

3rd International Research Conference on Economics, Business & Social Sciences

CONFERENCE PROCEEDINGS BOOK OF ABSTRACTS

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*"Sustainable Economy, Business and Society in
Emerging Economies in the Age of Industrial
Revolution 4.0"*

09-10 Nov, 2018

Azman Hashim Building, Faculty of Business and
Accountancy, University of Malaya, Kuala Lumpur



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Conference E-Proceedings

3rd International Research Conference on Economics, Business and Social Sciences – 3rd IRC 2018-MY Chapter

“Sustainable Economy Business and Society in Emerging and Developing Economies
in the Age of Industrial Revolution 4.0”

November 09-10, 2018

Faculty of Business and Accountancy, University of Malaya, Kuala Lumpur Malaysia

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Editorial:

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**Datuk Ir. (Dr.) Abdul
Rahim HJ. Hashim**

**VICE CHANCELLOR
University of Malaya (UM),
Malaysia**



Assalamu'alaikum Warahmatullahi Wabarakatuh and greetings!

I am pleased to welcome you to the 3rd International Research Conference on Economics, Business and Social Sciences in Kuala Lumpur, Malaysia!

As in the previous conferences, the 3rd IRC 2018 provides an excellent forum for exchanging information and discussion on a wide variety of sustainability topics related to emerging and developing economies in the Age of Industrial Revolution 4.0.

Sustainability, which is rising up the agenda globally, has received wide attention from governments, organizations, investors, consumers, media and the wider public. There is no doubt that there has been a significant shift in the way that businesses and companies – of all sizes, of all sectors and in all locations – view corporate sustainability. Many CEOs including those from the emerging economies, have seen sustainability issues as critical to the future success of their businesses. Business will not only raise its standing with external stakeholders, by contributing to social and economic wellbeing, but also in turn sustain the profits it is tasked to generate. In doing this, the challenge for businesses is to both create and embed the management systems that provide and support the improvement of resource use, enhance external engagement and positioning and enable assessment of long-term value.

The focus from the external stakeholders has shifted from observing whether a company reports externally on sustainability information to how sustainability information is used in decision making throughout the business. Moreover, organizations have increasingly recognized the importance and benefits of



developing and implementing sustainability strategies that incorporate environmental and social responsibilities. However, the main common barrier to link sustainability to business performance is the inability to quantify the effect of sustainability factors on financial performance and to measure the impact of sustainability initiatives on shareholder value. Therefore, being able to track and manage sustainability's impact on core business drivers and to create the related metrics, is an increasing priority. Thus, the integration of corporate sustainability into strategic management offers one potential approach for dealing with environmental and social challenges, and with the formulation and implementation of corporate sustainability strategies.

The Fourth Industrial Revolution will be driven by technological advances and economic opportunities, but at the same time, the better players would incorporate sustainability as part of their corporate strategy. During the industrial revolution, achieving an innovative, competitive and environmentally sustainable economy is fundamental to our national well-being. Business leaders should focus on the role of the private sectors will play to build a sustainable society through innovation and development of technologies needed to curb greenhouse gas emissions and build a carbon-free economy.

I would like to take this opportunity to acknowledge the Center for Sustainability Research and Consultancy (CSRC), Faculty of Business and Accountancy, University of Malaya, and School of Economics and Institute of Management Sciences, Bahauddin Zakariya, University Multan Pakistan for their outstanding job in organizing this conference.

I hope that you will have a pleasant, interesting and fruitful conference.

With best wishes.

DATUK IR (DR) ABDUL RAHIM HJ. HASHIM
Vice-Chancellor



**Prof. Dr. Hayat Muhammad
Awan**

PRESIDENT
Center for Sustainability Research
and Consultancy Pakistan



In the Name of Allah, the Most Merciful, the Most Beneficent

Assalamu'alaikum Warahmatullahi Wabarakatuh

It is an honour for me on behalf of CSRC to speak to you at 3rd International Research Conference on Economics, Business and Social Sciences. I extend my warm welcome to all the participants from various countries to attend 3rd International Research Conference on Economics, Business and Social Sciences – Malaysian Chapter.

