MODEL OF SMES AS SUPPORTING INDUSTRIES OF DEFENSE INDUSTRIES (CONCEPTUAL FRAMEWORK)
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Abstract
The defense industry is one industry that has an economic stake in the national economy, as well as the role of the defense industry defined in the Master Plan for the Acceleration Program of Indonesian Economic Development, serves as a national strategic industry which should be developed optimally and capable of supporting the national economy. The magnitude of the role of the defense industry cannot be separated from the cooperation with SMEs engaged in supporting industries to defense products. The learning model is a strategy used for increasing motivation to acquire new knowledge and spark critical thinking, in order to obtain the achievement of a more optimal learning outcome. Associated with the issues to be discussed, then the learning models can be regarded as a design that describes the details of the process and the creation of environmental situations that enable interaction between companies and supporting industries, resulting in a change or development in accordance with the purpose of learning. This study demonstrates the importance of the company’s influence in educating SMEs in quality control through quality management system so that Indonesia can fully participate in the supply chain industry.

Keywords: earning, small and medium business, industries, supply chain

AIMC-2018-EBM-639
LEADERSHIP AND ORGANIZATIONAL PERFORMANCE: MEDIATING ROLE OF PERCEIVED COST OF KNOWLEDGE SHARING AND KNOWLEDGE SHARING PRACTICES
Corresponding Author: Dr. Muhammad Khyzer bin Dost
Co-Authors: Kiran Razzaq, Dr Wasim Ul Rehman, Prof. Dr Ch Abdul Rehman

Abstract
This research intends to explore the influence of leadership on knowledge sharing using mediating role of perceived cost of knowledge sharing and knowledge sharing practices in view that pharmacists are knowledge workers require updated information to improve their knowledge productivity through effective leadership. Questionnaires are used to collect data from pharmacists from two mega cities of Pakistan. Using convenient sampling, the results of internal reliability and confirmatory factor analysis (CFA) indicate the existence of internal reliability and validity of the constructs on the sample of 400. The findings of the study indicate that leadership significantly and positively influences organizational performance. However, the outcomes of study point out that perceived cost of knowledge sharing and knowledge sharing practices mediate the relationship between leadership and organizational performance which entails that when individuals are led through effective leadership, employees may perceive less fear of loss of knowledge and feel free to share their knowledge with others at workplace that yields superior organizational performance. This study contributes in theoretical and practical lens by considering organizational factors such as leadership influences the knowledge sharing practices among pharmacists.

Keywords: Knowledge sharing, Leadership, Perceived cost of knowledge sharing

AIMC-2018-EBM-640
THE EXISTENCE OF SOCIAL CAPITALS AND THEIR CONTRIBUTION TO THE EMPOWERMENT OF ROASTED PEANUT AS A SMALL INDUSTRY IN INDONESIA
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Abstract
This research paper is intended to share the identification of (1) Various problems of Roasted peanut as a small industry, (2) Negative forms of social capital that hamper the business activities of small industry and (3) Positive forms of social capital which accelerate the business activities of roasted nut as a small industry. In Indonesia, taking the case of the small industry in one of the producers of roasted peanut in eastern region that is North Sulawesi particularly Kanonang Kawangkoan. This research uses qualitative research method with case study. Data collection technique in this research is triangulation which involves observation, interview and documentation. Spradley model is used to analyze data. The results of the research reveal various problems in small industry as follows: (1) The lack of capital, (2) Seasonal depending production, (3) Traditional processing, (4) Simple Saprodi, (5) Low Production Quality Control (6) Limited information on market, (9) Tight Competition, (10) Lack of Innovation, (11) No patent rights. The development of this industry is hampered by negative social capital emerging from the destructive behavior of some people who seek for more profit, which becomes the main obstacle for this small industry to develop. However, various forms of social capital have ability to anticipate these obstacles. Positive social capital found in roasted nut as a small industry is built from family network or trust-based friendship in which reciprocity is fostered based on prevailing values and norms in the society. The existence of this social capital becomes a main reason for the sustainability of roasted peanuts as a small industry business; therefore, it ensures that farmers and entrepreneurs to continue taking part in the business world.

Keywords: social capital, small industry, empowerment, existence
AIMC-2018-EBM-643
CORPORATE GOVERNANCE AND INSIDER TRADING: EVIDENCE FROM MALAYSIA

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Abstract
The collapse of prominent companies coupled with the increasing number of lawsuits against the directors of the companies for wrongdoing raised concern on insider trading activities. Insider trading does cause significant market reaction, whereby the insiders are able to earn significant cumulative abnormal returns for both purchases and sales. However, studies on the factors influencing insider trading are relatively scarce. This study aims to examine the factors that influence insider trading activities. Specifically, this study examines the relationship between four corporate governance factors, namely, board independence, board size, executive compensation and ownership concentration and insider trading activities in the public listed companies in Malaysia. This study shows evidence that board size and executive compensation significantly influence insider purchases. On the other hand, significant market reaction caused by insider sales may be explained by other factors. Therefore, future study could be carried out on other factors that may influence opportunistic insider sales. The finding of this study also found evidence against the semi-strong form Efficient Market Hypothesis theory that suggests insiders cannot earn abnormal returns in a semi-strong efficient market using public information.

Keywords: insider trading; cumulative abnormal returns; market reaction; corporate governance

AIMC-2018-EBM-644
THE IMPACT OF CORPORATE SOCIAL RESPONSIBILITY ON THE FINANCIAL PERFORMANCE OF THE COMPANY

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Abstract
The objective of the study is to examine the impact of CSR activities by the organization on their financial performance. This study employs a quantitative and deductive approach. This research has been carried out with the secondary data which has been taken from the CSR reports of Overseas Investors Chamber of Commerce and Industry (OICCI) and the annual reports of the listed companies of Pakistan Stock Exchange. In addition to that the annual reports or sustainability reports of some companies have also been used to collect the information about their CSR performance. The sample panel of this study consists of 55 companies having available data for at least the period of 3 years (2014-2016), hence consisting the data of 165 firm years. Random effect linear regression has been run for the two dependent variables for the measure of financial performance. The results indicated that the CSR activities in education, community development, health, and infrastructure have significant impact over the organizational performance. The implications and recommendation were also made from the results.

Keywords: CSR; Random Effect model; sustainability; organizational performance

AIMC-2018-EBM-646
BUDGETING FOR MAINTENANCE: A STRATEGIC APPROACH TO ACHIEVE VALUE FOR MONEY IN LOCAL AUTHORITIES’ MAINTENANCE MANAGEMENT PRACTICES

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Abstract
Maintenance management of public facilities by local authorities is an essential but still relatively neglected business function of an organisation. There are some issues associated with the dissatisfaction of building condition; which resulted from the failures in determining the exact needs of maintenance execution. The practice of historical-based budgeting indicates a variety of budgeting bases which principally constrained the preliminary budget and fixed budget. This paper identifies and discusses the most important elements of the maintenance decision making. The paper contributes to the structuring of the maintenance management area and will provide a reference framework for further research in the optimization of maintenance policy. This paper utilizes a qualitative approach through a literature review of secondary data from previous studies. The peer-reviewed literature will be the primary basis of information for the author to justify the budgeting issues as the key strategies to overcome the maintenance cost uncertainties and provide value for money to the organisation’s management. As the budget and control system is built, the organisation will concurrently act to reduce the total cost while assuring the capability performance of the facilities. Appropriate techniques motivate the budget, modification and control actions. Significantly, cost budgeting for maintenance is the best practice for achieving the value for money especially for the local authorities that serve the need of the public. This budgeting process allows the organisation to implement best practices in maintenance management and it is an effective way to help them deliver their potential towards the efficient and profitability.

Keywords: Maintenance management; budgeting; local authority; value for money
AIMC-2018-EBM-648
CORPORATE OWNERSHIP AND DIVIDEND POLICY: AGENCY THEORY PERSPECTIVES

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Abstract
The aim of the paper is to examine how dividend policy reduces the conflict of interest between the principal and the agent i.e. shareholders and the managers. The paper reviewed and evaluates the sources of conflict and the mechanism of mitigating against the agency problem. The study is based on review of previous studies to come up with a comprehensive conclusion as far as agency problems are concerned. It is found that dividend is an effective mechanism set up to take care of agency problem, so the shareholders will push for the payments of dividend when the firm has free cash flow in order to monitor the activities of the managers. Also, the board of directors is an effective device to control the agency problem only if it can prevent individual top managers, such as chief executive directors, from engaging in opportunistic behavior. It is recommended that shareholders should always be on alerts once there is free cash flow to the dividend to avoid allowing managers in pursuing their interests or investing in the non-profitable projects.

Keywords: Dividend, Agency Cost, Agency Conflict, Corporate Ownership, Free Cash Flow

AIMC-2018-EBM-650
APPLIED OF TOTAL PRODUCTIVE MAINTENANCE CONCEPTS IN POWER GENERATION INDUSTRY: ORGANISATIONS PERSPECTIVE

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Abstract
As part of maintenance tools, the TPM philosophy was adopted and adapted in various industry around the world. The organization realized the need of TPM in managing their asset and strategize the machine/equipment operations. Due to that, the purpose and strategy for implementing the TPM must suit the organizational behavior and business requirement. As the sole utility provider to the Malaysian community, this organisation has always looked forward for further improvement in the maintenance and operations. Aligned with that, this power generation industry purposely embarked the TPM initiative is to strengthen the power plant operation. However, to ensure the continuous success of TPM implementation, it is necessary to understand the insight of the top management regarding the direction of the company. Furthermore, members of the top management must understand their roles and responsibilities once the TPM is initiated at the workplace. To describe and explore detail of TPM implementation in this organization, this study applied qualitative approach. This study discuss the need of TPM in place in power generation industry, TPM as one of the maintenance tools, and the issues and challengers during the TPM implementation phase.

Keywords: Total Productive Maintenance (TPM); Power Generation Industry; Maintenance Strategy; TPM Issues and Challengers

AIMC-2018-EBM-655
ASSESSING THE EFFECT OF VISUAL MERCHANDISING ON THE RELATIONSHIP BETWEEN STORE IMAGE AND MALL CHOICE

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Abstract
This study aims to investigate the choice of customers in choosing to shop at a shopping mall from a visual perspective. Specifically, this study aims to examine the effect of store image and visual merchandising on consumers’ mall choices. 448 self-administered questionnaires were distributed to a major shopping mall at Damansara Utama, Selangor. LISREL software was employed to assess the validity and reliability of the constructs. Structural equation modelling was utilised on checking on confirmatory factor analyses as well as to test the hypotheses of the study. Visual merchandising was found to have a strong, significant and direct influence on consumers’ mall choice. Store image was strongly related to consumers’ mall choice. Results showed that store image on mall choice were mediated by visual merchandising. This paper contributes to the literature on consumers’ mall choice choice mall from the perspectives of visual. Not only is the influence of visual merchandising verified, this study also provides an overview of the motivation behind the choice of mall among customers.

Keywords: Store Image; Visual Merchandising; Mall Choice

AIMC-2018-EBM-658
THE RENDITIONS OF CORPORATION AND EMPLOYEES: THE ULTIMATE MANAGERS OF IMPRESSION-A CRITICAL REVIEW ON IMPRESSION MANAGEMENT

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Abstract
This article is dedicated to conduct a critical review on the ever evolving and multifaceted phenomenon of impression management. Here the domain of the inquiry is two-fold: Corporate level impression management and Individual/
Employee level impression management tactics. The methodology applied in this work is descriptive evaluation followed by content analysis related to their methodologies, theories of organizational impression management and findings. In corporations the motivations behind impression management strategies include economic, cognitive, sociological and political in nature. Notwithstanding the kind of perspective the organization holds, the result is selective disclosure of company information to improve or maintain their favorable image. Then, at individual level, the objective was to rank, in order of practice the impression management tactics. It was revealed that the ingratiation was the most common tactic employed by new and veteran employees alike. The least popular or socially accepted is Intimidation. Moreover, there appears to be a clear difference in Impression management tactics employed based on gender and there are repercussions for inverting the hierarchy of gender role dependent tactics as hinted by literature. Gaps in the aforementioned areas are discussed and way forward is specified in this critical investigation which will help in the understanding of organization behavior.

Keywords: Impression Management, cognitive, selective disclosure, Ingratiation, Intimidation

AIMC-2018-EBM-659

IMPACT OF WORKPLACE FLEXIBILITY ON ORGANIZATION PERFORMANCE

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Abstract

Objectives: Workplace flexibility arrangement has emerged as a potentially important in human capital and firm performance topic, however, the definition and measurement in adoption of flexibility is still lacking. The objective of this paper is to review the current literature on the knowledge and recent deliberation on the topic and its relation to firm performance. This review highlights the dimensions of flexibility Design: A systematic review of the business, workplace flexibility practices, telework and corporate performance literature from 2001 &dash; 2017 was performed. Data sources: The electronic databases for Business (Emerald, Elsevier, Taylor & Francis Online) were systematically searched. Review methods: The criteria of searching for this review are (1) written in English and (2) define and clarification of workplace flexibility and (3) relevance between flexibility and organization performance. Due to the limited amount of research that has examined workplace flexibilities, all type of flexibilities was included in this review. Results: The literature review identified a few terminology, definition and dimensions of flexibility that affect firm performance such as internal functional flexibility, external functional flexibility, telecommuting and flextime. Key findings suggest that in a minimal communication and face to face interaction, trust will be one of the success factor for flexibility adoption. Besides that, further research is needed to understand the relationship between flexibility and performance and performance need to be expended to monetary measure as well. Conclusions: The review of workplace flexibility and performance, can be further improved by first building upon a conceptually consistent definition and measurement of workplace flexibility. Future research is needed to provide organizations to understand better of how adopt workplace flexibility successfully.

Keywords: Workplace flexibilities; Literature review; Performance; Telework, Work environment

AIMC-2018-EBM-661

IS GST A BURDENSOME TO THE BUSINESSES

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Abstract

Goods and Services Tax (GST) or Value Added Tax (VAT) is a consumption tax imposed on the sale of goods and services. The GST was launched by Malaysian government in April 2015 in order to grow the existing tax bracket and substitute the long-implemented Service and Sales Tax (SST). Based on the introduction of the GST, the government anticipated that it could remove the entire shortcoming in SST. However there was lack of studies conducted on challenges faced by business operators while implementing GST. This study is hoped to verify the real situations on the issue. In Malaysia, businesses with taxable turnover exceeding the threshold of RM500,000 are compulsory to register for GST. Small businesses are affected by the new system compared to more established business due to lack of human resource, tight profit margin and insufficient knowledge to embrace the new system. The implementation of GST has brought questions in many aspects such as whether the businesses can bear the additional cost of new system. Previous studies mentioned that there are additional cost to be provided by business operators in order to implement GST such as new accounting system, training to the related personnel, adaptation to the new implementation and finally the cost incurred on penalty charges if the company do not comply with the new regulations. This study aims to analyse the weight of GST to businesses in Malaysia in terms of adaptation to the new system and cost incurred for the penalty charge upon any incompliances in the system. Qualitative analyses via semi-structured interviews were conducted among twelve business owners in petrol stations in Malacca in order to get information on the consequences of GST to their businesses in terms of system adaptation and penalty charges. The results of this study revealed that, GST is not burdensome to the businesses as most of them are well-versed with the system. Although some of the respondents had been penalized due to late submission of tax declaration, they are aware that the problem is avoidable if they take precautions on the matter. This paper suggests a more effective system to be introduced by the authority in order to convey information on GST implementation to the business operators. This study only discussed on the challenges faced...
by the business owners and not the benefit gained by the GST system. It is recommended that future research on how to gain profit with GST to be conducted.

Keywords: GST; burdensome; penalty

AIMC-2018-EBM-666
DOES EDUCATION REDUCE CO2 EMMISIONS?: EMPIRICAL ANALYSIS OF ENVIROMENTAL KUZNETS CURVE IN INDONESIA

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Abstract
The purpose of this study was to analyze whether education has a role in energy use in society using the Environmental Kuznets Curve (EKC) hypothesis during the period 1972-2016 in Indonesia. The paper applied the Autoregressive Distributed Lag (ARDL) and Bound Test approach to identify co-integration relationships among variables in the model. The results confirmed the evidence that education initially increased CO2 emissions and at some point education reduced CO2 in the short run but not in the long run. In addition, i also found conclusive evidence to support the Inverted U-shaped KEC hypothesis of the relationship between GDP per capita and environmental degradation. The stability test has conducted in estimated model and the result indicated that estimated model is stable over time.

Keywords: CO2 Emissions, Environmental Kuznets Curve, Education

AIMC-2018-EBM-667
HOW ECONOMIC FREEDOM AFFECT TO ECONOMIC GROWTH

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Abstract
The discussion about relationship between economic freedom and economic growth are always interesting. More economic freedom have in line with more good impact on economic growth. Our study not only investigated the relationship between economic freedom and economic growth, but also how economic freedom support to economic growth. We use index of economic freedom issued by the Heritage Foundation. Then, we insert some sub factor from four broad catagories of economic freedom such government integrity, tax burden, monetary freedom, and trade freedom. This study uses a sample of 103 countries in periods of 2000-2015. By drawing on panel data analysis, this study suggests that a low level of tax burden and government integrity can enhance economic growth.

Keywords: Economic freedom, Economic growth, Panel data, Tax burden, Government integrity

AIMC-2018-EBM-670
TAPPING THE IRRIGATION POTENTIALS TO INCREASE RICE PRODUCTION IN KANO STATE, NORTHERN NIGERIA

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Abstract
The objective of this conceptual paper is to examine the available irrigation facility in Kano state, its potential expectation, and utilization. Data available shows that, the state has 17 rice producing-centres and 17 dams that can irrigate 1,438,000 hectares of farm-land. Unfortunately, only 15.65% of the irrigated farm-land were utilized, living 84.35% of the irrigable farm-land un-utilized, which contribute to low rice productivity in the state. Some of the reasons for the under-utilization of the irrigated farm-land is the absence of drainages that link the dams with the farm-land. Also, the current practiced of continues flooding system which easily exhausts the available water for irrigation contributed in making a vast area of farm-land ideal. Rice production can be increased in Kano by constructing more drainages to link more unconnected farm-land with the source of water to enable supply of irrigation water to the farms. Rice production can also be increased by adopting some of the water-saving management such as the alternate wetting and drying, the alternate moderate wetting and drying, and the delaying flooding to reduce irrigation water input. The choice of water saving system will depend on each rice producing centre in the state. Keywords: Irrigation facility; Water Saving Management; Utilization; Productivity; Rice; Kano state

AIMC-2018-EBM-673
SERVQUAL GAP : THE EXPECTATION SERVICE AND PERCEPTION SERVICE OF THE CUSTOMER EVALUATION (THE CASE STUDY OF FAST FOOD RESTAURANTS IN MALANG CITY INDONESIA)

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Abstract
The purpose of this study is to determine restaurant service quality. The aims of this study are : (1) knowing service quality at fast food restaurant (2) assess gap between expectation and perception of service quality (3) knowing variables that influence to customers’ satisfaction. The empirical study conducted using primary data. A questionnaire was developed based on service quality dimensions and sent to the fast food restaurant customers for
gathering data, from which results were analysed. In order to meet surveys’ goal, descriptive service quality analyses were conducted to evaluate the difference between expectation and perception of service quality of fast food restaurant customers. The empirical result show the average of expectations scores are higher than average of perceptions scores. It’s mean the customer have not been satisfied with service quality of fast food restaurant. The result of this study can be used by management to identified the advantages and disadvantages of service quality of fast food restaurant and to determine the strategies that fulfill customer expectation., and suggest further work to continue this research.