The conference is under the theme of “Sustainable Economy, Business and Society in the age of industrial revolution 4.0” which signifies the issues and challenges that our current and future generations are going to face.

I hope this conference participants will share knowledge and best practices specially related to these issues. That is, to see where the world is heading and what challenges are lying ahead in uplifting the lives of human beings.

Center for Sustainability Research and Consultancy Pakistan is a premier research institute to focus on sustainability issues in emerging and developing economies with diverse international advisory board and associate fellows. Currently CSRC has three research divisions to emphasize research endeavors more deeply into three areas i.e. Sustainable Economic Development, Responsible Business and Society and Green Accounting and Inclusive Finance.

I am thankful to the administration of University of Malaya in general and Prof. Dr. Che Ruhana Binti Isa, Dean, Faculty of Business and Accountancy for making very impressive arrangements of the conference. We hope that this collaboration will remain continued in future between both institutions from Muslim brotherly countries.

With this I like to highly appreciate the team work of CSRC advisory board, associate fellows, scientific and organizing committee of the conference from UM and CSRC and UUM Postgraduate Scholars Society for the exemplary teamwork to make this conference a success.

Prof. Dr. Hayat Muhammad Awan
President



Prof. Dr. Che Ruhana Isa

DEAN
Faculty of Business and
Accountancy,
Universiti of Malaya, Malaysia



Assalamu'alaikum Warahmatullahi Wabarakatuh

It is my great pleasure to welcome all of you to the 3rd International Research Conference (IRC 2018) on Economics, Business and Social Sciences. The Faculty of Business and Accountancy, University of Malaya is honoured to be the host this conference which sees more than 150 participants from Malaysia and many important emerging and developing economies such as Pakistan, Indonesia, India, Nepal, UAE, Thailand, Oman, Philippines, Bangladesh, Jordan, Finland, to name few. I am very glad to see participants from overseas as well as friends from other Malaysian universities.

The conference's theme "Sustainable Economy, Business and Society in Emerging Economies in the Age of Industrial Revolution 4.0" is indeed very timely and relevant in today's environment where sustainability issues have gained wide attention as one of the critical factors influencing the future success of organizations. This conference offers an excellent platform for participants to exchange ideas and discuss issues pertaining to sustainability and Industrial Revolution 4.0 from the view points of various emerging and developing economies.

I would like to take this opportunity to congratulate the team from Center for Sustainability Research and Consultancy (CSRC) Pakistan, Faculty of Business and Accountancy, University of Malaya, and School of Economics and Institute of Management Sciences, Bahauddin Zakariya, University Multan, Pakistan and UUM Postgraduate Scholars Society for their efforts and countless hours of hard work in making this conference a success. The collaboration in organising this conference is very much in line with UM's vision and mission to enhance international linkages and networking. Through this, we strive to further augment the quality research and publication as well as enriching teaching and learning, and to generate and advance knowledge for the benefit of our students and society at large.

To everyone present, I thank you for participating in this conference. Your presence is indeed very crucial in ensuring the success of this conference. I wish you all the best and very fruitful and enjoyable conference.

Lastly, I wish to express my sincere appreciation to all parties involved including the academic staff, support staff and students for their invaluable contributions in making this conference a success.

Professor Dr Che Ruhana Isa
Conference Chair



**Assoc. Prof. Dr. Abdul Halim
Abdul Majid**
Conference Co-chair

HOD
Human Resource Department,
School of Business
Management,
Universiti Utara Malaysia



Assoc Prof Dr Abdul Halim Abdul Majid completed his first degree in Bachelor of Business Administration (BBA) from Mississippi State University, Starkville USA. Upon completing his bachelor degree he joined Universiti Utara Malaysia as a tutor and months later continued for a master degree (MBA) at Cardiff Business School, University of Wales, UK. Then he pursued for a doctoral degree in Business Administration at Universiti Sains Malaysia (USM), Penang, Malaysia. He has been promoted to an Associate Professor at College of Business, Universiti Utara Malaysia (UUM), in 2006. In 2010/2011, he was seconded and be the Deputy Dean for the Academic Affairs at the International College, University of Science and Technology (UST), Sanaa Yemen. His area of research interest includes Human Resource Management; Pay and Remuneration; Change and Communication, Human Competitiveness and HR Standards; Work and Career Motivation; and NGOs. He has supervised up till now more than 15 PhD's candidates and more than 20 master's dissertations. He also has participated (as leader and member) to few researches and has published few books, monographs, journal articles as well as more than 30 articles/conference's papers.



Assoc. Prof. Dr. Noor Ismawati Binti Jaafar
Conference Coordinator

Department of Operation and Management Information System, Faculty of Business and Accountancy, Universiti of Malaya, Malaysia



Dr Noor Ismawati binti Jaafar is an Associate Professor and Deputy Dean (Research & Development) at the Faculty of Business and Accountancy, University of Malaya. She obtained her Doctor of Business Administration (DBA) qualification from Macquarie Graduate School of Management (MGSM), Macquarie University in Sydney, Australia. She holds a professional qualification as Certified Financial Accountant (CFiA) from Malaysian Institute of Certified Public Accountants (MICPA). She is a member of the Association for Information Systems (AIS). She teaches Accounting Information Systems (AIS) for undergraduate level and Management Information Systems (MIS) for postgraduate level. She has published in many refereed journals such as Government Information Quarterly, Computer in Human Behavior, Behavior and Information Technology, Industrial Data and Management Systems, Telematics and Informatics, International Journal of Mobile Communication and Internet Research. Her research areas are IT management, IT governance and human computer interaction. She is currently involved in researches on social media governance effect on employee, Internet addiction, IT occupational culture and national consumer confidence index.



Dr. Sulaman Hafeez Siddiqui
Conference Secretary

Department of Management Sciences,
The Islamia University of
Bahawalpur, Pakistan



Dr. Sulaman Hafeez Siddiqui is Senior lecturer at the Department of Management Sciences, The Islamia University of Bahawalpur, Pakistan since April 17, 2003 to date. He is also serving as Associate Fellow at Center for Sustainability Research and Consultancy Pakistan. He has been teaching courses of international business, strategic management, research methodology, development economics and international marketing. His research interests are in the areas of sustainable business strategies, marketing, international business specifically firm's internationalization and supply chain strategies. Apart from Academics, he served as Exco of International Students Society 2016 chapter and President of Postgraduate Scholars Society, Universiti Utara Malaysia for 2017 chapter during his PhD studies there.

He is also serving as Associate Editor of Journal of Business and Social Review in Emerging Economies and has been serving as guest editor in well-respected Scopus indexed journals. Dr. Siddiqui has completed many national and international research projects and has been recognized by international organizations for his research contribution such as UNDP and Academy of International Business, USA. He has published research work in many top ranked journals and currently working with Oxford University Press for their Global Encyclopedia on Business Education.

He did his PhD in International Marketing from Universiti Utara Malaysia. Dr Siddiqui has done his Bachelor in Arts with Economics and Psychology majors in 1998 from Government Emerson College, Multan, Pakistan. In 2000 he completed his Master's in Economics and MBA in 2002 from the Institute of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan and has completed MS (Business Administration) from the same institute in 2007.