Keywords: service quality, customer satisfaction, fast food restaurants

AIMC-2018-EBM-677
ANALYSES OF EXTERNAL DEBT SERVICING DETERMINANT FACTORS IN MIDDLE-INCOME DEVELOPING ECONOMIES: DYNAMIC HETEROGENEOUS PANEL

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Abstract

Recently, the IMF pointed out that global economy facing a troubling increase in debt level across many countries around the globe. This phenomenon of the rising burden of external debt and debt service payment difficulties is becoming a source of concern, particularly in developing economies. Thus, this is the time to address and investigate any structural deficiencies in their economies. A panel data approach was used to cover the year of 1990 until 2015. The analysis employed the dynamic heterogeneous panel data approaches, namely, Pooled Mean Group (PMG), Mean Group (MG) to tackle the endogeneity, heterogeneity, and dynamism in a panel data set. The PMG estimator revealed evidence of a significant long-run negative relationship between export, GDP per capita, macroeconomic and political uncertainty and global shock in these countries. While, budget balance, indicates a significant positive long-run relationship with external debt servicing. The study has found that the external debt servicing capacity is more driven by the global economic shock, export sector and macroeconomics as well political uncertainty. Therefore, this study provides an essential insight for developing economies to create policies that promote trade services sector, thereby encouraging export growth in the long run to preserve high creditworthiness.

Keywords: External debt servicing, developing economies, Dynamic heterogeneous panel, determinant factors, PMG

AIMC-2018-EBM-678
COMPARISON BUSINESS PREDICTION BANKRUPTCY DUE TO PROHIBITION OF ORE EXPORT WITH AUDITOR’S OPINION

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Abstract

Export regulation policy of raw minerals (ore) in Indonesia has experienced several changes in a relatively short period of time. Act no. 4/2009 on Minerals and Coal is authorized to regulate mineral and coal mining products and ban raw mineral exports since January 2014. The ban on ore exports is predicted to affect the performance of the mining industry as a whole, especially financial performance. This study aims to determine the potential bankruptcy of the company due to the ore export ban regulations and determine the comparability of the auditor’s opinion with the prediction of bankruptcy. The population of this research are companies in the mining sub-sector listed on Indonesia Stock Exchange (IDX) during period of 2014 - 2016. Sampling technique is purposive sampling and data collection method is documentation. Data analysis was done by calculating the score of corporate bankruptcy index by using Altman modification method. The next stage is to compare the bankruptcy prediction with the auditor’s opinion. The results show that there is a discrepancy between bankruptcy prediction and auditor’s opinion. That is, companies that predicted bankruptcy, still get opinions without modification. The statement of doubt concerning going concern, does not change the opinion of the auditor and expressed as the emphasis of matter, on the overall auditor’s opinion page. Although it should be based on audit standards in Indonesia, doubts about going concern can be the basis for giving opinions with modifications.

Keywords: Bankruptcy Prediction; Altman Modification; Auditor’s opinion; Going Concern

AIMC-2018-EBM-684
DO DEMOGRAPHIC AND SOCIOECONOMIC FACTORS AFFECT CREDIT DEMAND OF SMALL SCALE ENTERPRISES? EMPIRICAL EVIDENCE FROM KANO STATE, NIGERIA

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Abstract

Previous studies applied probit or logit regression model to study small scale enterprise by examining their factors that determine credit demand and yet little is known about the effects of these factors on the credit application outcome. In this study, ordered logistic regression model was used to identify how the demographic and socioeconomic factors affect the outcome of credit application by using data survey of 404 respondents collected from small scale enterprises operating within three political zones of Kano state; Kano central, Kano north and Kano south. Random sampling of these enterprises was made by administering questionnaire to them and logit regression was applied in the first part of the analysis to find whether or not respondents (small business operators) apply for credit and in the second part, the
ordered logistic regression was used to identify the influence of these factors on credit application outcome. Age, gender and collateral are statistically significant of being apply or not while education, enterprise, experience and location show no statistical significance under logistic regression analysis. The study recommends legislative intervention to design and implement policy to improve awareness of the workings of financial sector with view to improve small business credit accessibility in Nigeria.

**Keywords:** Credit demand; small scale enterprises; ordered logistic model

**AIRC-2018-EBM-686**

**TAX EVASION DETECTION USING RATIO TOTAL BENCHMARKING IN PHARMACEUTICAL COMPANY**

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**POLITEKNIK NEGERI MALANG**

**Abstract**

This study aims to detect tax evasion using the total benchmarking ratio established by the Directorate General of Taxation. The data used are secondary data obtained from Indonesia Stock Exchange (IDX), with samples of pharmaceutical companies listed on BEI in 2011-2015. Sampling method using purposive sampling, and obtained 35 samples that meet the criteria. Data analysis was done by identifying the difference between the ratio of total benchmarking to 12 pharmaceutical company's financial ratios, ie GPM, OPM, PPM, CCTOR, NPM, DPR, salary expense, rental expense, depreciation expense, other input ratio, non-business income ratio, and other business expenses using the Independent Sample T-test. The next step was to analyze the ratios whose value was below and above the benchmark ratio to detect Tax Evasion. The results show the ratio of GPM, OPM, PPM, NPM, DPR, salary expense, rental expense, and other input load, were not significant different. While the ratio of CCTOR, DPR, depreciation expense, non-business income and other business expenses, was significantly different from the total benchmarking ratio. Tax evasion detection recommends to focus further analysis on accounts relating to the purchase and use of materials, as well as non-business income and expenses.

**Keywords:** tax evasion, financial ratios, total benchmarking ratio

**AIRC-2018-EBM-690**

**DEVELOPING THE CONCEPT OF FIRM SUCCESS AMONG MUSLIM SMES IN MALAYSIA: A STUDY OF ISLAMIC RELIGION PRACTICES AS MODERATOR**

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**Universiti Utara Malaysia**

**Abstract**

This conceptual paper intended to develop the concept of firm success among Muslim SMEs in Malaysia. The researcher used entrepreneurial orientation (EO) dimensions (innovative, risk and proactive) to examine the relationship of these dimensions towards the success of Muslim SMEs by using Islamic religion practices as moderator. It is about developing the concept of Islamic success factors, as the failure of Muslim SMEs is alarming and the empirical references to Muslim SMEs focusing on Islamic religion practices are limited in the country. There were many attempts to connected EO to the Resource-Based View (RBV) of the firms. RBV, as underpinning theory, helps to describe the proposed research theoretical framework. Recent studies related to firm success have shown that EO is composed of innovation, risk and proactive having significant relationship with the firm success in the developing countries. However, in Malaysia, there was only one study has documented the conceptual religiosity that influence relationship between EO and business success of entrepreneurs among the Malay community. The study conducted quantitative analysis and used the Partial Least Squares Structural Equation Modelling (PLS-SEM) in processing the data. The population of the study involved 2,286 PUNB (Perbadanan Usahawan Nasional Berhad) firms in Malaysia. Finally, this concept able to facilitate future research proposals and to fill the knowledge gap in RBV with regards to the relationship of RBV towards firm success. This study also contributed to the RBV literature on the perspective of Islamic religion practices as moderator.

**Keywords:** Firm Success; Muslim SMEs; Islamic Religion Practices; Malaysia

**AIRC-2018-EBM-694**

**POLICY ENVIRONMENT AND SMES INVESTMENT IN OIL AND GAS INDUSTRY**

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**Abstract**

This study was conducted to determine how dimensions of policy environment impact on SMEs investment in the Ghanaian Oil and Gas Sector. The study will relied solely on primary data and structured questionnaire was employed to gather the primary data. The study employed explanatory design and binominal regression model to analyze data from 497 SMEs were willing to invest in the Ghanaian oil and gas sector. The study found that policy environmental factors such as; local companies capabilities, Skills and expertise development, local workforce education, absorptive capacity of technology transfer, industrial policies, investment and business environment, macro-economic environment...
infrastructure technology industrial standards had significant influence on SMEs willingness to invest in the Ghanaian oil and gas sector. However, factors such as educational infrastructure, business development infrastructure, and industrial infrastructure had insignificant effect on SMEs willingness to invest in the oil and gas sector. The study concludes that the policy environment in the oil and gas sector exert strong influence on SMEs investment choices in the oil and gas sector. The implication of this study is that the Ghanaian government needs to be resolute and steadfast towards oil and gas policy enforcement to enhance SMEs participation in the Ghanaian oil and gas sector.

**Keywords:** Ghanaian SMEs, Logit model, Oil and Gas, Policy Environment, Willingness to Invest

AIMC-2018-EBM-696
NONVERBAL COMMUNICATION IN NEGOTIATIONS: A STUDY ON MALAYSIAN IN BRAZIL

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**Abstract**

Human interactions are promoted through communication: When it is either through verbal or non-verbal means, there is no different method to convey messages to each other. Normal human beings speak to each other and listen at the same time, before sending feedback to the earlier messages and intelligible banter. While nonverbal communication directed towards others involved in the negotiation process, other than spoken words. It comes together as important as verbal for the international business negotiation sessions. By understanding verbal and nonverbal communication in international business, entrepreneurs are equipped to face the challenges communicating with others from various backgrounds and culture. This paper will reveal the literature of communication and nonverbal communication which were used by the Malaysian negotiators in Brazil. It was a qualitative methodology used through observations and interviews with three participants, towards the Brazilians in Sao Paulo, Brazil. This paper findings are the nonverbal communication types appeared during the negotiations between these two groups.

**Keywords:** NONVERBAL COMMUNICATION, BUSINESS NEGOTIATION, BRAZIL

AIMC-2018-EBM-697
ENTERPRISE ARCHITECTURE DEVELOPMENT APPROACH IN THE PUBLIC SECTOR

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**Abstract**

To improve the integration of citizens’ services, several governments embarked Enterprise Architecture (EA) initiatives. Despite of the increasing interest to adopt EA concept, there is a scarcity of literature that discussed the development of EA in the public sector. Hence, the purpose of this study is to investigate the development approach of EA in the public sector. The research is using a qualitative case study approach to build in-depth understanding of the development process and enterprise architects and stakeholders’ roles played at each development step. The study used Government Architecture Framework (GAF) as a case study. GAF was developed to enable the integration between government entities to automate and simplify services provided to the citizens of Oman. Interviews and documentation review were used as main instruments for data collection. The GAF development started by setting up project governance to govern the development process that consisted of establishing architecture knowledge, EA frameworks & IT standards analysis, high-level architecture framework, working group formation and the development of architecture documents. The enterprise architects had six roles which were EA knowledge acquirer, EA development investigator, GAF skeleton developer, working group former, data analyzer and architecture documents developer. The stakeholders performed the roles of entity as-is explainer, architecture documents reviewer and participator. The findings of this study are expected to expand the knowledge of the EA development approach in the public sector to promote developing a standard EA framework for the public sector.

**Keywords:** Qualitative Case Study; Enterprise Architecture Development; Public Sector; Stakeholders; Enterprise Architects

AIMC-2018-EBM-700
EMPIRICAL ANALYSIS OF SHADOW ECONOMY OF PAKISTAN: CAUSES, CONSEQUENCES AND CURES

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**Abstract**

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 summarized result of the Shadow economy have positive and important effect on to the revolving of the documented economy but the official economy is insignificant to the revolving of the shadow economy. Shadow economy and documented economy is positive and significant relationship in the long term. 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). The result shows the overall model is good fit where R-square is 0.98396. 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. Although the estimated result detect the presence of large number of Shadow economy and Tax Evasion in Pakistan, a fresh results for the given three equation has been detect the presence of large number of Shadow economy and Tax Evasion in Pakistan. 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.

**Keywords:** Shadow economy, Tax evasion

**AIMC-2018-EBM-705**

**NONLINEAR EFFECTS OF INVESTOR SENTIMENT ON ASSET PRICING IN BURSA MALAYSIA: A TIME-VARYING MARKOV REGIME-SWITCHING MODEL**

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**Abstract**  
This paper examines empirically the nonlinear effects of investor sentiment on asset pricing in Bursa Malaysia. The Fama and French three-factor model is re-augmented in a time-varying Markov regime-switching framework to examine the effects of four different individual investor sentiment proxies on the three risk premiums. The empirical results reveal that stock returns exhibit a nonlinear pattern by confirming the existence of two regimes in Bursa Malaysia. Besides, changes in sentiment to some extent play a mediating role in explaining the dynamics of switching between bear and bull market cycles in Malaysian stock returns. It is also found that an increase in positive sentiment of investors leads to a higher transition probability of regime switching during bears. In addition, the three risk premiums are time-varying, depending on different sentiment proxies in different regimes. Overall, the market premium falls as the stock market switches from high to low mean regimes. On the contrary, both the size and value premiums are increasing from high to low mean regimes.

**Keywords:** Investor Sentiment; Asset Pricing; Time-Varying Markov Regime-Switching Model; Bursa Malaysia

**AIMC-2018-EBM-711**

**PATENT ANALYSIS AND STOCK PRICE CHANGES - A STUDY ON LISTED JAPAN CHEMICAL COMPANIES**

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**Abstract**  
Patent Analysis and Stock Price Changes - A study on Listed Japan Chemical Companies Azri Johan1, Nurhayati Issa2, Yoshiyuki Matsuura2, and Mohammad Ali Tareq1*1 Malaysia Japan International Institute of Technology (MJIT), Universiti Teknologi Malaysia2 Graduate School of Innovation and Technology Management, Yamaguchi University*  
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ABSTRACTOpen innovation is one of the best approaches to increase productivity through research and development productivity. In open innovation paradigm, outside-in and inside-out are two way of idea and/or technology transfer. Outside-in enable ideas to flow from outside of organization and later combined with internal ideas to complete research and development activities while for inside-out, unused or underused internal ideas are allowed to go outside of organization for others to use in their research and development activities. Intellectual property especially patent is a one of the major component in open innovation. Patent is the right of the usage of technology is one of the major sources of strength and competitive advantages over other companies. As the number of patent grows, the probability of open innovation approaches will increase. This research investigates how research and development outcomes affect company stock price performance through patent activities. This research also analyses the way patent application, inward- and outward-patent reassignment deals, and backward- and forward-patent citation change the movement in stock prices. The sample of this study is from the top 60 listed Japanese chemical companies for 1995-2010. The overall findings of the study indicate that patent publication and forward patent citation are affecting stock price changes. This research concluded that outside-in path required longer time to changed company’s stock price performance compared to inside-out path where the changed can be seen almost immediately.

**Keywords:** Open innovation; stock price change; patent application; patent citation; patent reassignment
A NEWSVENDOR PROBLEM WITH DELAY PAYMENT UNDER NET PRESENT VALUE ANALYSIS

Abstract
This paper considers a newsvendor problem, consisting of a retailer and a wholesaler that take into account the timings of events, and the opportunity costs of independent firms. The objective of this model is to determine the optimal order quantity, in order to maximize the expected total profit. The effect of variability of demand, opportunity costs, and delay payment are discussed. Numerical analysis is used to illustrate the implementation of the solutions and the degree to which parameters system affected decision making and the expected profit. The results show that the retailer is always better off using NPV model instead of traditional newsvendor problem and vice-versa for the wholesaler. We also conclude that when involving delay payment, the benefit gain increase for both parties when the demand is highly variable, and the retailer’s opportunity cost is bigger than wholesaler’s opportunity cost.
Keywords: newsvendor(newsvendor) problem; Net present value; trade credit(delay payment)

REVIEW ON FINANCIAL SUSTAINABILITY, CORPORATE GOVERNANCE PRACTICES AND FINANCIAL DISTRESS.

Abstract
Corporations fall into financial distress or even go into bankruptcy due to many reasons. To identify the factors behind financial distress and provide better prediction models is always point of focus and challenge for researchers. For this purpose, several studies have been carried out and developed many prediction models. In new era of corporate world, researchers believe that corporate sustainability practices (environmental, social and financial) are only solution for survival in long term. Therefore, the objective of this study is to conduct a non-systematic review of literature related to financial sustainability, corporate governance and financial distress. In the light of thorough literature review, it is founded that in past studies related to financial distress, aspect of financial sustainability has been ignored. This study suggests that there is need for investigation to find out relationship between financial sustainability and financial distress. Secondly, it is also examined that financial distress models are based on either separately (1) financial ratio (2) corporate governance (3) macroeconomic factors or combined effect of (1) (2) and (1) (3), but as per our best knowledge no study has been carried out which incorporated all factors together (1) (2) (3). Therefore, this study also suggests that for purpose of getting better predictive model, all of these said variables may be incorporated. Keywords: Financial Sustainability, Corporate Governance, Non-systematic Review, Financial Distress

SOFTWARE SYSTEM METHODOLOGY FRAMEWORK FOR FAIR AND BALANCED OF RISK AND VALUE-ADDED DISTRIBUTION IN SUGARCANE AGRO-INDUSTRY SUPPLY CHAINS

Abstract
Fair risk and value-added distribution within sugarcane agroindustry’s supply chain actors is a complex and unstructured problem which had to be solved comprehensively. This research proposed a fair and balanced risk and value-added distribution model using Soft System Methodology (SSM) framework combined with negotiation and Fuzzy Cognitive Maps (FCM) technique. SSM is a powerful approach to identify and solve a complex and unstructured problems then recommend effective solutions. Negotiation system was modelled to operate a fair and balanced risk and value-added distribution to achieve sugarcane supply chains goals. FCM was applied to validate the conceptual model and deliver system improvements. This research succeeded to describe and structure the sugarcane supply chains problems and deliver to conceptual and quantitative solution. Fair and balanced of risk and value-added distribution model with collaboration and negotiation mechanism had been formulated at fourth stage of SSM. This research also proposed a negotiation system with quantitative intelligent model to operate the supply chains collaboration. Framework for system validation and recommendation had been formulated through FCM at fifth and sixth stages of SSM. For further research, this framework required to be validated with more experienced expert then applied at real cases.
Keywords: Collaboration; Fuzzy cognitive maps; Soft system methodology; Sugarcane agro-industry; Negotiation
AIMC-2018-EBM-716
A THEORETICAL REVIEW ON FINANCIAL SUSTAINABILITY AND DIVIDEND POLICY
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Abstract
A Theoretical Review on Financial Sustainability and Dividend PolicyHamad Raza *12, Suresh Ramakrishnan 1, Syed Muhammad Ahmad Hassan Gillani 12 and Humara Ahmad 11 Faculty of Management (FM), Universiti Teknologi Malaysia (UTM), 81310 Johor Bahru, Johor, Malaysia2 Lyallpur Business School, Government College University, Faisalabad, Punjab, Pakistan* Corresponding author: hamad_raza@hotmail.co.ukAbstract: From last few decades, companies are exhibiting attention towards financial sustainability. It is one of the most important issues encountered by companies as investor seeks for a profit. If the financial position of the company is not sound then, profit of that company will reduce, which causes a company to underperform and ultimately affects the dividend payments. Moreover, investors are willing to invest in those companies, which are financially stable and sound because they are interested in stock return i.e. dividends. Thus, financial stability and dividend policy of the listed firms are the two main forces, which ensures the long-term sustainable operations. Therefore, the objective of this study is to examine the relationship between financial sustainability and dividend policy. Though, dividend policy is a thoroughly debated issue yet aspect of financial sustainability has been ignored, as it is a less established and new topic in the field of corporate finance. This paper attempts to cover the non-systematic review of literature and theories, which enlighten the part of association and provide a pathway for future research. This study also contributes toward better understanding of this concept in the modern capital market.

Keywords: Financial Sustainability; Dividend Policy; Non-systematic Review; Dividends; Financial Stability.

AIMC-2018-EBM-718
WHAT ARE THE SIMILARITIES, DIFFERENCES, IMPACT BETWEEN TEACHERPRENEUR AND ENTREPRENEUR FOR THE 21ST CENTURY LEARNING?
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Abstract
Teacherpreneur is not about teacher who have the business as their side job. Teacherpreneur is teacher who have entrepreneur characteristc and give the best learning to their student and focus doing their profession. This charcter is the factor as predictor teachers’ professionalism in the 21st century. Teacher should be creative and innovative, develop their knowledge, literate and familiar with information and communication technology (ICT). Teacherpreneur becomes the concept in creating qualified teachers not only in learning in the classroom, but also the development of education through the entrepreneurial character it has. So, this article aim to analysis teacherpreneurs’ vocational teacher in the central java. The method used in this study is quantitative approach. The sample technique used purposive proportional random sampling technique and then analyzed partial least square structural equation modeling (PLS-SEM) and 159 teachers are responden. The result are teacherpreneur and entrepreneur have same characteristics like confidence, independence, accepting risk, originality (creative and innovative). The identification teacherpreneur’s vocational teacher in the central java are the best teacher which have ability to ICT, creative and innovative by writing article or to be author of hook, inspire their community to follow continuous professional development. This study affects positively on the teacherpreneurs’ characteristic which important in the 21st century learning and teachers’ professionalism.

Keywords: teacherpreneur; entrepreneur; teachers’ professionalism; 21st century learning

AIMC-2018-EBM-719
DOES ISLAMIC ATTRIBUTES MATTER TO ALL AGE GROUPS OF MUSLIM TOURISTS IN THEIR CHOICES OF DESTINATION?
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Abstract
Muslims make up one of the largest tourist markets in the world. Studies also prove that Muslim consumers behave in accordance to their Islamic believe and take the Islam religion as their way of life (Alam S., Mohd and Kamaruddin, 2011). Unfortunately, their needs and concerns were hardly given attention by researchers in the area of tourism therefore the literature reviews related to the Islamic perspective on tourism were limited. This study is aimed to assemble and integrate the theoretical foundations of Islamic tourism in relation to modern tourism paradigms. Its main aim is to examine the moderating effect of age on the relationship between Islamic attributes and the Muslims’ preferences for tourist destination. 100 questionnaires were collected from 100 Muslim tourists in Klang Valley using convenient sampling technique from various age groups. The data was analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM), SmartPLS 3.0. Three aspects of Islamic attributes identified were the concern on the availability of halal food, the halal certification logo, and the hotel accommodation facilities for Muslims. The findings showed that Islamic attributes were found to be positively and moderately related to preferences for Muslims’ choice of destination. Age was found to moderate the effect of Islamic matters and preferences for

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destination of Muslim tourists, where older age group tourists showed more concern for Islamic matters than the younger ages in choosing their destination for tourism. The findings also revealed that age moderate the relationship moderately. Thus, tourism agencies should pay attention to age differences in terms of their concern for Islamic attributes when choosing their destination

Keywords: Islamic tourism; Islamic attributes; Age

AIMC-2018-EBM-721
SUSTAINABLE CLAIM ADVERTISEMENT: REVISING STIMULI DEVELOPMENT PROCEDURE

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Abstract

Nowadays, the consumers are more environmentally sensitive when it comes to purchasing long investment products such automotive products. Realizing this fact, some companies are moving toward providing greener solution for its consumer. One of preferable ways to advertise this green solution is by using environmental appeals. However, there is still much to discover about the problems associated with environmental advertisement. This issue has not been discussed in recent year. This paper intended to revisit past researcher’s work and extend their studies with current issues and policy. Aside from that, this paper reviews the procedure on developing green advertisement stimuli in field of green automotive industry. The systematic procedure will pose by this paper will provide public policy and industrial recommendation concerning green advertising related green automotive industry.

Keywords: advertisement stimuli, green marketing, sustainable claim

AIMC-2018-EBM-723
UNDERSTANDING CONSUMPTION PATTERN OF RURAL AND URBAN CONSUMERS IN MALAYSIA

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Abstract

The consumption pattern of Malaysian consumers has changed markedly since 2005 as shown by several indicators such as consumer price index (CPI), per capita income and inflation rate. Consumption is the household expenditure on goods and services such as clothing, food, entertainment, health services and the acquisition of assets and others which is it describes as the function of the relationship between consumption and disposable income. The consumption pattern in Malaysia changed due to the inflation rate hikes in end of 2016 and early 2017. Instability of economy, increased in food prices, political stability, employment, debt, work life balance, increased in utility bills and fuel prices, health and crimes become major concerns for Malaysian consumers especially in urban areas to be more cautious in their spending. This study attempts to examines the factors contributing to consumption model for Malaysian consumers in rural and urban areas. From the literature, eight antecedents of Malaysian consumption pattern were identified. Consumer lifestyle, consumer value, consumer motive, consumer preference, and marketing mix of price, product, place, and advertising were measured using 7-point Likert scales. From 1400 questionnaires distributed to households, 851 were returned representing 61 percent response rate. The findings indicate support for validity of measurement models of all variables utilized for both model rural and urban. Using Structural Equation Modeling (SEM) of SMARTPLS 2.0 technique, it was found that advertising is not a predictor for consumer motive for both model, rural and urban. Apart of that, the reason of price hikes has been discussed. On the other hand, rural model postulates better R2 than the other model. The finding implies that Malaysian government need to continuously campaign for consumers about the implementation of GST and its consequences for consumers. In addition, the instability of economic changed the consumption pattern throughout their lifestyle, value, motive and preferences.

Keywords: Consumption pattern;consumer lifestyle;consumer value;consumer motive;consumer preference;marketing mix

AIMC-2018-EBM-729
THE RELATIONSHIP BETWEEN INDUSTRIAL ENVIRONMENT AND FINANCIAL PERFORMANCE: A STUDY ON SMALL AND MEDIUM ENTERPRISES IN EAST JAVA - INDONESIA

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Abstract

Abstract-This study examines the role of industrial environments that affect the financial performance of Small and Medium Enterprises. The object of research in Small and Medium of handmade batik in East Java - Indonesia. Handmade batik as a fabric product with original Indonesian creations, pure making process using hand drawing on cloth. Small and Medium Enterprises of handmade batik in East Java - Indonesia can not be removed with industrial environment. Industrial environment as a business factor outside the company that can cause opportunities or threats that affect the company’s competitive advantage. Industrial environment as an independent variable with variable dimension consisting of power of new competitor, bargaining power of supplier, bargaining power of buyer and intensity of competition. Financial performance is a form of performance achieved by companies that are determined from financial information as a fundamental factor. Financial performance as a dependent variable with variable indicator consisting of production, marketing, and profit growth. Data collection method was done through
questionnaire, consisting of 84 respondents. Hypothesis test is done by multiple regression processed. The variable dimension may explain the environmental construct environment variables. The variable indicator can explain the construct variable of financial performance. Research findings, industrial environment have a positive and significant influence on financial performance.

Keywords: Industrial environment; financial performance; small and medium enterprices (SMEs) of handmade batik.

AIMC-2018-EBM-735
THE EFFECT OF WEBSITE CHARACTERISTIC TO CUSTOMER SATISFACTION IN ONLINE SHOP
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Abstract
The development of online business is very rapidly in now days. Therefore, the online business requires a lot of effort compete with similiar business. To be surviving in the online business can be done by providing maximum satisfaction to consumers and maintaining belief in the products offered both in terms of price and quality of goods by using a good website. The characteristics of the website will be a major concern for the consumers when they are shopping online, the characteristics website consist of : the convenience of shopping, the site design, informative information, security and communication. The purpose of this study is to determine the effect of Website Characteristics to Consumers Satisfaction. The research methode in case study at Accounting Management Study Program at Polytechnic State of Malang. The data collected using purpative sampling and Slovin formula. The hypothesis of this research is tested by multiple liner regression. The research results showed that the variable site design, informative, security and communication have a partialy significant effect to the online shopping customer satisfaction, while the convenience of shopping variable is not significant. This understandable because each online store has different system and procedure that inconvenience for consumers.

Keywords: Characteristic Website, Customers Satisfaction, Business Online

AIMC-2018-EBM-737
STUDENTS’ EXPECTATIONS AND EXPERIENCES IN E-LEARNING: A CASE STUDY OF TRAINEES IN NAVAL BASE LUMUT, MALAYSIA
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Abstract
This study seeks to explore respondents’re perception and perceived usefulness of e-learning systems. Approach of the study is qualitative using focus group. Data was gathered from two groups of respondents which are among the officers and other ranks. At present the respondents are the trainees for Royal Malaysia Navy (RMN) that is based in Lumut Perak. The process of data collection was done in February 2018 and it involved 32 personnel. These personnel were grouped into three categories namely early adopters, moderate access and heavy access. The respondents are the first badge among various intake that were selected to undergo training and classes in a blended learning environment. The results revealed a positive responses and perception of the implementation of e-learning system. More than 90% of the respondents agreed that the implementation of e-learning into their training modules have met their expectation. There is also a strong positive effect on the usefulness of e-learning systems towards the respondent’s daily job execution. However, there are always room of improvement to ensure the use of e-learning system is more interactive and to be continuously updated.

Keywords: E-Learning systems, Royal Malaysia Navy, blended environment

AIMC-2018-EBM-739
INSTITUTIONAL ANALYSIS ON PALM OIL-BASED BIOENERGY FOR RURAL COMMUNITY ELECTRICITY DEVELOPMENT IN INDONESIA: A HYBRID OF SOFT SYSTEM AND HARD SYSTEM APPROACH
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Co-Authors: Marimin, Erliza Hambali, Imas S. Sitanggang
UIN Sultan Syarif Kasim Riau

Abstract
The program of palm oil-based bioenergy development and utilization is one solution that can be applied to meet the electricity needs for rural community in Indonesia. However, various needs and obstacles faced by related parties cause the program has not been implemented. The objectives of this study were to identify institutional issues that begin with identifying the needs and fundamental issues of program implementation, to identify key elements of the program; success, and to the determination of an adaptive institutional model. A total of 12 experts are involved and provide an assessment. The analysis was performed with the application of the seven stages in the soft system methodology. To get more structured and measurable analysis results, the analysis was also supported by hard system methodology techniques, such as Interpretive Structural Modeling and Fuzzy Analytical Hierarchy Process. The results obtained 7 sub-elements of the key elements consisting of 3 sub elements in the element of need, 1 sub element on the main constraint element, 1 sub element on the goal element and 2 sub elements on the supporting factor element. The study also gained a new and special institutional model that fully plays a role in program implementation.
Keywords: Bioenergy; Institutional; Palm oil; Soft System Methodology; Hard System Methodology

AICM-2018-EBM-746
PERSONAL AND IN-STORE FACTORS INFLUENCING IMPULSE BUYING BEHAVIOR AMONGST GENERATION Y CONSUMERS OF SMALL CITIES
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Abstract
Impulse buying is considered to be as one of the significant factors to increase sale volume in the retail sector. The present article examines the influence of situational variables categorized as personal factors (Money availability, Family influence and Time availability) and in-store factors (Sales promotions, Store environment and Friendly store employees) on customers’ impulse buying behavior in Pakistani context in general and in the cities located in the Punjab province, Pakistan in particular. The study has been carried out by employing an adopted questionnaire as data collection technique by designing 26 items on a 7 point Likert scale. Purposive sampling technique has been used in order to collect data. The sample of the study is composed of 500 respondents (Living in various cities of northern and central Punjab, Pakistan). Data have been analyzed by using SPSS version 23 and Amos for structural equation modeling (SEM). The results of the paper reveal that situational factors i.e. family influence, time availability, sales promotions, store environment, and friendly employees have a significant positive impact on customers’ impulse buying behavior whereas money availability found a non-significant positive impact on customer’s impulse buying behavior. Recommendations have been given at the end of the article.

Keywords: Situational factors, Personal factors, In-store factors, impulsive buying behavior.

AICM-2018-EBM-747
BOARD STRUCTURE AND DIVIDEND POLICY OF LISTED NIGERIAN DEPOSIT MONEY BANKS
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Abstract
The study examines the effect of board structure on dividend policy of Nigerian Deposit Money Banks using regression analysis for the period 2007 to 2016. Correlational research design is used for the study. The population the study comprise all the 21 deposit money banks as at 31 December, 2017 and sample of the study comprises of all 15 deposit money banks listed at the Nigerian Stock Exchange as at 31st December 2017. The data were extracted from the audited financial reports of the banks within the period of the study. The data were analysed and the study found that board independence, board operational strategy, board violation of rule and regulation, firm size have positive effect on dividend policy while board size and financial crisis have negative effect on dividend policy. Thus, this study concluded that board structure influence the dividend policy of Deposit Money Banks in Nigeria. The study recommends that the greater representation of independent external directors, dual leadership structure and larger board size that make management manipulation difficult, are some of the internal mechanisms recommended to address the presumed conflict of interest between the shareholder and management.

Keywords: Board Structure, Regression Analysis, Deposit Money Banks, Dividend policy

AICM-2018-EBM-758
SMALL MANUFACTURING FIRMS SUSTAINABLE PRACTICES: OPERATIONALIZATION OF SUSTAINABLE VALUE FRAMEWORK
Corresponding Author: Peter Yacob
Co-Authors: Khor Saw Chin, Mathivannan Jaganathan, Nurliyana Maludin, Suresh Nodesan, Adi Wira
UTAR

Abstract
Traditionally, companies and the environment have continuously become two conflicting aspects, where business becomes an environmental risk, and environmental concern becomes a threat to business expansion. However, in recent years, this conflict has progressively been sidelined with the development and implementation of sustainable practices. The aim of this study is to identify what steps small manufacturing firms can take to successfully implement sustainable practices into their operations. In order to achieve this, the study proposes the Sustainable Value Framework which is a generic framework through which firms are able to convert their sustainable undertakings into sustainable value. The data of this study was gathered from semi-structured interviews with five small manufacturing firm’s owners/managers. The findings show that small manufacturing firms are challenged to strike a balance between the components of the SVF and status quo concerning firm’s current sustainable practices. The findings also reveal that creating long-term sustainable value from the implementation of sustainable practices challenges small manufacturing firms to successfully operationalize considerations relative to each of the four quadrants of the Sustainable Value Framework. The imperial findings and practical implications offer an indicator encouraging other manufacturing firms to hop on the Go-green bandwagon, particularly those without any green practice in place.

Keywords: Sustainable Value Framework, manufacturing firm, sustainable practices
AIMC-2018-EBM-764
CONCEPTUAL REVIEW ON THE FACTORS INFLUENCING BUSINESS PERFORMANCE IN NIGERIA.
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Co-Authors: Salisu Balarabe

Abstract
The purpose of this paper is to examine the influence of factors affecting business performance in Nigeria. Firm performance play an important role toward National development of a country through job creation, income generation as well as provision of goods and services. Firm performance in Nigeria constitute a significant part that linked to the provision and enhancement of the development in the country. This paper therefore examines some factor that affect business performance in Nigeria. It was discover that performance of many business organizations were affected by some variables that are either negative or positive. However, businesses in Nigeria are failing due to their inability to overcome these factors despite the fact that businesses need to examine environmental factors that affect their operations. The aim of this article is to examine some factors influencing business performance in the country. Business firms are very relevant to the economic development of any country in the world, particularly Small and Medium Enterprises (SMEs). They provide employment opportunities and they also contribute in terms of income distribution thereby reducing the income disparity at the grassroots level. They account for 87.9 percent of the total businesses in the Nigeria, thereby reducing social vices in the country. Theories are also used to support the study. This study will also serve as a resource for future researchers. This conceptual review, if validated on empirical bases it is expected to contribute to literature of small and medium enterprises performance in particular and entrepreneurship in general.

Keywords: Business performance; factors; SMEs; Nigeria; Entrepreneurship.

AIMC-2018-EBM-766
THE MEDIATING ROLE OF INDIVIDUAL CREATIVITY ON THE RELATIONSHIP BETWEEN ENTREPRENEURSHIP EDUCATION AND SELF-EMPLOYMENT INTENTION AMONG POLYTECHNIC STUDENTS IN NORTH-WESTERN NIGERIA
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Co-Authors: Umar Garba Isah; Norashidah Hashim
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Abstract
The paper seeks to investigate the mediating role of individual creativity on the relationship between certain dimensions of entrepreneurship education (EE) and self-employment intention (SEI) among polytechnic students of Nigeria. Previous studies show a positive link between EE and SEI. However, despite the positive association, students are unwilling to engage in entrepreneurship after graduation. With the scarcity of paid employment globally, graduate youths roam the streets of cities searching for paid employment that is unavailable. Individual creativity can be a potential mediatior between the two constructs. Consequently, multistage, stratified random sampling was used to select five polytechnics in Nigeria as the study population. Using proportionate sampling, 301second year higher national diploma (HND) students constitute the study sample. Data were analysed using SPSS and SmartPLS-SEM modelling. The findings indicate a mediating role of individual creativity on entrepreneurial knowledge and entrepreneurial attitudes on SEI. However, the result was insignificant between entrepreneurial skills, individual creativity, and SEI. The result implied that students participation in EE courses, their creativity dispositions, influence their self-employment intentions to a great extent. Recommendations were made to the government, regulatory agencies, higher education institutions and students. Directions for future research on the relationship the constructs were also put forward.

Keywords: entrepreneurship education; individual creativity; self-employment intention

AIMC-2018-EBM-767
AN EMPIRICAL INVESTIGATION OF GREEN INITIATIVES AND ENVIRONMENTAL SUSTAINABILITY FOR MANUFACTURING SMES
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UTAR

Abstract
The last few years have seen an exponential increase in the significance of the environmental agenda at the global level. Furthermore, consumers have been increasingly aware of how their consumption choices impact the environment and are willing to decrease their ecological matters. This has helped to develop a new market opportunity for the manufacturing industry. This study examines the extent of green initiatives within manufacturing SMEs, as well as the mediating effect of the owners/managers intention toward green and moderating effect of Green Technology adoption in building sustainable green practices. A questionnaire-based survey collected data from owners/managers of 260 manufacturing SMEs. Results indicate that manufacturing SMEs hold quite different views about green initiatives in regards to sustainable green practices. In addition, owners/managers intention towards green partially mediates sustainable green practices and the influence of Green Technology adoption was found to be insufficient in influencing sustainable green practices among manufacturing SMEs. The findings have both policy and education implications as it is believed that a behaviour which encourages manufacturing SMEs to adopt green practices can be developed.