KEYNOTE SPEAKERS



Prof. Dr. S. Viswanathan

**ASSOCIATE DEAN (Research)
DIRECTOR
Centre for Business
Sustainability, College of
Business, Nanyang Business
School Singapore**

Dr. S. Viswanathan (Vish) is a Professor of Operations Management at the Nanyang Business School, Nanyang Technological University, Singapore, where he has been a faculty member since 1992. He serves concurrently as Associate Dean (Research). He also serves as the Director of the Centre for Business Sustainability. He has also assisted the school and university previously in varied service roles, including Head of the Academic Division of IT and Operations Management (ITOM), Director of PhD Programme, Programme Director of MBA (Technology & Operations Specialisation), Programme Director of MDP@Nanyang, Chairman of the IT Resources Group and as Cluster Director of the Energy Research Institute @ NTU (ERI@N). Vish was a member of the team responsible for the curriculum design and redesign of the full-time MBA into a one-year MBA program. As Head of ITOM, he was involved in developing the initial curriculum for the MSc(Technology Management) segment of the Renaissance Engineering Programme. He was the founding Programme Director of the NTU-Waseda double MBA program and was involved in developing the curriculum for the NTU-Waseda double MBA and the MBA (Technology & Operations) curriculum. He was also involved in developing the curriculum for the Management Development Program @ NTU, as its Founding Programme Director.

He obtained a Ph.D. in Operations Research with minor in Operations Management from Case Western Reserve University in 1992, MBA (Gold Medallist) from Indian Institute of Management Calcutta in 1986, and B.Tech (Mechanical Engineering) from Indian Institute of Technology Madras in 1984. His teaching interests are in Corporate Sustainability, Sustainable Operations, Operations Management, Inventory Theory, Supply Chain & Logistics Management and Optimization. His research interests are in Inventory Management, Sustainable Operations & Supply Chains, Policies for regulating carbon emissions, Reverse Logistics & Remanufacturing, Transportation Scheduling & Timetabling, and Supply Chain & Service Operations. His research has been published in Financial Times and Business Week ranked top tier Business journals such as Management Science, Operations Research, Production & Operations Management, and Journal of Operations Management and other top journals such as International Journal of Production Research, European Journal of Operational Research, Naval Research Logistics, IIE Transactions, Operations Research Letters, Journal of the Operational Research Society, International Journal of Production Economics, Integrated Manufacturing Systems, International Journal of Technology & Management, International Journal of Logistics, and International Journal of Physical Distribution & Logistics Management.

He is very active as a Senior Editor, Editorial Board Member, Guest Editor, or Associate Editor in several top journals such as Decision Sciences, Production & Operations Management, Journal of Operations Management, and International Journal of Production Research. He has made several appearances in Whos who in the World, Whos Who in Asia, Whos Who in Finance and Industry and Whos Who in Science and Engineering lists. He was awarded the prestigious Nanyang Award for Research Excellence in 2010.



Hajjah Yatela Zainal Abidin

**CEO,
Yayasan Sime Darby, Malaysia**

Hajjah Yatela Zainal Abidin holds a Bachelor of Science degree in Accounting and Finance from the University of Wales, Aberystwyth in the United Kingdom. She completed the Chartered Association of Certified Accountants (ACCA) professional degree at the Emile Woolf College of Accountancy, London, and went on to attain her ACCA fellowship in 2005.

Appointed in January 2010, she is currently the Chief Executive Officer of the Sime Darby Foundation, the philanthropic arm of the Sime Darby Group, also known as Yayasan Sime Darby (YSD). In her twenty years with Sime Darby, she has held major roles in the Group's Group Corporate Assurance department as well as the Values & Culture department, which saw her manage corporate governance strategies and their implementation. Her experience in corporate social responsibility is wide and deep with the projects undertaken by the foundation in its five pillars which are Education; Community & Health; Environment; Sports; and Arts & Culture. Being passionate in upholding her values, she is constantly in search of initiatives that address the critical needs of today's ever-changing society and environment.