Keywords: Manufacturing SMEs, Sustainable green practices, Green initiatives, Green technology policy
AICM-2018-EBM-771
VALUE CO-CREATION BY TOURIST AND COMMUNITY TO MINDFUL TOURISM MANAGEMENT OF COMMUNITY ENTERPRISE: CASE STUDY OF TUNG YEE PENG, LANTA, KRABI, THAILAND
Corresponding Author: SUDJAI JIROJKUL
Co-Authors: Nontipak Pianroj; Siwarit Pongsakornrungsilp
Prince of Songkla University
Abstract
The effect from current tourism growth has both advantages and disadvantages toward economy, social and environment. Mindful Tourism is a new form of tourism. It is expected and targeted to be managed in all tourist attractions. Furthermore, it will benefit to the Sustainable Tourism and Management, which directly arranged by local stakeholders. It is believed that this form of tourism management will lead to the sustainability of economy, social, environment and also peace and partnership, which is the new dimensions/panels of sustainable development. In another word, mindful stakeholders, who has social responsibility and conscious tourists, who care for surrounded environment share their importance toward sustainable tourism. The research aims at studying both demand and supply side of the tourism pattern. Its main objective is to study the management of community enterprise, level of public conscious as well as tourists behavior. The derived data and information will be applied in the appropriate structure of local community tourism management for each study area. In addition, the cooperative management of the two sectors will be the path to the management of value Co-creation that the concrete and sustainable success can be perceived.
Keywords: Community Enterprise, Mindful Tourism, Value Co-creation, Tourism Management

AICM-2018-EBM-772
DOES BALANCED SCORECARD HINDER INNOVATION AT HOSPITALS? A LITERATURE REVIEW
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Abstract
The paper discusses whether the Balanced Scorecard, when used as performance measurement system impedes innovation at hospitals. To find the answer, a literature review is done from the context of organizations in general, health care industry, and different types of hospitals that applied Balanced Scorecard as performance measurement system. Findings in literatures show that Balanced Scorecard is not used to measure innovation, thus it does not directly hinder innovation. It can be recommended that innovation perspectives are being inculcated in the vision and mission statements of the hospitals, so that Balanced Scorecard may not hinder the innovation perspective.
Keywords: Balanced Scorecard, performance measurement system, health care, hospital, innovation

AICM-2018-EBM-783
ASSESSING THE INFLUENCE OF ISLAMIC BANKS’ PRODUCTS’ QUALITY FEATURES ON CUSTOMER SATISFACTION IN NIGERIA
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Abstract
Islamic banking is essential in today’s competitive banking markets. Research in Islamic banking worldwide is focussed mainly on how distinct is Islamic banking from the conventional banking. This research aims at investigating the factors responsible for the satisfaction of Islamic banking customers. The study seeks to identify the Islamic banking products quality features as they relate to customer satisfaction. To investigate the level of customer satisfaction on Islamic banking products in Nigeria. Three research questions and four hypotheses are formulated to guide the study. The methodology employed was a quantitative approach using a questionnaire as an instrument for data collection. The target population for this study is the customers of Ja’iz bank Nigeria PLC the major Islamic bank in Nigeria. A convenient sampling method was adopted to draw the respondents from the customers of the Ja’iz bank plc. in Northern Nigeria. Hence self-administered questionnaire was used to gather the data. The data was analysed using Statistical Package for Social Sciences (SPSS) version 23.0 and PLS-SEM. The results show that perceived quality of the products significantly influences customers satisfaction. It also indicates that there is a higher correlation between the cost of using the products and the level of customer satisfaction, that is to say, customers are very cost conscious as they would like to use the products at a lower cost than the current obtainable one. The customers also showed a higher level of convenience in using the Islamic banking products, and compliance score indicates that the customers are satisfied that Islamic bank in Nigeria is Shari’ah compliant. This result serves a signal to service providers in knowing what type of the products customers enjoyed using and which of the products needed improvement so as provide customers with what they want most, in order for the bank to retain the existing customers and lure more potential customers, and to the policymakers, regulators and other relevant stakeholders to strategise by their respective roles toward sustenance of the Islamic banking industry in Nigeria.
Keywords: Islamic bank; Islamic banking’s products; product quality features; customer satisfaction;
AIMC-2018-EBM-791
CONSUMER PURCHASE DECISION MODELS: A REVIEW OF FINANCIAL SERVICES CONTEXT.
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Abstract
The purpose of this study is to enhance the understanding towards consumer purchase decision models for financial services. It starts with a review of consumer decision making models including: (a) Nicosia’s Consumer Decision Making Model; (b) Engel, Kollat, Blackwell Model of Decision Process; (c) Howard-Sheft Model of Buyer Behavior; (d) Information Processing Model of Bettman; (e) McCarthy Model of Consumer Decision Making. Finally it provides an in-depth review on Consumer Decision Making Model for Financial Services (CDMFS) proposed by Milner and Rosenstrech. This paper provides a critique for earlier models. Firstly, most of prior researches are related to tangible nature of goods while a little attention has been given to financial services sectors. Secondly, the concepts of consumer purchase decision making models and their interactions with each others are complex. Since the framework of consumer decision making models have been developed through various arrangements but are not well addressed to financial services. Thirdly, earlier studies suggested that most of the consumers’ decisions are made in short timeframes while consumers decisions for financial services may last over longer time frame with a number of failed attempts to purchase. From the in-depth review of former studies on Consumer Purchase Decision models it can be concluded that Milner and Rosenstrech’s model for financial services is the most comprehensive model among contemporary literature. It identifies the key components with relevant elements of financial services; elaborates a framework of three components: consumer decision making input, process and outcome. This model also states a continual decision making process for financial services consumers by highlighting the role of information relationship with consumer inputs and with decision making process. Another foremost element of this model is that the processes are interrelated rather than consumer following linear progression during the steps.
Keywords: Consumer Purchase Decision Models, Financial Services
JEL Classifications: M31

AIMC-2018-EBM-794
TRADE COMPETITIVENESS IN PALM OIL INDUSTRY IN MALAYSIA: AN EMPIRICAL ANALYSIS
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Abstract
Malaysia is a second largest producer and exporter in the world. The palm oil industry has undoubtedly made significant contributions towards the source of national income. However, every year Indonesia is working so hard to maintain their potential as the world’s leading producer and exporter. Hence, this study aims to analyze the trade competitiveness in palm oil industry in Malaysia by using time series data starting from January 2008 to June 2016. An Autoregressive Distributed Lag (ARDL) will be used to examine the long run dynamic relationship between palm oil export and its determinants. The result shows that export duty, relative export price, real effective exchange rate, net ratio of Indonesia exports and price of soybean oil have significant impact towards net ratio of Malaysia export. Net ratio of Malaysia exports takes at least three months to reach the equilibrium if there is any disequilibrium from the long run equilibrium. These results have particularly important policy implications, concerning the government export policies to increase the competitiveness in Malaysia palm oil industry.
Keywords: Export competitiveness, palm oil industry, ARDL, export duty, Malaysia

AIMC-2018-EBM-796
IS BELL ROAD INITIATIVE (BRI) A STIMULUS TO MALAYSIAN ECONOMY
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Abstract
The building of transportation and infrastructure networks through the Belt and Road Initiative (BRI), a bid from China to enhance regional connectivity, is aimed at providing a predominant worldwide platform for economic collaboration to accelerate economic growth across the Asia Pacific area, including Malaysia. It is therefore important to explore how BRI will affect Malaysia’s economic growth. This paper examines both short-run dynamics and long-run relationship between China’s FDI inflows to Malaysia (LFDI), Malaysian total export to China (LEX), Malaysian external debt (LEX) and Malaysian economic growth (LGDP) using quarterly data from 2008 Q1 to 2017 Q4. Our empirical results denote that there are positive relationships between Malaysian economic growth (LGDP) and Malaysia’s total export to China (LEX) as well as China’s FDI inflows to Malaysia (LFDI) in the long run. Besides, Malaysian external debt (LED) is also found to be significantly affecting its economic growth (LGDP) positively in the long run. There is strong evidence of unidirectional short-run causalities from both Malaysia’s total export to China (LEX) and China’s FDI inflows (LFDI) to Malaysian economic growth (LGDP). Meanwhile, the Malaysian economic growth (LGDP) as well as Malaysia’s total export to China (LEX) both granger cause the external debt of Malaysia (LED) in the short run. No doubt, going into partnership with China via BRI would vigorously stimulate Malaysian global trade and thus expediting the process of realising its Vision 2020 of becoming a high-income-and-high-growth country.
Keywords: BRI, China’s FDI inflows, export to China, external debt, economic growth, Malaysia
AICM-2018-EBM-802

BEHAVIORAL FACTORS AND INVESTORS’ DECISION MAKING

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Abstract

This paper aims to highlight the use of behaviour as factors that influence investors’ decision making in Malaysia stock market. The use of traditional finance, namely efficient market hypothesis (EMH) claims that investors are rational decision makers and have the same access to information. As an emerging market, Malaysian stock market can be seen as inefficient. Evidences of stock mispricing were found and previous literatures have shown that individual investors are partly rational. The partly rational are defined from the use of behavioural factors together with information in the investment decision making. The use of market information can be seen combined together with behavioural factors to make investment decisions by individual investors in several countries. In this conceptual study, the use of market information is used to represent the rational part. The context of this conceptual study is Malaysian stock market where the issue of market efficiency are raised. This study focuses on individual investors of Bursa Malaysia as they are prone to using psychological factors in making an investment decision. The study of behavioural factors in Malaysian stock market is limited. Therefore, this paper will be discussing the use of heuristics and prospect factor in investors’ decision making. This paper will discuss evidences of heuristics and prospect factors in developing countries to explain the possibility of their presence in Malaysia. Representationness, anchoring, mental accounting and loss averse are the behavioural factors that will be discussed. Subsequently, the concept of Adaptive Market Hypothesis (AMH) will be considered as the alternative for EMH.

Keywords: Behavioural factors; heuristics; prospect factors; market information

AICM-2018-EBM-809

FACTORS INFLUENCING CONSUMERS’ INTENTION TO PURCHASE PRODUCTS ADVERTISED ON FACEBOOK

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Abstract

The aim of this study is to investigate the factors that influence consumers’ intention to purchase products advertised on Facebook. Facebook is a popular social media platform that is used by many including Malaysian. Users are also exposed to the numerous advertisements on Facebook. But what are the impact of Facebook advertising on users’ purchase intention? Therefore, based on the Theory of Reasoned Action, the relationship between attitude towards products advertised on Facebook, subjective norm and intention to purchase were examined. The study also investigated word of mouth and display advertising as antecedents to attitude. Using a structured questionnaire, data were collected from a total of 405 respondents within the Klang Valley. SPSS and Smart-PLS were used to analysed the data collected. All of the independent variables, attitude and subjective norm, were found to be positive and significantly related to intention to purchase. For the antecedent of attitude, display advertising was positive and significant while word of mouth was found to be not significant. These findings should assist marketers selling and advertising on Facebook in developing better strategies and programs. They should understand that attitude is the most significant predictor of intention to purchase while display advertising greatly influence attitude towards products advertised on Facebook. The effect of reference groups such as family members and friends have a positive influence on individuals, especially in a collectivist society like Malaysia.

Keywords: Theory of Reasoned Action; Facebook advertising; Intention to Purchase; Malaysia

AICM-2018-EBM-810

STUDY OF FACTOR CAUSING CONSTRUCTION PROJECT DELAYS IN LIBYA

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Abstract

The recent modern world is developing very rapidly in many different fields. Industrial field is one of the most important fields that are represented by different types of projects. One of these projects is the construction industries. The availability of different projects reflects the development of any country. At the beginning of the last century, Libya witnessed the development of architectural and construction in various fields throughout the country. Despite the importance of this sector in the development of the country, the construction projects encounter many problems during its stages of implementation. Construction delay is one of the most controversial issues which become a normal phenomenon in Libya. Therefore, this study aimed to investigate one of the factors that could contribute to projects delay in Tripoli (Libya) which is leadership skills. The data was collected using a questionnaire that was designed based on the leadership skills characteristics. There were 350 engineers and the chairpersons in governmental and private companies recruited in this study. The collected data was analyzed statistically using AMOS and SPSS software. The results revealed that the leadership skills did not have a great effect on the time of projects completed. These findings could be due to the fact that the leadership skills require another influential factor that depends on the project environment. The author provided some recommendation to improve the quality of the leadership skills for better output.

Keywords: construction delay; leadership skills; projects in Libya
AIMC-2018-EBM-814
THE IMPACT OF FINANCIAL RESTATEMENT ON FIRM VALUE
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Abstract
This study examines the relationship between financial restatement and firm value in Malaysian public listed firms. In addition, it assesses the moderating effects provided by corporate governance mechanisms on the relationship of financial restatements and firm value. The study covers the period 2009-2015 and involves 142 public listed companies in Bursa Malaysia with financial restatements. The findings reveal that financial restatements do adversely impact firm value and that financial restatements negatively and significantly affect firm value. In terms of moderating variables, we find that the interaction between financial restatement and family ownership is negatively associated with firm value. In addition, this study also finds that the interaction between financial restatement and institutional ownership is positively and significantly associated with firm value. In conclusion, in the Malaysian context, this study establishes that financial restatement has a negative impact on firm value.
Keywords: Restatement; corporate governance; firm value

AIMC-2018-EBM-818
TRANSFORMATIONAL LEADERSHIP AND ETHICAL IN DECISION MAKING
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Abstract
The morality of transformational leadership has been sharply questioned, for more than a decade. This paper argues that to be truly transformational, leadership must be grounded in moral foundations. The four components of authentic transformational leadership (idealized influence, inspirational motivation, intellectual stimulation, and individualized consideration) are contrasted with their counterfeits in dissembling pseudo-transformational leadership on the basis of (1) the moral character of the leaders and their concerns for self and others; (2) the ethical values embedded in the leaders’ vision, articulation, and program, which followers can embrace or reject; and (3) the morality of the processes of social ethical choices and action in which the leaders and followers engage and collectively pursue. The literature on transformational leadership is linked to the long-standing literature on virtue and moral character, as exemplified by Kohlberg’s cognitive moral development tools and theory base to guide future research.
Keywords: Ethics; Leadership; Transformational Leadership; Ethical Decision Making

AIMC-2018-EBM-823
POLITICAL RISKS AND TOURIST ARRIVALS: EVIDENCE FROM ASEAN COUNTRIES
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Abstract
Tourism has become one of the leading and fastest expanding economic sectors worldwide. However, risk perceptions and fear of crimes have affected the travelling decisions of tourists. Using the panel data analysis, this paper examines the impact of political risks on the tourist arrivals in the context of the ASEAN countries over the time span from 2004 to 2016. Our empirical results show that, in overall, control of corruption, political stability (absence of violence/terrorism) and regulatory quality has significant negative impact on tourist arrivals, whereas government effectiveness has significant positive effect on the tourist arrivals. In term of fixed and random effects, the results are quite similar in the sense that government effectiveness, regulatory quality, and rule of law has significant positive effect on the tourist arrivals. Meanwhile, voice and accountability has a negative and significant impact on tourist arrivals. The Hausman test notifies that the fixed effects model is a better model in justifying the impact of political risks on tourist arrivals in comparison with random effects model. This study also provides the results of impact of political risks on tourist arrivals for each ASEAN country. Since tourism has contributed significantly in foreign earnings as well as economic development and sustainability, the political risks shall be well-managed and considered properly during the planning, implementing and managing of tourism development towards attracting more tourists and foreign investors.
Keywords: Political Risk; Tourist Arrivals; ASEAN
AIMC-2018-EBM-825
THE MEDIATION EFFECT OF ORGANIZATION CULTURE ON THE RELATIONSHIP BETWEEN EMOTIONAL INTELLIGENCE AND WOMEN LEADERSHIP PERFORMANCE

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Abstract
Purpose — The purpose of this research paper is to follow a series of studies to examine the mediation effect of organization culture on the relationship between emotional intelligence and women leadership performance in China. Design/methodology/approach — This is a quantitative study to analyze survey data from a matched sample of 290 women leaders in Ning Xia Hui Autonomous Region based in Northwest China. Findings — The analysis revealed that the emotional intelligence positively influences the performance of women leadership. The female leaders who have higher emotional intelligence may have higher leadership performance. The study also demonstrated that organizational culture mediates the relationship between training and development and women leadership performance. Research limitations/implications — The survey data only gathered from a province in northwest China, its universality and representativeness are still to be discussed. Furthermore, the imperative for further research using alternate measures of organizational culture needs to be addressed. Originality/value — Previous empirical work in this filed used “Emotional Intelligence Scale” developed by Wong and Law (2017); Organizational Culture Instrument designed by Denison (2000). This study spreads this work by using a larger sample and utilizing a widely-used and validated the measure of EI and organizational culture. This study develops the leadership performance instrument based on PerformNuance(2010), Key Associates(2017) and Nixion, Harrington, and Parker(2012). Results further demonstrate the relationship between organizational culture, EI and women leadership performance, and Provide a potential choice and development tool for improving women leadership performance.

Keywords: Organization Culture; Emotional Intelligence; Women Leadership Performance; Mediation

AIMC-2018-EBM-831
DETERMINANTS OF EWOM TO CONSUMERS’ PURCHASE INTENTION

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Abstract
In an online environment, consumers are unable to physically touch or feel the actual product before buying it. Therefore, consumers tend to depend on electronic word of mouth (eWOM) from product reviews and information in different online platforms. Currently it is difficult to assess which eWOM antecedents influence consumers; product/service purchase intention. With that, the aim of this study is to examine eWOM source credibility, quality, and quantity on consumers' intention to purchase. The conceptual framework draws from the Information Adoption Model (IAM) and Theory of Reasoned Action (TRA), which explains eWOM characteristics and behavioural intentions, more specifically on purchase intention. Proposed targeted respondents are those active or frequent users of online shopping, age ranging between 15 - 40 years old. Data collected will be analyzed using Partial Least Square - Structural Equation Modeling (SEM).

Keywords: electronic Word-of-Mouth (eWOM); Source Credibility; eWOM Quantity; eWOM Quality; Purchase Intention

AIMC-2018-EBM-832
ANTECEDENTS OF ONLINE FASHION PURCHASE INTENTION AMONG YOUNG MALAYSIAN SHOPPERS

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Abstract
Growth in the number of customers purchasing online has created new business opportunities for online sellers. Despite the emergence of E-commerce trend, online shopping trend is still in its infancy in Malaysia especially in the online fashion market. Since majority of the consumers rely on trust to purchase online, therefore, the purpose of this study is to investigate the determinants of online trust and examine the relationship between consumer trust and online fashion purchase intention. This study tests a model of antecedents in three dimensions which are consumer-based antecedents (propensity to trust), company-based antecedents (company reputation), and website-base antecedents (website quality) and consequences of consumers' trust towards online fashion retail. A web survey method will be applied to gather data from individual online shoppers in Klang Valley. Upon collection, data will be analysed using SmartPLS to validate the research model and test the proposed research hypotheses.

Keywords: Online Trust; Reputation; Website Quality; Online Fashion Purchase Intention

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AIMC-2018-EBM-834
THE INFLUENCE OF SOCIALLY RESPONSIBLE-HRM PRACTICES ON RETAINING TALENTS
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Abstract
Corporate Social Responsibility (CSR) and Talent Management (TM) are at pivotal points in their development. However, the absence of rigorous research on the relationship between Talent Retention and dimensions of CSR in the literature is surprising. Thus, this research attempts to address this gap in the literature, by studying the effect of Socially Responsible Human Resource Management (HRM) practices on talent retention. The current study will contribute to the body of the knowledge by providing additional insights into the value of CSR to TM. Also, it will contribute by adopting Socially Responsible HRM practices because, including different CSR practices have different influences on stakeholders and impact organizational retention through different processes. In addition, it answers the recent calls for further research on the impact of CSR on talent retention, and on how effectively imbedding CSR into organizational culture could provide valuable insights for organizations in retaining the best employees.
Keywords: Corporate Social Responsibility (CSR); Talent Management (TM); Socially Responsible HRM; Talent Retention

AIMC-2018-EBM-839
TOWARDS A BETTER UNDERSTANDING OF GOOD FAITH CONCEPT IN ISLAMIC CONTRACT LAW
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Abstract
The purpose of this article is to clarify the concept of the duty in good faith in Islamic contract law. The principle of good faith is vital in contract law which covers the contract period ranging from pre-contractual stage of the contract to conclusion of the contract. In agreement the contractual parties would come across some pledges, such as the commitment to perform with the good faith obligation, stipulation of the required information, negotiation process’s transparency, promise to cooperate and commitment not to diverge from contract and if these commitments are not fulfilled, the defaulting party has to pay some performance bonds, such as the commitment to negotiate, the duty to disclose, paying reparation for loss of position of the contract and benefit, contract’s termination during the implementation phase due to the errors in the pre-contract phase. Good faith is applying to the world legal systems, which lead to the development of international law. For that reason, the elements of good faith in the civil law, the common law, international law and Islamic law are described in the following part to provide an attention for the study of good faith in more detailed. However, the main focus of the article to explores the Islamic contract law approach for this matter. Descriptive and analytical research methodology has adopted in this study in which relevant materials (verses) have been collected from the Quran, Islamic books, related research papers and web sites.
Keywords: Good faith; Good Faith Principle; Concept; Islamic Contract law; Contract; Sharia

AIMC-2018-EBM-841
DETERMINANT OF SOCIAL ENTREPRENEURSHIP INTENTION AMONG MALAYSIAN YOUTH
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Abstract
Entrepreneurship has been considered as a possible solution to address poverty in developing countries. It can contribute greatly to the economic development of developing countries. Because of this, most of the developing countries are encouraging their citizens to pursue entrepreneurship. Entrepreneurs are known as the people who shift the growth of the economy. Commonly, the youth think of finding jobs once they graduate, but less has the intention to become an entrepreneur once they graduate. It might be they think being an entrepreneur is difficult as it requires capital and risks of failure are high. Furthermore, usually at those age, one is excited at the prospect getting steady income and becoming independent. This is more assured via employment than via starting a business. But, in order to meet the goals for vital and growing economy, governments have realised that entrepreneurship and SMEs are the keys. Policymakers also has realised the importance of social entrepreneurship more specifically as its potential to not only meet the economic goals but also social ones as well. In Malaysia, the Prime Minister unveiled National Blue Print on 13th May 2015 and allocated 20 million funds towards the creation of a critical mass of at least 1000 social entrepreneurs by 2018. This study purpose is to predict all factors and determinants of social entrepreneurial intention among the youth in Malaysia in order to gauge the viability of realising the national goals. The expected outcome of this paper is a conceptual framework to understand the determinants for social entrepreneurship intention among youth in Malaysia and their traits. This will allow for better policy interventions and programmes to encourage the Malaysian youth to become social entrepreneur.
Keywords: Entrepreneurship; Social Entrepreneurship; Malaysian Youth; Youth
AIMC-2018-EBM-842
DETERMINANCY OF QALB BEHAVIORAL TRAITS TOWARDS ENTREPRENEURIAL INTENTION AMONG THE YOUTH IN MALAYSIA
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Abstract
In transforming Malaysia into an entrepreneurial nation thus addressing the unemployment issue, poverty, income inequalities, and lack of inclusive innovation goods as well as services available in the markets for the bottom of pyramid (BoP), there is a need to have a healthy number of active inclusive entrepreneurs. In the context of Islam, a Muslim's business activities must be focused foremost on pleasing Allah, which includes conducting a business consistent with the moral and ethical standards of Islamic practices, fulfilling religious obligations, and contributing to the overall Islamic goal of benefitting society as a whole (Hassan & Hippler, 2014). Therefore, there is a need to nurture the creation of learned values-driven talents to become holistic and well-balanced entrepreneurs. This study will develop a model of Qalb-based entrepreneurship. This model is formulated to test and explain the relationships between the three different levels of Qalb entrepreneurial traits and the inclusive entrepreneurial intention of Muslims. The underpinning theories of this model are the theory of planned behavior (TPB) and the levels of necessity of Maqasid al-Shariah. The TPB has been used to predict the entrepreneurial intention, while the Maqasid (purposes) al-Shariah is used to understand the Islamic belief and goals from the Shariah perspective by focusing on individuals, community, nation and humanity in general. Hence this study will be merging the TPB and the levels of necessity of Maqasid al-Shariah to produce and identify the Qalb behavioral traits in order to measure and understand the intention of inclusive Muslim entrepreneurs. This study focuses on developing the conceptual model to measure the intention of Muslim youth entrepreneurs to produce inclusive products or services that serve the entire nation or Ummah including the bottom of the pyramid and B40. Therefore, this study will have important implications especially to policy makers in promoting and developing future entrepreneurs in Malaysia such as in the area of entrepreneurship education and further researches
Keywords: Entrepreneurship; Qalb; Entrepreneurial; Entrepreneurial Intention; Malaysian Youth

AIMC-2018-EBM-845
PRIORITIZING SAFETY TRAINING FOR A MORE PERSONAL COMPLIANCE OF A SAFE AND HEALTHY WORK ENVIRONMENT AMONG STUDENTS AND STAFF OF HIGHER EDUCATION INSTITUTIONS OF SELANGOR
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Abstract
Safety is an important element in an organization. A safe work space makes safety a priority throughout the organization. Improved safety will minimize job accidents, injuries, medical illnesses and death. Occupational safety and health (OSH) training that is provided by the top management of universities will create a safe and comfortable environment for both the staff and students. It also guarantees that every employee is safe in the workplace. Thus, the primary objective of this study is to investigate the effect of safety training towards personal compliance. A total of 234 questionnaires were distributed to 20 higher educational institutions in Selangor, Malaysia. A conclusion was reached once the data were analyzed using SPSS; that safety training (B = 0.364, t = 11.90, p
Keywords: Safety Training; Personal Compliance; Private University

AIMC-2018-EBM-846
INVESTIGATING THE EFFECTS OF CORPORATE GOVERNANCE ON THE RELATIONSHIP BETWEEN EARNING MANAGEMENT AND CORPORATE PERFORMANCE IN THE BURSA MALAYSIA
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Abstract
The lack of transparency in financial reports has several reasons, but the most important is earnings management practice which is implemented by managers. Indeed, managers by using Earnings Management tools manipulate accounting information to achieve some goals. Corporate governance, whose primary goal is to deal with identifying potential mechanisms in which the shareholders of a corporation have more power and exercise control over the managers to protect their interests, has recently brought the acute attention of academics and policy makers around the world. Most researches have been concentrating on the relationship between corporate governance and firm performance, but a few studies have regarded the moderator functionalities of corporate governance on firm performance from different aspects. This study investigates whether corporate governance affects the relationship between earnings management and corporate performance by using listed companies; data in Bursa Malaysia. Data from FTSE Russell has been used by applying the intersection function to the constituents of FTSE Top 100 Bursa Malaysia during years 2011 to 2015, which includes 59 companies in the form of 295 company-year. The results show that discretionary accruals (DAs) has significantly negative effect on return on equity and has significantly positive
effects on Tobin’s q in the case of lack of consideration corporate governance moderating effect. On the other hands by considering the moderating effect of corporate governance variables, this equation has been changed and the negative effect of earning management effects turns to neutral on ROE and This effect has not been changed regarding to Tobin’s q. It implies that managers in weakly governed firms are more likely to abuse accounting discretion than those in strongly governed firms, leading to decreased firm performance. Managers prefer using DAs to window-dress financial earnings, but this causes a greater reversal of corporate value in the subsequent period.

Keywords: Corporate governance; Earnings management; Corporate performance; Discretionary accruals

AIMC-2018-EBM-848
MODERATING EFFECT OF CORPORATE GOVERNANCE ON THE RELATIONSHIP BETWEEN EARNING MANAGEMENT AND FIRM PERFORMANCE: TOP 100 BURSA MALAYSIA

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Abstract
Earnings management is a process of consciously taking steps around accepted accounting principles to deliver reported earnings to expected profit. The purpose of this study is to elaborate the impact of earnings management on the financial in and market performance in FTES Top 100 Bursa Malaysia. The sample of this study was 59 listed companies of Malaysia Stock Exchange (Bursa Malaysia) for the period of 2011-2015. OLS technique was applied for hypothesis testing. This study indicates that there is a significant negative relationship between earnings management and ROA as financial performance in Malaysia. On the other hand, there is an insignificant relationship between earnings management and EVA as economic performance in Malaysia. Moreover, there is a significant mean difference between cases of considering and lack of consideration moderating functionalism of corporate governance on the relationship between earning management and firm performance exists.

Keywords: Corporate governance; Earnings management; Corporate performance; Discretionary accruals

AIMC-2018-EBM-853
THE UNDERLYING FACTORS OF REGIONAL INCOME DISPARITIES IN INDONESIA

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Abstract
An increasing of regional data availability has revived of scholars; interest in regional economic growth and disparities. The main reason for this revival came from attempts to improve the predictive ability of neoclassical model of growth. The objectives of this paper are to examine per capita gross regional product growth disparities, to check the existence of sigma and beta convergence across Indonesian provinces and to identify the underlying factors that affect per capita gross regional product growth. This is a quantitative study, and by making use of Coefficient of Variation and the Neoclassical Growth Model we found that The per capita gross regional product growth disparities tend to increase in the period of study, however, the existence of conditional beta convergence also implies. The underlying factors that are identified affect real per capita GRP growth are export, Foreign Direct Investment, domestic investment, and government expenditure.

Keywords: Gross Regional Product; Regional Disparities; Convergence; Indonesia

AIMC-2018-EBM-857
COMPETENCY FRAMEWORK AND ENTERPRISE RISK MANAGEMENT IMPLEMENTATION AMONG SELECTED COMMERCIAL BANKS IN NIGERIA: AN EXPLORATORY STUDY

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Abstract
The corporate failure of major business firms globally had necessitated a paradigm shift from a traditional risk management approach to a more integrated risk management called enterprise risk management (ERM). As such various legislations were formulated to encourage ERM implementation among different types of companies. Additionally, rating agencies incorporated ERM assessment as a parameter for rating the viability of firms in risk management capability. To facilitate implementation several ERM frameworks were developed (COSO ERM framework, ISO 31000) to provide clear guidance to firms that decides to implement ERM. Despite the huge acknowledgement of ERM relevance among business leaders, ERM implementation is beset with a number of uncertainties and challenges. Furthermore, there is little empirical research on the factors that undermine success of ERM in organisations. The objective of this study is to explore the competence and the challenges of ERM implementation among some selected commercial banks that have implemented ERM in Nigeria. Chief risk officers of the three selected banks participated in the interview. The interview data was analysed with help of Microsoft excel 2013. The result of the study indicated that ERM implementation is bedeviled with poor risk aware culture among employees, manpower crisis, lack of supporting technology and poor risk management skills among some of the supporting staff that are expected to entrench risk ownership within the various segments of their firms. The study recommends the need for commercial banks to increase risk awareness, encourage staff training to scale up the risk management capacity of the firm and provide supporting technology to ensure the efficiency of ERM implementation.

Keywords: Commercial Banks; competency framework; enterprise risk management; implementation challenges
AIMC-2018-EBM-858
INTERPRETING THE FACTORS OF CLOUD ACCOUNTING ADOPTION
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Co-Authors: Lee Ling Kuen, Devinaga Rasiah, Suganthi Ramasamy
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Abstract
Cloud accounting has offered many benefits but also has many disadvantage in the process of adoption. Foreign literature shows that cloud accounting software users always encounters safety and secrecy, reliability risk, legislation difficulty, hidden costs, and the lack of knowledge which hinders their adoption of cloud computing. However, there is seemingly lack of similar research in Malaysia. The main purpose of this study is therefore to test the elements that will influence the adoption of cloud computing by Small and Medium sized Enterprises (SMEs) Malaysia. This study contributes to the industry practitioners by providing thorough understanding and explanation on factors affecting cloud accounting adoption. A sample of 200 employees have been administered with survey questionnaire. The results show that top management support, technology readiness and the cost saving have a significant positive relationship on cloud accounting adoption while the firm size and the training have no significant relationship with the cloud accounting adoption.

Keywords: Cloud accounting; management support; technology readiness

AIMC-2018-EBM-859
THE FACTORS AFFECTING THE ADOPTION OF CLOUD ACCOUNTING SYSTEM BY SMALL AND MEDIUM BUSINESSES
Corresponding Author: Yuen Yee Yen
Co-Authors: Gary Bong Ming Jie, Devinaga Rasiah, Suganthi Ramasamy
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Abstract
Cloud accounting adoption winds up noticeably far reaching since cloud computing can reform the pattern of monetary and accounting office&rsquo;s work for organizations. Every business structure is extraordinary and consequently, should painstakingly assess its particular realities and conditions, (counting the terms of the agreement and the utilization of the administration). The accounting calling must initially accomplish the understanding with respect to these powers that will reshape the eventual fate of the associations they bolster. Moving on to cloud computing might help to increase the productivity of a company, therefore we would like to study the adoption of could accounting in small and medium business. Contribution and importance of this study is to provide us a better understanding of factors that will affect the adoption of cloud accounting in small and medium business in Malaysia. The purpose of this study is to notice how the five core elements will affect the adoption of cloud accounting. 200 respondent which fulfill our criteria which is a worker in accounting department, at least one year working experience in accounting related job, and he/she must use before any accounting software. Questionnaire were distributed to 200 respondent which fulfill sampling selection criteria of a worker in accounting department, at least one year working experience in accounting related job, and he/she must use before any accounting software.

AIMC-2018-EBM-860
BARRIERS TO CLOUD ACCOUNTING ADOPTION
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Abstract
Cloud accounting is a rapidly developing innovation that has been worked in cutting edge IT industry and also business. A cloud accounting application can be provided to numerous clients over the Internet, rather than on a local computer for a specific client. Clients can get to these applications from computers with a fast Internet association without connecting to the hardware or software. This research will contribute and add in the vital knowledge in cloud computing adoption as there are a lot of issue faced on cloud accounting adoption and bring many bad effect to the party involved but lack of local research on this area. The most important of this study is to determine factor that discourage the cloud accounting adapting among employee in Malacca. 200 sets of the questionnaire will be distributed to the respondent who are working in SME sectors at Malacca and meet the three criteria in this research.

AIMC-2018-EBM-863
CLOUD ACCOUNTING ADOPTION BY SMES
Corresponding Author: Yuen Yee Yen
Co-Authors: Ong Wan Ting; Devinaga Rasiah; Suganthi Ramasamy
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Abstract
The aim of the paper is to identify the variables of relative advantage, uncertainty, compatibility, complexity and trial ability in affecting cloud accounting adoption decision in small and medium enterprise (SMEs). Recent years, an increasing adoption has created a US$29 million cloud accounting market. this is the first research about cloud accounting in adoption decision for accounting industries. Due to that, it is bringing benefits for accounting industry such as accountants are able to apply cloud accounting easily in their industry. The business competitiveness is able to
improve further through the adoption in high ranking of information and communication technologies. There is a benefit in using information and communication technology for SMEs. A set of questionnaire is going to developed and distributed to the respondents who are currently work in the accounting firm at least one year. It will be gone through a pilot test before actual survey questionnaire distributed. The main respondents of the research are employees must have experience in using any accounting software.

**Keywords**: Relative advantage; cloud accounting; SMES

**AIMC-2018-EBM-866**

**WHAT DISCOURAGE CLOUD ACCOUNTING ADOPTION IN MALAYSIA?**

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Co-Authors: Chong Sheng Liang; Devinaga Rasiah; Suganthi Ramasamy  
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**Abstract**

This research examines factors affect the cloud accounting in SMEs Malaysia. The major elements that discourage cloud accounting in SMEs Malaysia is the control, performance, security, privacy and trust. The collection method for this research will be the survey questionnaire. In this study, survey will be conducting by using online and hardcopy methods. The questionnaires are distributed to 300 respondents who have at least 1 year and have the experience using accounting software in Malacca area. This study helps industry practitioners and local accounting firms to better understanding the problem of cloud accounting and provide constructive suggestions for them to overcome the problem. When adoption problem of cloud accounting is overcome, it will bring more and more positive impact to Malaysia’s economic and foster greater knowledge sharing among department in Malaysian companies.

**AIMC-2018-EBM-867**

**THE CRITICAL ROLE OF INTERNAL MARKETING R&D COLLABORATION IN PRIVATE ORGANIZATION TOWARDS NEW PRODUCT PERFORMANCES: CONCEPTUAL RESEARCH FRAMEWORK**

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Mahidol University

**Abstract**

The collaboration of internal marketing and R&D collaboration is normally acknowledged as a critical factor for new product’s accomplishment, so this study presents not only the effectiveness of the internal collaboration between marketing and technologically new product development department in private organization but related potential performances is also investigated. With specifically applied results obtained by target employees, the authors propose that the co-creation between marketing and R&D is another predominantly effective moderator combining with high levels of new product development’s resources towards new product performances. Furthermore, the major influence of the interaction between internal collaboration, co-creation and new product development resources is expected to be highly affected upon its owned certain performances in term of financial and non-financial criterion. So, with a strong co-created norm or closely working together in marketing and R&D departments tends to have a lot of advantages with respect to new product and service performances being effectively launched to serve both direct and indirect customers with fast speed and high satisfaction.

**Keywords**: New product development’s resources; New product development’s performance; Internal collaboration & co-creation between marketing and R&D

**AIMC-2018-EBM-868**

**IS BRI OF CHINA A STIMULUS TO MALAYSIAN ECONOMY?**

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**Abstract**

The building of transportation and infrastructure networks through the Belt and Road Initiative (BRI), a bid from China to enhance regional connectivity, is aimed at providing a predominant worldwide platform for economic collaboration to accelerate economic growth across the Asia Pacific area, including Malaysia. It is therefore important to explore how BRI will affect Malaysia’s economic growth. This paper examines both short-run dynamics and long-run relationship between China’s FDI inflows to Malaysia, total Malaysia’s export to China, Malaysia’s external debt and economic growth using quarterly data from 2008 Q1 to 2017 Q4. Our empirical results denote that there are positive relationships between Malaysian economic growth (represented by LGDP) and total Malaysia’s export to China (LEX) as well as China’s FDI inflows to Malaysia in the long run. Besides, Malaysia’s external debt (LED) is also found to be significantly affecting its economic growth positively in the long run. There is strong evidence of unidirectional short-run causalities from total Malaysia’s export to China and China’s FDI inflows to Malaysian economic growth. Meanwhile, the Malaysian economic growth as well as total Malaysia’s export to China both granger cause the external debt of Malaysia in the short run. No doubt, going into partnership with China via BRI would vigorously stimulate Malaysian global trade and thus expediting the process of realising its Vision 2020 of becoming a high-income-and-high-growth country.

**Keywords**: BRI; China’s FDI inflows; export to China; external debt; economic growth; Malaysia
**AIMC-2018-EBM-870**

**DETERMINANTS OF CORPORATE SOCIAL RESPONSIBILITY REPORTING IN THE BANKING SECTOR: A SYSTEMATIC REVIEW**

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**UNIVERSITY OF TECHNOLOGY MALAYSIA**

**Abstract**

Abstract CSRR has been progressively embraced universally for more clarity and to signify advancement towards accomplishing sustainability. Prior reviews of corporate social responsibility reporting (CSRR) literature emphasize on developed and emerging countries through cross industry evaluation. To close this gap our review has focused on the banking sector universally. The purpose of the review is to highlight the determinants of CSRR studies on the overall banking sector, which is more regulated industry than others are. Our systematized appraisal was conducted over the last 16 years from 2000 to 2015. The orderly evaluation has found that profitability, size, Shariah Supervisory Board, ownership structure and age are the most commonly used determinants of CSRR. However few studies have examined the cultural, political and stakeholder’s perspective variables as the determinants. Thus, more research could develop the rationality of outcomes by concentrating on these determinants in determining the level and extent of such revelation in the banking sector. 

Type of the Paper: Systematic review

**Keywords:** Systematic review; Determinants; Corporate social responsibility reporting (CSRR); Corporate social responsibility (CSR); Conventional banks; Islamic banks; Shariah. * Corresponding Author: Mashiur Rahman
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**AIMC-2018-EBM-871**

**VALIDATION OF CONSUMER KNOWLEDGE CONSTRUCTS: FINANCIAL SERVICES PERSPECTIVE**

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**Abstract**

This study aims to validate three constructs of Consumer Knowledge namely; (1) Objective knowledge; (2) Subjective knowledge; and (3) Familiarity for Islamic financial services. Earlier studies fail to provide procedural details for validating these constructs especially for Islamic financial services. This research used a number of stages to validate the required constructs; (a) review of former studies on consumer knowledge in financial services sector; (b) selection of consumer knowledge items from prior researches, Familiarity construct has 6 items; Subjective knowledge has 6 items and Objective knowledge has 7 items; (c) a series of steps were applied to all items to ensure the various validity requirements. Firstly, all items were taken from earlier published studies with adequate validity and reliability measures. Secondly, Face validity was ensured through discussion with field experts. Thirdly focus groups were conducted to ensure criterion and content validity. The outcomes were found significant to ensure validity of items to measure the consumer objective knowledge, subjective knowledge and familiarity in Islamic financial services. JEL Classifications: M31

**Keywords:** Consumer Knowledge, Objective knowledge, Subjective knowledge, Familiarity, Islamic Financial Services, face validity, content validity, predictive validity, concurrent validity, convergent validity, discriminant validity.

**AIMC-2018-EBM-872**

**HOW INTERNAL AND EXTERNAL ENVIRONMENTAL RISK MODERATES THE EFFECTS OF FORMAL AND INFORMAL CONTROL ON CONSTRUCTION PROJECTS PERFORMANCE**

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**Abstract**

There is contradictory evidence in literature regarding control-performance association due to uncertain moderating role of internal and external environment risks. Therefore, further investigation into the collective effects of risk and control is needed. Present paper examines how environmental risks influence the relationship between formal and informal controls and performance by taking the data from 150 construction companies of Lahore city. Survey method is used to collect the data. Our empirical results demonstrate that behaviour, outcome relationship of variables, and clan controls positively affect the performance of construction projects. However, self-control is insignificantly related to performance. This finding reveals that in construction projects, the effectiveness of managerial controls varies. Furthermore, empirical findings suggest that internal environment risk negatively moderates the effect of formal and informal controls on the product performance of projects. By contrast, external environment risk positively moderates the effectiveness of controls, thereby indicating the significant and diverse moderating roles of various environment risks in the relationship of control and performance. Based on our results it is concluded that it is not necessary that all control modes significantly influence the performance of construction projects. Effective control modes should therefore be prioritized over ineffective control modes for such complex projects.

**Keywords:** Construction, Formal and informal control; Stakeholder; Environmental risk; Project management; Performance
AIMC-2018-EBM-876
RELATING PERCEIVED RISK, PERCEIVED TRUSTWORTHINESS AND PROJECT SUCCESS: INSIGHT FROM TELECOMMUNICATION SECTORS
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Co-Authors: Asma Imran, Summaira Malik, Aqib Ahmed, Qamar Zaman, Imran Hameed Khaliq
Abstract
Project Success is a vital concept for organizations for competitive advantage, continued existence and economic development in present dynamic business settings i.e. for both profit and non-profit organizations. Employees must have trustworthiness among themselves and employees must learn to think innovatively and use innovative work behavior while solving problems. Moreover, organizations must provide innovative climate to employees so that they can perceive risks involved in projects. The direct relation of perceived trustworthiness and project success and mediating role of perceived risk between perceived trustworthiness and project success is examined in projects department of Telecommunication organizations located in Lahore. Data was collected for fulfillment of the study objectives from employees operating at executive, middle and manager level positions in the sector by following census method. Survey is quantifiable in nature, firsthand information was collected by using Questionnaire survey method. Only 240 responses were submitted back by the respondents out of the total population which consisted of 300 respondents. 220 questionnaires were usable among the submitted responses. After applying statistical tools, results were in line with theories supporting these associations and revealed that perceived trustworthiness, perceived risk, innovative climate and innovative work behavior were significantly positively associated with project success. More over multiple regression analysis for Baron & Kenny (1986) steps for mediation analysis was performed. The results showed perceived risk partially mediated the relationship between perceived trustworthiness and project success. Practical implications, study limitations were discussed and research directions were recommended for future research.
Keywords: Perceived Trustworthiness; Perceived Risk; Project Success

AIMC-2018-EBM-877
MEDIATING EFFECT OF EMPLOYEE CREATIVITY ON THE LINK BETWEEN HIGH COMMITMENT MANAGEMENT AND FIRM PERFORMANCE IN MALAYSIA
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Abstract
Success of firms is crucial to the achievement of Malaysian Masterplan for small firms (2012 &ndash; 2020), but the existing transformative global forces, which have far-reaching effects on individuals, society, culture, business and economies, have made it difficult for firms to survive and succeed. Thus, Malaysian firms would need to align their policies and strategies with the transformative global force, which demands that firms should provide high quality and innovative products and services through the strategic development of the firm’s rare, inimitable and non-substitutable human resource. Therefore, this study investigates the mediating role of employee creativity in the relationship between High Commitment Management Practices (HCM) and firm performance. Through cross-sectional research approach, data were collected from a sample of 124 managers of Malaysian firms in Northern region of Malaysia. Partial Least Squares (PLS) algorithm and bootstrapping technique were used for data analysis. The overall findings signify mediating effect of employee creativity on HCM-performance relationship, indicating that HCM that focus on development of creative problem-solving skill, can enhance workers’ ability to generate alternative solutions, product knowledge, and customer service skills which are crucial to creativity in the organization. Lastly, the implications, limitations and suggestions for future research are discussed.
Keywords: High Commitment Management Practices, HCM, HRM, creativity, strategic HRM, PLS-SEM, Malaysia

AIMC-2018-EBM-879
THE EFFECT OF DEMOGRAPHIC FACTORS AND ACCOUNTING KNOWLEDGE ON THE PERFORMANCE OF LOCAL GOVERNMENT
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Abstract
The performance of the local government is a manifestation of the responsibilities of local governments to the community. This study aims to examine the effect of demographic factors and accounting knowledge on local government. This study used 108 respondents selected by convenience sampling. Respondents filled out questionnaires about demographic factors consisting of age, sex, education, work experience, training that had been followed and accounting knowledge. Data processing using SPSS.21 software. Test results showed that work experience and accounting knowledge affect the performance but age, gender, education and training that had been followed did not affect the performance of local government.
Keywords: Demographic Factors, Accounting Knowledge, Performance
AIMC-2018-EBM-880
DEVELOPERS’ PRACTICE OF GATED COMMUNITIES’ DEVELOPMENT: THE CAUSES OF SOCIAL SEGREGATION

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Abstract
Gated communities are residential housing with restricted access and usually fenced up. In Malaysia, gated communities started to appear in big cities such as Kuala Lumpur, Penang Johor Bahru and then spilt over to the suburb. The development of gated communities is pioneered by the private developer based on purchaser’s demand. The early purpose of gated communities; development is to secure residents from crime and intruders. However, recent studies show that most purchasers who buy such houses are looking for privacy and do not want to get involved with their adjacent neighbourhood. These factors could drive the gated community to become an isolated community and contribute to social segregation. Therefore, this study explored the practice of gated communities; development by developers, and then analyse whether the developers; practice could contribute to social segregation.

Keywords: gated communities; housing development; social segregation

AIMC-2018-EBM-884
APPLICATION OF ANALYTIC HIERARCHY PROCESS IN DETERMINING PRIORITIES TO REDUCE FOOD LOSS AND FOOD WASTE IN INDONESIA

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Abstract
This study aims to determine the extent of decision-making priorities by using green supply chain management model in overcoming the problem of food loss and food waste in Indonesia. This research focused on entities involved in supply chain management and identified their opinions in selecting the level of importance of green supply chain management model. This research apply AHP analysis and using Microsoft Excel which based on Windows 7 to analyse the priorities. The operational stages in this research include identifying the survey location, preparing questionnaire, creating schedule and conducting interview. The sub-criteria criteria include source, make, deliver, and return. Then, the following sub-criteria are reliability, responsiveness, agility, cost and asset. The results of this research found that the sub criteria deliver dominates the formation of food waste then followed by sub criteria make, source and return. The cost criteria is the first criteria which can influence the level of waste, then followed by responsiveness, reliability, agility, and asset. The findings of this research can be used by the companies to acknowledge how to overcome the inefficiency and reduce waste in food supply chain.

Keywords: AHP, Food Loss, Food Waste

AIMC-2018-EBM-887
THE DEMOGRAPHIC DIFFERENCES INFLUENCE SHOPPERS EXPERIENTIAL VALUES INSERVICESCAPE OF DEPARTMENT STORES IN MALAYSIA

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Abstract
How servicescape influence on demographic differences in consumers; experiential values are not extensively examined by researches in context of department stores. The purpose of this study is to examine there any significant on demographic differences in shoppers; experiential values toward servicescape of department stores. 558 usable questionnaires were obtained across 5 regions in Malaysia and the analysis proceeded with both descriptive analysis and inferential analysis to test the model that was developed. The results indicate that shoppers; age and income are really having a significant difference in how they experience the store environment. From the post hoc analysis result, age group 18-24 years have significant difference in their experience with the group aged 25-34 years, 35-44 years and 55-64 years. It institutes that young consumers look forward to enjoy higher environmental knowledge in contrast to older consumers. Meanwhile higher incomes group greater than RM9000 has a significant difference in their experience with group income of RM3001- RM5000. In other words, group income greater than RM9000 has a different experience and perception on servicescape compared to other income groups. The result indicates that the higher incomes are more reactive and concern to environmental contrast than those who have lower incomes. This finding will assist retailers to apprehend the effects of customers; experiential values harmonised with the demographic characteristics affecting the servicescape offering. This could direct to improve servicescape development strategies to produce unique in-store environment to boost shopping experiences and consequently, effect in more satisfied shoppers especially in Malaysia.

Keywords: Experiential values; servicescape; demographic characteristics; shoppers; Malaysia
AIMC-2018-EBM-893
CRITICAL SUCCESS FACTORS FOR APPLYING SUPPLY CHAIN MANAGEMENT IN THE HOTEL SECTOR IN INDONESIA

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Abstract
This study aims to determine and analyse the factors that affect the successful implementation of supply chain management (SCM) in the Hospitality Services Industry of Palu City. This type of research, is a survey study. Sampling technique used purposive sampling, with a total sample of 40 hotels, and 120 respondents. The analysis method used is confirmatory factor analysis (CFA) with SEM approach. The results show that overall, capability and expertise, customer relationship, supplier relationship, cash flow, significant effect on supply chain management (SCM) implementation in Hotel Services Industry of Palu City. Suggestions in this study are expected to pay more attention to the ability and expertise of employees, relationship with customers, relationships with suppliers and cash flow.

Keywords: supply chain management, hotel, CFA

AIMC-2018-EBM-897
THE MANAGEMENT AND MONITORING OF HAB OUTBREAKS IN MALAYSIA: AQUACULTURE INDUSTRY

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Abstract
Abstract Malaysian government has identified aquaculture as one of the major sources to increase fish production to meet domestic demand and expand export potential. In 2016, the aquaculture industry resulted in a production of about 407,403 tonnes with a value of approximately RM 2,784,721. The contribution had contributed 21 percent to the total fish production. However, aquaculture fisheries industry in Malaysia has been threatened by the massive fish kills in the past 40 years. Harmful Algae Bloom (HAB) involving fish kills has been reported since 2002. For example, a total estimated loss of almost RM 700k was reported by the Department of Fisheries Johor in 2014 which involved eight fish cages have become victims of this incident. This paper aims to explore the monitoring program of HAB outbreaks in Malaysia and the cost estimated in monitoring program of HAB in Malaysia by the government sector. A qualitative approach was used in this study given that HABs is still at the exploratory stage in the context of Malaysia. An in-depth interview with the key persons involved in these HAB outbreaks was also conducted to explore the handling process of HAB in preventing the fish kills in Malaysia.

Keywords: fisheries; harmful algal bloom; management; qualitative

AIMC-2018-EBM-902
MEASURING SUSTAINABLE BUSINESS LOCATION OF PURPOSE-BUILT OFFICES IN MALAYSIA USING ANALYTICAL NETWORK PROCESS APPROACH

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Abstract
Purpose-built office (PBO) market in Malaysia has become more challenging in coming years. Many office building assessment tools were developed which identified locational characteristics of PBO from the office property market participants; opinions by government and private sector. The sustainability has added new dimensions to the complexity in the location evaluation of PBO. There are many elements that need to be considered in the complex sustainability concept of PBO in term of location. Nevertheless, there is a lack of research that have focused on the sustainable business location of PBO based on the stakeholders; perceptions. Therefore, this paper aimed to investigate the stakeholders' perceptions towards PBO in the sustainable business location characteristics in Golden Triangle Kuala Lumpur, Malaysia. As a result, the importance of each sustainable business location characteristic of PBO based on the perceptions of selected stakeholders were determined by implementing the Analytic Network Process (ANP) analysis.

Keywords: Purpose-built office; sustainable business location; Analytic Network Process

AIMC-2018-EBM-904
COMPARATIVE ANALYSIS OF HOSPITAL RATE AND INDONESIA INDONESIA CASE BASED GROUP RATE IN HEMODIALISA TREATMENT AT DATU BERU TAKENGON GENERAL HOSPITALS IN 2017

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Abstract
The Government strives in the implementation of the National Health Insurance program organized by the Social Security Administering Body of Health is well implemented. However, the implementation still faces some obstacles,
especially regarding the difference between hospital rate and Indonesian Case Base Groups rate. The research aims to analyze the calculation of rate based on Activity Based Cost on Hemodialysis service, rate difference, determinant influencing difference of rate difference. Types of quantitative research with cross sectional, sample of 50 people by Purposive sampling. Analysis with Chi Square statistical test. The result of the research shows the result of the cost analysis of hemodialysis service using ABC method got the result of unit cost Rp. 1,836,303, the difference between the difference of Rp. 946603. factors influencing the rate that is the cost of the drug has an effect on &alpha; = 0.05, the supporting cost has an effect on &alpha; = 0.05. The conclusion of this research is that there is difference between hospital rate using ABC method with INA-CBG’s rate. The cost factor of medicines and medical support costs affect the rate of hemodialysis service. It is suggested to the management to increase in unit cost calculation for Hospital rate.

Keywords: rate., INA-CBG., Hemodialysis

AICM-2018-EBM-905
EXAMINING NAZHIR PROFESSIONALISM IN INDONESIA
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Universitas Airlangga

Abstract
Waqf is one of important socio-economic instruments in Islam. The purpose of this research is to investigate fulfillment of the elements of professionalism in waqf nazhir institutions. Indonesia which is the largest Muslim population in the world is the best miniature to examine nazhir professionalism. Methodology of this research is qualitative method with combination of case study and content analysis. The result found there is a match between the performance of nazhir and the standard of nazhir professionalism studied. The level of waqf nazhir professionalism in Indonesia is considered as professional enough. It can be used as an evaluation material for the performance of nazhir waqf, especially nazhir waqf who manage productive waqf. In order to support nazhir professionalism, an evaluation of the level of professionalism that nazhir waqf has achieved that explain in this research is valuable. Given that nazhir waqf professionalism is important in determining the success of society empowerment through waqf instruments especially productive waqf.

Keywords: Nazhir; Productive Waqf; Professionalism; Waqf Institution; Nazhir Professionalism

AICM-2018-EBM-906
A MODERATED-MEDIATION MODEL OF HRMP, PERSON JOB FIT, INTENTION TO LEAVE AND PERCEIVED EMPLOYMENT OPPORTUNITIES
Corresponding Author: Samad kakar
Co-Authors: Prof. Dr. Roselina Ahmad Saufi
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Abstract
The concept of employees’ turnover has been well documented in literature. However, the mechanism through which organization can reduce the turnover of employees by discouraging their willingness to leave the organization need further analysis. The present study proposes a conceptual model of how organization can retain their employees through provision of human resource management practices. In addition, we propose the mediating role PJ fit between HRM practices and intention to leave. Furthermore, the model proposes the perceived employment opportunities will moderate the direct and indirect relationship between PJ fit, HRM and intention to leave respectively.

Keywords: Person Job Fit, Perceived Employment opportunities and intention to leave

AICM-2018-EBM-908
DOES FINANCIAL RESTRUCTURING IMPROVE PROFITABILITY EFFICIENCY? AN EMPIRICAL EVIDENCE FROM SELECTED PUBLIC SECTOR ENTERPRISES IN INDIA.
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Abstract
In this modern era, Economic and financial development is a burgeoning area of research, due to which prophesying corporate bankruptcy is regarded as a phenomenon of increasing interest for investors, creditors, borrowing firms and governments alike. Financial restructuring is a strategy which is of paramount importance as it prevents the company from industrial sickness and is an eminent tool for the smooth functioning of the company through revival or rehabilitation. Several significant accounting ratios out of the existing ratios such as Current Ratio, Gross Profit Ratio, and Return on Capital Employed, Debt Equity Ratio and Total Assets Turnover Ratios were selected and the impact of Financial Restructuring was analyzed for the given accounting ratios. Is this study, micro level research has been conducted on the largest CPSE of cement company of India that is Cement Corporation of India Limited (CCI Ltd.) to know the firm-specific findings. The sample period of the data was chosen for ten years from 1996 to 2015, that is; ten years before restricting and ten years after restricting. Ordinary Least Squares (OLS) regression assisted in Hypothesis checking. It is a tool which provides accurate results. The overall level of significance accepted is 5% and any probability value more than 0.05 accepts the null hypothesis. In this study, variables are supposed to be of constant value due to the Central Limit Theorem. In the specified model, the control variables are CR, DER, and TATR while the
dummy variable is \( FRE \) that is Financial Restructuring. The dummy variable is specified in terms of binary, that is; 0 and 1. It specified the presence of Financial Restructure while 0 indicates the absence of Financial Restructuring. Paired T test was also employed in order to compare and investigate the significant difference between the mean of ten years pre and post-restructuring of financial parameters of the CCI Ltd.

**Keywords:** Public Sector Enterprise, Profitability, Financial Performance, Cement Industry.

**AIMC-2018-EBM-910**

**ESTIMATION OF CENTRALIZED HVAC SYSTEM OPERATION AND MAINTENANCE COST FOR UNIVERSITY OFFICE BUILDING**

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**Abstract**

Current evaluation of building management costs tends to focus on estimating current electrical-energy consumption. Indeed, the management of the electrical-energy building consumption often raised concerns on potential reduction of building operational and maintenance cost. The integration between electrical-energy building consumption and cost involved were used as a benchmark tool to determine the building energy index (BEI), encourage sustainable building practice and guidance to practice energy efficiency of the 3-storey management office building at Universiti Teknologi Malaysia (UTM). The primary BEI results revealed that cooling energy consumption is a key performance indicator to study the building energy management. To address these issues, this study focused on the relation between cooling tower system operation and maintenance cost. Therefore, the present work integrates cooling tower system, Heating, Ventilating and Air Conditioning (HVAC) equipment design loads and operating characteristics based on site-measured data collected and engineering-cost analysis. Engineering-cost analysis results demonstrated that the operation and maintenance cost of cooling tower system increased by 3% every year due to the annual inflation rate. It is considered that method in this study can be applied to provide the guideline for building energy consumption and management cost.

**Keywords:** Building Management; Building Energy Consumption; Cooling Tower

**AIMC-2018-EBM-913**

**INVESTIGATING THE RELATIONSHIP AMONG ENVIRONMENTAL RESPONSIBILITY, CORPORATE SOCIAL RESPONSIBILITY DISCLOSURE AND COMPANY REPUTATION: EVIDENCE FROM PHARMACEUTICAL INDUSTRY**

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**Abstract**

In the modern corporate world, it is desirable for every industry to adopt some sort of social responsibility practices for sustainable development. There are limited studies that looked into the impact of environmental obligation as a separate dimension of corporate social responsibility on organizational reputation with the moderating effect of corporate social responsibility disclosure. In a developing country like Pakistan, this type of study is imperative in pharmaceutical industry. To examine this relationship we used survey method and data was collected from 70 pharmaceutical companies working in Punjab, Pakistan. Based on the statistical results, it was indicated that environmental obligations as a separate dimension of CSR have a significant positive relationship with organizational reputation. Today, organizations are pushed towards disclosures to increase the transparency. Therefore, it is crucial for the organization to take disclosure seriously, especially in a country like Pakistan.

**Keywords:** Environmental responsibility; Corporate social responsibility disclosure (CSRD); Organizational reputation.

**AIMC-2018-EBM-915**

**THE PERCEPTION OF NATIONAL AUTOMOTIVE POLICY (NAP) TOWARDS IMPROVING INNOVATION AMONG MALAYSIAN AUTOMOTIVE VENDORS.**

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**Abstract**

In order for the local vendors to be globally competitive, innovation is an important element to drive competitiveness. Thus, the aim of this study is to determine the relationship between NAP strategies and innovation performance in the Malaysian automotive component industry. NAP was launched in 2006 with six main directions and strategies. Study is focused on local automotive vendor and a completed survey was completed with 124 respondents. For the validity and reliability purpose Multiple Regression Analysis (MPA) has been adopted. Empirical evidence shows that investment and technology strategies support innovation among local vendors but no evidence was found for a significant and positive relationship for the other strategies. It is in-line with previous research in this area where government policy partially mediates firm competitiveness. This supported previous research in this area where government policy partially mediates on firm competitiveness. The finding of the study suggests NAP needs to undergo a policy reevaluation in order to meet the requirements of the local vendors.

**Keywords:** Vendor competitiveness, Innovation, National Automotive Policy (NAP)
AIMC-2018-EBM-917
THE IMPACT OF TOTAL QUALITY MANAGEMENT ON CORPORATE PERFORMANCE IN MALAYSIAN PUBLIC LISTED COMPANIES
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Abstract
Total Quality Management (TQM) is a holistic approach that focuses on meeting needs and expectation of customers through the involvement of all organizational functions and individuals for continued improvement. It is widely accepted as a mean of sustaining competitive advantage. However, the review of performance-related TQM literature shows that researchers have different approaches in conceptualization of performance measures and inconclusive about the positive impact of TQM on corporate performance. Therefore, this study aims to examine the effect of TQM practices on corporate performance, both financial and nonfinancial performance. The empirical data had been drawn from 132 human resource managers in Malaysian public listed companies and analysed using the multiple regression analysis. Finding of this study revealed that TQM has a positive impact on corporate performance across five measure practices, which are, top management leadership, human resource management, customer focus, strategic planning, and information and process management. The major implication of the finding is that the positive impact of TQM on corporate performance is not limited only to Malaysia manufacturing companies, but also be equally achieved across sectors in Malaysia public listed companies.
Keywords: Total Quality Management, Corporate Performance, Malaysian Public Listed Companies

AIMC-2018-EBM-921
THE INFLUENCE OF MACROECONOMIC FACTORS ON THE NUMBER OF PULMONARY TUBERCULOSIS PATIENTS IN NORTH SUMATERA, INDONESIA
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Abstract
Tuberculosis is an infectious disease that caused significant morbidity and mortality. TB identified by WHO as the 22 high burden nations especially in the low and middle income countries (LMIC). In Indonesia, especially in North Sumatera the number of the patient of pulmonary tuberculosis is growing every year. Various factors, suspected as the cause. Beside the advent of antibiotics, Its believe that economic conditions such as better nutrition, improve housing and working condition are the relatively have huge impact on the deadline of the incident of TB. Thus, this study analyzes macroeconomic factors that influence the number of patients with pulmonary tuberculosis in North Sumatera. Using quarterly data for the period of 2000-2015, the result of cointegration test shows that inflation, poverty and population positively and significantly affected the number of patients of pulmonary tuberculosis. While variable education and number of health facilities negatively and significantly affected the number of patients. Therefore, a more serious effort is needed from the government to tackle poverty and population growth in North Sumatera, this problem however, is not only the problem of the health sector.
Keywords: Tuberculosis; Cointegration; Poverty

AIMC-2018-EBM-922
STUDENT’S PERCEIVED UNIVERSITY IMAGE IS AN ANTECEDENT OF UNIVERSITY REPUTATION
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Abstract
The purpose of this research is to investigate the impact of student’s perceived university image on the reputation of university. Higher education institutions are using different marketing methods to attract students. Social media is one of that marketing tools through which student have perceived an image about university. This perceived image makes an expectation about university in the minds of students. If these expectations are fulfilled by university then students shows their loyalty towards university and give positive feedbacks and recommendations about university. This positive recommendation will have a positive impact on university reputation. Image has often been used interchangeably with reputation but image and reputation are two different concepts, even though interconnected constructs, but knowledge of the similarities and differences that image and reputation formation presents among students is still very limited. A total number of 375 questionnaires were distributed to international students, selected using proportional random sampling technique, at five research public Malaysian universities. Partial Least Squares Structural Equation Modeling was used to analyze the collected data, assess the model and test hypotheses. The findings show that the student’s perceived university image influence university reputation through moderating impact of student satisfaction. The university image- reputation model of higher education institutes constructed by this study could explain and predict the effects of university image and satisfaction of higher education institutes on university students’ word-of-mouth behavior and university reputation, and it could function as the criteria for marketing strategies of higher education institutes.
Keywords: student’s perceived university image, student satisfaction, university reputation.
AIMC-2018-EBM-928
MEASURING THE FUNCTIONAL ANTECEDENTS OF CORPORATE BRAND IMAGE FOR ISLAMIC BANKS

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Abstract
The measurement of image in the banking sector is important especially to understand customers perception towards the bank service. However, the available scales measuring the image of banks are mainly based on the conventional institutions, which neglect the important Islamic values adopted by Islamic bank. As such, this study propose to develop a reliable and valid scale to measure the corporate brand image of Islamic banking institutions. Based on the available literatures and interviews with relevant stakeholders, a modified scale is suggested. The result of EFA and CFA shows that the functional attributes of an Islamic brand could be divided into four dimensions which are contact personnel, shariah advisory panel, access to service also product and service offerings. The results provide a tool that could be used by banking management to measure the bank image.

Keywords: corporate brand image, corporate image, Islamic bank, functional brand attributes

AIMC-2018-EBM-931
CHINA AND JAPAN SAVING POTENTIAL OF FREE TRADE DEAL WITHIN REGIONAL COMPREHENSIVE ECONOMIC PARTNERSHIP (RCEP): POLITICAL ECONOMY PERSPECTIVES

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Abstract
ASEAN community and six ASEAN FTA partners leaders are engaging to strengthen economic development within region by establishing RCEP. ASEAN had signed trade agreements with all the other six FTA partners. The other six ASEAN trading partners within RCEP have no free trade agreements yet among them. Therefore, the RCEP is having tough negotiation among the six non-ASEAN member countries. RCEP commitment is established through ASEAN as a catalyst. This study will examine how much total saving potential of free trade agreement by using ex-ante FTA analysis and the political implication of RCEP for non-ASEAN member countries specially Japan and China. RCEP will have small impact without China and Japan existence. These two countries are important to be maintained in the RCEP initiatives. The six non-ASEAN members in RCEP are finding some ways to exploit the balance benefit among them. China-Japan relations will be embedded in the RCEP association if RCEP will be concluded. From the economy perspective of Japan and China countries seems to have tight economic interdependence. From the political perspective of both countries are having long history relations, distrust and mistrust. Therefore, the economic interdependence could be a way for both countries to have a harmony relationship. Japan and China need ASEAN and other RCEP members to tighten the economic and political relations among them.

Keywords: Japan; China; ASEAN; RCEP; political; economy; international relations

AIMC-2018-EBM-933
THE CREATIVE ECOTOURISM DEVELOPMENT; THE CONSERVATION THE WAY OF NIPA PALM TREE IN PAK PHANANG DISTRICT, NAKORN SI THAMMARAT PROVINCE

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Abstract
The Creative Ecotourism Development; The Conservation the Way of Nipa Palm Tree in Pak Phanang District, Nakorn Si Thammarat Province. Pak Phanang District is the area of study on the topic of &ldquo;The Creative Ecotourism Development&rdquo; because the economic potential of free tourism development in Nakorn Si Thammarat was set up since 1976, we, Thailand, who is the member country of UNWTO, followed this framework strictly, especially People Participation was mentioned in The National Tourism Policy (Committee of National Tourism Policy, 2011)[2]. Pak Phanang District is 1 of 23 districts in Nakorn Si Thammarat Province, in Southern of Thailand, has very rich of tourism's resources, including of historical, natural, cultural and way of living or life style which was mentioned on the Province's vision of Development &ldquo;Nakorn Si Thammarat is the City of Learning, Agricultural, Tourism, and Community Empowerment&rdquo; was mentioned in 4Years Province Development Plan: 2014-2017, and Nakorn Si Thammarat is the &ldquo;1 of 12 Cities&rdquo; of Miss&rdquo; was announced by The Tourism Authority of Thailand since 2014. (The Tourism Authority of Thailand, 2014)[3]. The Researcher was selected Pak Phanang District as the area of study on the topic of &ldquo;The Creative Ecotourism Development&rdquo; because
hoping that "Tourism is one of many tolls for community development to improve standard of living, to generate income to all tourism stakeholders in the area, to conserve the way of life and local wisdom, to maintain the natural resources, historical resources and cultural and way of life, and to avoid local people migration. The objectives of this study are 1) To assess the potential of tourist attractions & communities the way of Nipa Palm Tree to find the highest potential area and community for developing, 2) To develop the highest potential area and community from no.1, in concept of &ldquo;Creative Ecotourism Attraction with People Participation&rdquo;, and 3) To advertise the ready developed tourist attraction and community from no.2 to the public. The methodology of this research is mixed up method by using both qualitative method in the 1st step, and quantitative method in the 2nd step to confirm the result of the study. The populations, of the study by purposive sampling selected, are all tourism stakeholders in the area, including Government Sector Representative, Private Sector Representative, Villagers Representative and Tourist Representative. The result of the study are; 1) To get the highest potential of Nipa Palm Tree community for Tourist attraction&rsquo;s development as The Creative Ecotourism Attraction, 2) To increase value added to tourism product in the area, 3) To construct environmental awareness, cultural awareness and the way of living to all tourism stakeholders in the area, 4) To improve standard of living of local people, and 5) To have Creative Ecotourism Development Model, which is awareness of social, economical, and environmental, and to be sustainable way, and announcing ready-made tourism product for special interest tourist.

Keywords: The Conservation the Way of Nipa Palm Tree, Paddy Rice Field, Fisher Folks, Creative Ecotourism Development

AIMEC-2018-EBM-937
MODELLING THE SPIRITUAL INTELLIGENCE (SQ) AND FINANCIAL INTELLIGENCE (FIQ) TO THE BEHAVIORAL INTENTION OF ISLAMIC FINTECH ADOPTION
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Abstract
Fintech is currently thriving in financial industry around the world. Fintech is basically financial technologies, which uses primarily mobile and apps to do financial transaction. It is a disruptive technology which will substitute the brick-and-mortar banking and changing banking behavior for stakeholders. Fintech has come with various innovations such as e-wallet, mobile payment, incubator, currency exchange, crowfunding and so on. The Islamic finance industry also embracing Fintech as part of the revolution. Thus, there are many Fintech with Shariah-compliancy created around the world. However, the studies in Islamic Fintech is still very limited. Most of the studies currently dealing with the issues of emergence and its compliancy with Shariah and regulation. Thus, this proposal intends to propose a research for the demand side, i.e. consumer on the adoption of Islamic Fintech. This study also tries to embed the spiritual intelligence quotient (SQ) and financial intelligence quotient (FiQ) to the behavioral intention on adopting Islamic Fintech.

Keywords: Fintech, Islamic Fintech, Behavioral Intention, Spiritual Intelligence, Financial Intelligence

AIMEC-2018-EBM-938
SERVICE QUALITY, SATISFACTION, AND TRUST: A STUDY OF PUBLIC HOSPITALS IN BANDUNG, INDONESIA
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Abstract
Research on service quality has been performed by researchers on various research objects. In many previous studies, service quality provided by service providers became the factor that affects customer satisfaction and other various research variables. The study was conducted at public hospitals that offer healthcare services with a focus on service quality. The purpose of this study was to analyze the service quality provided by public hospitals, and to test their effect on the satisfaction and trust of patients or attendants. The objects of this research are the public hospitals in Bandung with the patients or attendants as the unit of analysis. Primary data were obtained through the dissemination of questionnaires on patients or attendants to obtain data on their assessment of service quality of public hospitals, and their satisfaction and trust towards public hospitals. The obtained data was processed using structural equation modeling to confirm causality of related research variable. The results depict the service quality provided by public hospitals in Bandung covering infrastructure, personnel quality, clinical care process, administrative procedures, safety indicators, and social responsibility. In addition, the results of hypothesis testing show that service quality has an influence on patient satisfaction, and ultimately affects their trust in the hospital.

Keywords: Service Quality; Satisfaction; Trust; Public Hospital

AIMEC-2018-EBM-939
FACTORS THAT INFLUENCE COLLEGE STUDENTS INTEREST TO INVEST IN ISLAMIC CAPITAL MARKET IN INDONESIA
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Abstract
The capital markets have an important role in development the economy of a country. The existence of Islamic Capital Merket open the chance for Muslim people to invest on halal stock. Many youths, in this case college students now can
invest in capital market with minimum deposit Rp100,000,00. This paper analyzes factors that influence collage students interest to invest in islamic capital market especially sharia stocks. Research methode in this paper used quantitative, and analysis method which used multiple linear regression with SPSS 17.0. Subject research are college students in Indonesia The sample of this research collected by using purposive random sampling. Result of this research showed that perception, motivation and learning impact investment decision of sharia stocks. Hypothesis for this research 1. College students perception influence to invest in Islamic Capital Market; 2. College students motivation influence to invest in islamic capital market; 3. College students learning influence to invest in islamic capital market; 4. Perception, motivation, and learning as together influence to collage students to invest in islamic capital market.

Keywords: Interest, College Students, Islamic Capital Market.

AICM-2018-EBM-943
SYMMETRICAL INFORMATION DISCLOSURE IN INVESTOR'S INVESTMENT DECISIONS
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Abstract
Information disclosure is crucial in the financial market that allow investors to understand the current and future performance of companies and help them in their investment decisions. This paper aim to examine the importance of information disclosure to safeguard the investor investment. This paper will refine the theoretical background of agency theory associated with the information disclosure. The findings of this paper provide a new dimension of symmetrical information disclosure with the aim to sustain a firm in the financial market and enhance investors\’ confidence.

Keywords: information disclosure, agency theory, investors, investment decisions.

AICM-2018-EBM-944
EFFECT OF VIRTUAL SHOPPING COMMUNITIES IN CONSUMER STICKINESS INTENTION
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Abstract
It is forecasted that Internet retailing in Malaysia is expected to growth rapidly from year to year as consumer trust and acceptance of Internet retailing are growing. Consequently, competition in Internet retailing has become more intense and tough in the future due to the increasing of Internet retailers in the online market. To sustain in this competitive market, online retailers have to find ways on how to attract and their retain customers. By adopting virtual shopping communities will attract potential customers and retain them as loyal customers. Marketers who are quickly able to learn how to target and develop attractive virtual shopping communities will be best placed in highly competitive marketplaces. This paper explores the predictors of online stickiness intention among online consumer by examining the effect of virtual shopping community towards online stickiness intention. The results from this research will contribute to the body of knowledge on virtual shopping community and stickiness intention, especially within the context of online shopping by determining and validating a comprehensive model that could explain stickiness intention. Practitioners in the field also will benefit from this research, as the findings will shed light on how to create stickiness intention among customers. This research will somehow help the online retailers to know what is the factors make their customer retain and stick with their online retail website.

Keywords: Virtual Shopping Communities, Stickiness Intention, Internet Retailing, Online Shopping.

AICM-2018-EBM-945
THE INFLUENCE OF END USER COMPUTING SYSTEM (EUCS) ON USER SATISFACTION: THE CASE OF A LOGISTIC AND COURIER SERVICE COMPANY
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Abstract
In any service and product delivery organizations, front-line employees play a key role in interacting with customers. The organization seek information from the customers; make sense of the information and by using an information system provided they further take action to meet customer demands. The interactions between front-line employees and customers influence the overall perception of the service quality and ultimately, customer satisfaction within the services context. This is because services are characterized by inseparability and intangibility, and it is often the employees themselves who deliver the service and act as a communication channel. Since satisfied employees are likely to treat customers better and offer an improved service, therefore it is vital for an organization to understand the needs and expectations of their employees to increase their level of satisfaction. The present study was using one of the main logistic and courier services in Malaysia by evaluating the effectiveness and efficiency of its over-the-counter system. Using the original model Doll and Torkzadeh (1988), self-administered questionnaires were distributed to 234 employees located at selected branches in Klang Valley, Malaysia. Findings indicated that among the five dimensions of users\’ satisfaction namely content, accuracy, format and timeliness; show positive significant relationship with the user\’s satisfaction. Only ease-of-use indicated no significant relationship. It has proven that front-line
employees play a significant role in the overall service rating, organizations should be more considerate and provide attention in managing their performance. The findings of the study can provide valuable information to postal organizations that have adopted or are thinking about adopting a new retail system. These postal organizations will have a better opportunity to gain insights in order to make the adoption successful as they get to know how end users perceive content, accuracy, format, ease of use and timeliness of the system.

Keywords: User Satisfaction, Information System, End User Computing Satisfaction

AICM-2018-EBM-946
SHARIAH SUPERVISORY BOARD (SSB) AND PERFORMANCE OF ISLAMIC BANKS IN MALAYSIA
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Abstract
The purpose of this paper is to examine the extent to which the Shariah governance through Shariah Supervisory Board (SSB) functions of Malaysian Islamic banks is affected by their financial performance. Content analysis is used to identify such governance of SSB. A checklist instrument outlining the criteria for determining SSB governance is developed to codify the SSB information contained in the annual reports. The governance consists of five measures: these are: Shariah committee attributes, Shariah risk, Shariah audit, Shariah review and disclosure & transparency. Meanwhile, financial performance is measured for profitability and gearing using return on assets (ROA) and Debt-equity (D/E) ratio of the Islamic banks. The findings suggested that Shariah governance, namely Shariah committee attributes and disclosure & transparency is affected by the bank profitability, indicating that higher trust of Islamic banks with the Shariah committee members encourage them to be more transparent. However, control function system under Shariah governance needs to be enhanced. The awareness on the importance of Shariah review, Shariah audit and Shariah risk should be reinforced. Moreover, officers in Shariah and audit department respectively should be fully equipped with necessary knowledge on cross disciplines of Shariah, auditing and risk management. While the challenge of integrating such knowledge is undeniable, the underlying forces of those cross disciplines are essential. This empirical findings complement the expectations of previous studies, which highlight the importance of Shariah governance functions. As such, this study might be of interest to top management in Islamic banking, industry players, SSB members and regulators.

Keywords: Shariah Supervisory Board; Islamic Banks, Financial Performance

AICM-2018-EBM-947
BANK- SMES RELATIONSHIP: A CRITICAL REVIEW OF FIRM & INDUSTRY SPECIFIC DETERMINANTS INFLUENCING BANKS’ PERFORMANCE
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Abstract
This study critically reviews the existing literature corresponding to banks’ performance in SMES sector and investigates the Bank-SMES relationship. The issues are highlighted with theoretical background of banks’ performance from SMES financing perspective. Further, it elaborates the financial performance of firms that theoretically support the banks’ performance; credit rationality. The subsequent sections explain each determinant of SME firms by identifying the theories that individually elucidate firm-specific variables i.e., firms’ performance, financial need, capital structure and growth of banks. Additionally, it explores the association between SMES loan requirements, length of relationship, product/services and banks’ performance. Based on existing information, the final section appraises some earlier researches which have examined the direct and indirect relationships among industry specific variables and firm-bank performance. Moreover, the current study articulates the gaps identified in literature to summarize the findings and areas for future researches.

Keywords: Bank; SMES; Financial Performance; Relationship; Firms; Industry

AICM-2018-EBM-951
TALENT RISK AND EMPLOYEE ENGAGEMENT
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Abstract
In the present worldwide business condition, talents turn into the possibly capable sources of happiness. The practices of talent management and employee engagement are linked such that talent management is integral to engaging employees in the organisation. Employee engagement is positive, proactive behavior in the workplace and towards the organization brought about by a combination of motivated, emotionally attached employees; integrated, enlightened people management activities and empathetic managers towards the achievement of clearly communicated business objectives. Many companies come to realize that their employees’ talents and skills drive their business success. However, there are still a lot of challenges encountered by corporate all over the world in building, retaining and sustaining talent human capital. When an employee is highly engaged, the more likely employees will be to say positive things about the organization. Employee
engagement is today seen as a powerful source of competitive advantage in the turbulent times. In order, to get employee engagement, organizations need to know the relationship that could give risk in talent management. Thus, the objective of this paper is to propose the conceptual framework in how talent risk management could help in enhancing employee engagement. This is a conceptual paper based on a review of the academic and popular literatures on talent management and employee engagement the study finds there is a widely shared belief that human resources are the organization’s primary source of competitive advantage; an essential asset that is becoming an increasingly short supply.

Keywords: Talent Risk, Employee Engagement

AIMC-2018-EBM-952
EXPLORING THE EFFICIENCY OF E-TENDERING SERVICES IN OMAN: ADMINISTRATIVE PERSPECTIVES FROM GOVERNMENT AND BUSINESS USERS

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Abstract
Information Technology (IT) plays an effective role in managing the government and business entities’ operations. Most of the Government institutions have adopted modern IT infrastructures and transferred from traditional administration systems to E-Government service systems. This study evaluates the efficiency of e-tendering services, use of digital administrative transaction system and its impact on the performance of Government authorities and business sector organizations in Oman. It investigates the challenges associated with traditional tendering system and highlights the advantages of e-tendering services in administrative work. Moreover, it also identifies the problems in application of e-administrative transactional system and provided some proposed solutions to concerned stakeholders. Finally, it reviews the role of e-tendering projects and the important technical resources used in e-administration. To achieve the objectives of study, information is collected through primary and secondary sources. For the primary data, online questionnaires distributed to public authorities i.e., Oman Tender Board and the personnel dealing with e-tender projects as well as external stakeholders such as companies and information technology consultants. The findings of the study reveal that e-system in dealing with administrative transactions has positive impact on the performance of the government and private sector organizations. Despite these benefits, there are some challenges linked with e-system. Based on the Planned Behavior Theory (TPB), our research suggests that successful implementation of digital system requires: qualified manpower who are professional in using technology, need resistance in favor of e-system and implementation of strategic plan to activate electronic systems effectively. The research concludes that improving E-infrastructure is necessary to prevent barriers that can impede the efficient use of e-administration. Initiating the use of IT is not enough and it should be supported by technical resources to activate e-tendering projects effectively. In the light of findings it is recommended to increase the awareness of important e-administration services among the tender companies, government officials and local citizens.

Keywords: E-Services, Business Users, Organizational Performance, Government, Tender Board

AIMC-2018-EBM-953
FAILURE OF WOMEN BUSINESS INCUBATION CENTER (WBIC) IN PAKISTAN

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Abstract
The purpose of this paper is to analyze the contribution of business incubator in supporting Government of Pakistan’s key objective of Economic Empowerment of Women and thereafter, highlight the reasons of business incubator failures. It uses a single case study design to illustrate the closure of Women Business Incubation Center (WBIC), Lahore, Pakistan. WBIC was established in December 2006 by Small and Medium Enterprises Development Authority (SMEDA) Pakistan, and landed up closing by end June 2013. The data was collected using interviews with four WBIC ex-project directors and 20 women entrepreneurs. Many reasons were identified during interviews with ex-project directors which were subsequently supported by interviews with women entrepreneurs. One of the major reasons for WBIC failure was dependence on single source i.e., having government funds. Underlying reason linked with this major issue was the rented premises in uptown with higher rentals. Participating women entrepreneurs were in their early stages of start-ups and could not sustain the rentals contributions. WBIC was an independent identity but had to seek approvals from its parent organization i.e., SMEDA which led to management / bureaucratic issues. Partial replication of Entrepreneurship eco-system was another setback for WBIC.

Keywords: Women Business Incubation Center (WBIC); Small and Medium Enterprises Development Authority (SMEDA); Incubator, Business Incubator
AIMC-2018-EBM-954
ANTECEDENTS OF FAILURES AMONG SMES IN PAKISTAN
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Abstract
The major objective of this study is to investigate the SME failures in Pakistan from three different dimensions i.e., (a) indicators for SME failures (b) reasons of SME failures (c) gender based factors for SME failures, (d) tactics to save SMEs from permanent failure. There is an increasing abundance of literature on SMEs and Entrepreneurship areas but research on SME failures is very thin. The study has various distinctive features. Previously there has been no meaningful research on the relationship between SME failures in Pakistan. Firstly, earlier research has not yet classified the SME failures into different classes but this research aims to classify the SME failures into four broad classes i.e. ecosystem failure, cluster failure, enterprise failure and entrepreneur’s failure. Secondly, most previous studies were directed towards studying the success stories while this research aims towards failures of SMEs inclusive of gender differences. Thirdly, this study aims to provide a consistent definition of SME failure with indicators of failure which will eventually help the ecosystem members to early recognize a failure and take appropriate measure(s). Finally, apart from these conceptual distinctions, the current study will benefit by employing several methodological improvements on previous research studies. The target population of the survey would be experts from various clusters; a) entrepreneurs who have started any startup and could not succeed in one or any of their ventures; b) entrepreneurs successfully running their ventures; c) entrepreneurial managers/senior managers of different SMEs; d) senior managers of different entrepreneurship/enterprise development centers; e) managers of various incubation centers; f) faculty members teaching entrepreneurship courses at top business schools. The sampling technique would be quota and judgmental. A sample size of 100 individuals from each cluster will be interviewed.

Keywords: SME Failures; Reasons of SME Failure; Small & Medium Enterprises;

AIMC-2018-EBM-959
THINK SMALL FIRST: SMES’ FINANCING PERSPECTIVES FROM ISLAMIC AND CONVENTIONAL BANKING SYSTEMS
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Abstract
The foundation of today’s corporate companies and multinational entities has witnessed their origin as small business concerns. Small business and entrepreneurs of developing economies are fronting the problems of capital management from recent decades. Similarly, banking sector is also dealing with certain challenges such as credit creation, funds mobility, risk of defaults and loan classifications as a result of financial crisis. This situation raises a question on the ability of banks to address these recurrent financial problems and to provide possible alternate solutions. Our study attempts to answer this question through investigation of SMEs’ challenges, gaps and lending opportunities for financial institutions from supply side and demand side financing. Based on the trade off, pecking order and asymmetry information theories of finance, this study takes a specific look at the process, performance and comparison of banks’ lending to SMEs through different dimensions. Further, the major focus is on how SME financing constraints affect the financial performance of both kinds of banks e.g. Islamic banks and conventional banking channels. Our intention to explore financial institutions is to investigate the patterns in lending structures, practices and performance of banks in emerging credit markets like Pakistan. A brief literature review explores the earlier researches on SME financing across the under-developed financial markets in order to determine whether SMEs can be considered as a profitable segment for banks. Nonetheless, if this segment is not profitable for the banks then various financial and structural decisions may be effective to improve the performance of both SMEs and banking sectors. Based on the preceding researches, it is expected that findings of our study will be beneficial to all market player, SME borrowers, policy and decision makers and bankers of the lending institutions for designing SMEs financing policies. Thus, our research will achieve diversified objectives of SMEs financing and banks profitability in order to fulfill the financing gaps between both market participants.

Keywords: SMEs, Islamic Banks, Conventional Banks, Pecking Order theory, Financing Gaps

AIMC-2018-EBM-960
PERFORMANCE MEASUREMENT SYSTEM IN THE NIGERIAN BAILED-OUT BANKS. A SURVEY APPROACH
Corresponding Author: Dr. Nuraddeen Shehu Aliyu
Co-Authors: Che Zuriana Muhd Jamil ; Rapiah Mohamed
Ahmad Bello University

Abstract
This study had sought to test, describe and offer a systematic understanding of how multi-dimensional performance measures can contribute to effective management of a firm. Using a survey approach, this study describe the use, usefulness and the effect of PMS in some troubled banks in Nigeria. It is empirically confirm that PMS really improves firm’s performance and thus, should be strongly used by CEO/management to monitor managers, also be used by BODs to monitor CEO/management.

Keywords: Performance Measurement system; firm performance
AIMC-2018-EBM-963
DEVELOPING START-UP ENTREPRENEUR USING SORGHUM-BASED PRODUCTS AT ENTREPRENEURSHIP CLASS
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Co-Authors: -
University of Wijaya Kusuma Surabaya
Abstract
This research aims to develop educational entrepreneurship program of Agroindustrial Technology Study Program, Engineering Faculty of Wijaya Kusuma Surabaya University to become educated entrepreneurs while developing sorghum-based products. The participants of the sixth semester in 2015-2017 academic year. The data was retrieved through observation, questionnaires, and interviews. The observation focused on the responses of the students on the teaching learning process in accordance with the syllabus, the responses during field practice, their responses with the business opportunity of sorghum commodity, and observed the output of the start-up entrepreneur practiced. The data were analyzed statistically, to improve the entrepreneurship education process and to develop sorghum business in Indonesia. The result that directed educational entrepreneurship program was able to encourage the students to become educated entrepreneurs and that the selection of sorghum-based products should be supported by a series of research activities and continuous community services, and mentoring by the Center for Sorghum Entrepreneur (CSE)-UWKS should be implemented continuously in the development of educational entrepreneurship program and to develop sorghum-based product business. Therefore, the development of start-up entrepreneur on sorghum-based products, can achieve its goal that is to support the food security and sovereignty program of the Government of Indonesia.
Keywords: Start-up entrepreneur, entrepreneurship syllabus, sorghum-based products, Entrepreneurship Class

AIMC-2018-EBM-965
THE IMPACT OF LEAN GREEN PRACTICES IMPLEMENTATION IN SMES MALAYSIA
Corresponding Author: Maryam Pervez Khan
Co-Authors: Dr.Noraini Abu Tibi
Universiti Teknologi Malaysia
Abstract
Scholarly interest in the concept of lean and green manufacturing has increased and the notion is still in the emerging stage of development. In order to become competitive small and medium enterprises should integrate the balanced adoption of lean and green simultaneously. Therefore, this study intends to review a scholarly research on the conceptualization of lean green manufacturing, practices and its implementation in small and medium enterprises in Malaysia. Methodology: This study searched for the lean green manufacturing related articles available at the academic research databases namely Science Direct, Elsevier, Scopus, Emerald and Web of science. The keywords that were used for searching articles were &ldquo;lean green manufacturing,&rdquo; lean green practices, SMEs performance. Findings: This study shows lean and green practices impact on performance benefits and evaluate the influence of lean and green paradigm on SMEs overall performance. Total productive maintenance is identified as most important lean practices, whereas ISO 14001most important green practice. On time delivery and reductions in Emissions are the most critical criteria for leanness and greenness. This study provides review of conceptualization of lean and green manufacturing and their benefits for sustainable growth of SMEs.
Keywords: lean green manufacturing, lean green practices, SMEs, Performance.

AIMC-2018-EBM-966
ANALYSING THE INFLUENCES OF CORPORATE SOCIAL RESPONSIBILITY ON THE PERFORMANCE OF MNCS
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Co-Authors: Dr. Mohammad Falahat and Dr. Melissa W. Migin
Universiti Tunku Abdul Rahman (UTAR)
Abstract
Some may argue that Corporate Social Responsibility (CSR) shifts companies away from their profit-making objective. Others contend that CSR boosts value and profitability, conduces capital inflows from more varied sources, helps attract, motivate, and retain personnel, enhances customer relations, facilitates relations with regulatory authorities and improves company reputation. The benefits from CSR may be interlinked, if not mutually reinforcing. Despite these contrasting views, however, at the very least, exploring CSR opens the opportunity for executives to recognize its impact on organizational performance. Despite the fact that scholars evidently documented the advantages of CSR in Western economies and privately owned enterprises, there has been limited research in these practices and their impact on enhancing the competitiveness of corporation in transitional economies. This, in turn, makes it possible for executives of Multinational Corporations (MNCs) in Malaysia to be a role model in transitional economies to increase the commitment as a result in improving CSR practices. By doing so, they can then create a more positive culture in which employees tend to be more satisfied and committed. Hence, this paper intends to empirically explore the impact of CSR practices on the performance of MNCs and analyze the mediation effect of employees’ &ldquo;commitment. A total of 350 questionnaires were collected. Results revealed that CSR has a significant and positive relationship with organizational performance and employee commitment mediates the relationship between CSR and organizational performance. The findings of this study may then help leaders to realize the significance of CSR activities on building
an organizational culture that promotes the commitment of employees for the betterment of the organizational performance.

Keywords: Corporate Social Responsibility; Multinational Corporation; Employee Commitment; Organizational Performance

AICM-2018-EBM-973
THE INFLUENCE OF INTEREST RATES ON RENTAL RATES IN THE UNITED STATES ISLAMIC HOME FINANCING

Corresponding Author: JAMILU A SALIHU
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Abstract

The purpose of this paper is to investigate, whether the rental rate is free from the influence of interest rates in Islamic home financing. The study considers some selected macroeconomic variables to analyze the influence of interest rates on the rental rate. The study focuses on the United States data covering from the first quarter of 1990 to the last quarter of 2016. The study adopts Autoregressive distributed lags (ARDL) model to analyze the long-run and short-run relationships between the rental rate and the macroeconomic variables. The study finds consistent evidence that rental rate is free from the influence of short term and long term interest rates in both long-run equilibrium and short-run dynamic results in the United States Islamic home financing. Hence, rental rate could be accepted as an alternative to interest rates in Islamic home financing. The result contributes towards finding that the rental rate is free from the influence of interest rate in Islamic home financing. To the best of the author’s knowledge, the present study is the first of its kind which empirically investigates the influence of interest rates on the rental rate in Islamic home financing.

Keywords: ARDL; Rental rate; Islam home finance

AICM-2018-EBM-983
STRATEGIC CAPABILITIES, RAPID INTERNATIONALISATION, CONCEPTUALISATION AND MEASUREMENTS;

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Universiti Tunku Abdul Rahman (UTAR)

Abstract

The aim of this paper is to develop a conceptual model on strategic capabilities that cause the firm to internationalize at a high speed. We surmise that the empirical discovery of a set of dynamic capabilities will empower these firms to develop cutting-edge knowledge-intensive products, paving the way for their accelerated market entry. The proposed model of the factors on born global’s dynamic capabilities will be a set of practical guidelines for young SMEs, business owners, and top management that have yet to internationalize and aim to export their products or services into foreign markets. This study will contribute to new knowledge and valuable insights that will benefit firms in the context of rapid internationalization. Additionally, the findings shall also serve as valuable input for policymakers to facilitate exports and re-evaluate policies to give firms the extra edge in their ability to export and grow internationally.

Keywords: Born Global; Strategic Capabilities; SMEs; Rapid Internationalization

AICM-2018-EBM-985
IMPACT OF FINANCIAL, INSTITUTIONAL DEVELOPMENT AND LIBERALIZATION ON ECONOMIC GROWTH OF PAKISTAN

Corresponding Author: Zubair Mustafa

Abstract

The present study was carried out to evaluate the impact of Financial and institutional development on the economic growth of Pakistan along with liberalization of trade openness. The study was conducted during March 2017 to January, 2018. The survey sheets were prepared to evaluate the impact of financial development and it was statistically analyzed. It was found that the relationship between financial development measures and institutional development on economic growth is linked directly. The impact of stock markets and banks on economic growth was also categorized into three different scales. It was measured that sound institutional surroundings leads to a further efficient financial sector, therefore institutional development together with financial development can enhance economic growth of Pakistan. This research showed variables that explain economic growth, such as GDP, capital and their impacts on Government quality and to eradicate corruption in the Pakistan. This work concluded that financial
development promotes economic growth and financial development along with institutional development positively affects economic growth.

AIMC-2018-EBM-986
ENTREPRENEURIAL INNOVATIVENESS FOR SMES’ PERFORMANCES AMONG WHOLESALERS AND RETAILERS
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Universiti Tunku Abdul Rahman (UTAR)
Abstract
Grounded in the innovation literature and the composition-based view (CBV) theory, this paper develops a framework for assessing the impact of entrepreneurial innovativeness on a SME’s performances. Specifically, this paper investigates the impact of entrepreneurial innovativeness on the four types of firm performance. The theoretical framework was tested by using structural equation modeling partial least square (SEM-PLS) on a dataset of 450 SMEs in wholesale and retail industry in Malaysia. The findings revealed that there was a significant positive impact of entrepreneurial innovativeness on three types of business performances namely perceived non-financial, perceived business growth, and perceived performance relative to competitors. However, based on the study’s findings, increased financial performance was not derived from entrepreneurial innovativeness. This study contributes in the existing literature on innovation by assessing the impact of the most influential innovative practices of four aspects of firm performances in the context of wholesale and retail SMEs.
Keywords: Entrepreneurial innovativeness, SMEs business performances, Malaysian wholesale and retail industry, PLS-SEM

AIMC-2018-EBM-994
LINE MANAGERS’ AS THE DRIVING FORCE OF HR INITIATIVES IN MALAYSIAN PUBLIC UNIVERSITIES THROUGH HUMAN CAPITAL THEORY APPROACH
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Co-Authors: Rashed Mahmud Shakil, Nur Naha Abu Mansor, A. I Chikaji, Rogis Baker
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Abstract
Objective: The purpose of this study is to examine line managers’ involvement factors in HR management and HR competency. Methods/Analysis: The authors analyzed the data collected in the form of multiple regression analysis. The sampling frame for this study included all non-academic employees from Public Universities in Malaysia. Findings: The findings of this study showed that there is a significant relationship between the line managers’ involvement factors in HR initiatives and HR competency, but the relationship is more toward moderate and weak tie. This study also suggests that a comprehensive training program should be designed to train new line managers in understanding the science of HR management. Novelty/Improvement: The authors developed a new conceptual framework that suggests line managers’ involvement factors and HR competency.
Keywords: HR, HR Management, HR Competency, HR Initiatives, Line Managers

AIMC-2018-EBM-995
EMPLOYEE TURNOVER – A REVIEW OF SOME SELECTED THEORIES
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Abstract
Turnover has been a topical issue and understanding it has always been a concern for organizations. The cost of turnover to every organization are both direct and indirect, through financial and personnel consequences. Through understanding why employees leave, organizations can create more effective retention strategies with the hope of keeping the skilled work force they have or keeping their employees in general. A number of theories have been postulated and they have looked at the issue of turnover and its antecedents and were presented with ways of understanding and solving the challenges of the employees leaving the organizations. This study selected five theories from among the classical and contemporary theories. These theories are - The Unfolding Turnover Theory, Herzberg’s Two-Factor Theory, Vroom’s Expectancy Theory, Social Exchange Theory and Affective Events Theory. These theories have been studied, analyzed and hereby presented.
Keywords: Turnover; Expectancy Theory; Social Exchange Theorys
**FUTURE CONFERENCES**

4th ASIA International Conference 2018 (AIC-2018)

**Venue:** Universiti Teknologi Malaysia, Kuala Lampur, Malaysia

**Tentative Date:** 15-16 December 2018

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3rd ASIA International Multidisciplinary Conference 2018 (AIMC-2019)

**Venue:** Universiti Teknologi Malaysia, Johor Bahru, Malaysia

**Tentative Date:** 04-05 May 2018

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FUTURE WORKSHOPS

Certification on Statistics and Data Analysis (Weekly Programme)
Date: 23 June 2018 (8weeks)
Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.
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Workshop on Systematic Literature Review and Meta-Analysis
Date: 20 May 2018
Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.
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Workshop on Structural Equation Modeling (SEM) Using AMOS
Date: 15-16 June 2018
Venue: UTM, Kuala Lumpur, Malaysia

Workshop on Structural Equation Modeling (SEM) Using AMOS
Date: 15 July 2018
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: 19 August 2018
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: 16 September 2018
Venue: Innovation and Commercialisation Centre, Industry Centre, Technovation Park, Universiti Teknologi Malaysia, 81300 Johor Bahru, Johor, Malaysia.

Advances in Structural Equation Modelling
Date: 20 January 2019
Venue: Universiti Teknologi Malaysia Kuala Lumpur Malaysia.
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