Through YSD's Environment pillar, she is actively engaged in various environmental conservation initiatives towards a sustainable ecosystem, including conservation of endangered species such as the proboscis monkey, Bornean banteng, and the clouded leopard, through the development of state action plans for the state of Sabah, rehabilitation of orangutan habitats in Northern Ulu Segama in Sabah and riparian reserves along the Kinabatangan river. YSD also supports capacity building through environmental research by providing scholarships for local talents, including research on managing human-elephant conflict through the development of standard guidelines for Human-Elephant Conflict (HEC) in oil palm estates, the effects of a rehabilitated area on orangutan habitats as well as a collaboration with the Universiti Kebangsaan Malaysia (UKM) for both the UKM-YSD Chair for Sustainable Development: Towards Zero Waste and UKM – YSD Chair for Climate Change.

Since its inception in 1982, the foundation has awarded scholarships worth RM268 million to 3,786 students both in and outside Malaysia, which focuses more on the underprivileged. The foundation also supports intervention and inclusive programmes for the development of the disabled; promoting and improving the lives of the disadvantaged and marginalized such as people living with HIV, women at risk and research to increase understanding to combat cancer. The foundation focuses on sports development programmes to hone talents from the grassroots to become world-class holistic athletes. YSD also supports initiatives for the arts and culture to promote and preserve Malaysia's cultural heritage. Other arts initiatives include the bi-annual Yayasan Sime Darby Arts Festival and preservation of The Royal Press, the oldest living letterpress museum in South East Asia.

She is currently pursuing a doctorate degree, studying potential initiatives that may build resilience and other soft skills among underprivileged children in Malaysia for them to thrive in life.



PANEL DISCUSSANTS



**Prof. Dr. K. Kuperan
Viswanathan**

OYA Graduate School of
Business, Universiti Utara
Malaysia

PANEL DISCUSSANT

Professor Kuperan Viswanathan is a leading natural resource economist with more than 25 years of experience in resource economics, policy and development research, social science research capacity building, education and training. He was a member of the World Bank affiliated Centers for International Agricultural Research (CGIAR) senior researchers' team and led the Center's Dhaka and South Asia office from January 2004 – March 2005. He led the Global Project on Fisheries Co-management which involved extensive partnership and research development with fisheries line agencies and research centers in Asia and Africa from 1999-2003. The Project involved collaboration and working with 27 partner organizations in 12 countries in Asia and Africa to systematically document co-management experiences in those countries and explain the nature of the function of co-management arrangements in the fisheries of partner countries. He is also active in professional organizations in Malaysia and abroad and serves in the editorial committees of major natural resource journals of developing countries such as the African Journal of Marine Science and the Malaysian Journal of Agricultural Economics. Since the early 1980s, he has worked as researcher, project leader, senior scientist, director and expert adviser for a number of organizations such as WorldFish, Food and Agricultural Organization of the United Nations (FAO), International Development Research Center of Canada (IDRC), and Danish International Development Assistance (DANIDA), among others. He has over 45 technical publications and has visited more than 30 countries for professional activities. He has organized and chaired numerous technical sessions during conferences for these organizations and forums. He served as an Associate Professor of Resource Economics in the Faculty of Economics and Management of University Putra Malaysia from 1995 to 1998 before joining the CGIAR in 1999. He has also vast consulting experience in the ASEAN region and has served as the Asian Development Bank Project Team Leader/Aquaculture and Fisheries Policy and Institution Specialist for the Development of the Strategy for Sustainable Aquaculture Development for Poverty Reduction in the Philippines from July 2006 to March 2007. During that period he led a team of three international consultants and nine local consultants for the development of a comprehensive strategy for aquaculture development for poverty reduction and environmental sustainability that is intended to help the Philippines Government. He was also Lead Author on the United Nations-endorsed Global Environment Assessment: The Millennium Ecosystem Assessment Project (2001-2005). The Project assessed the consequences of ecosystem change for human well-being and established the scientific basis for actions to enhance the conservation and sustainable use of ecosystems and their contribution to human well-being. He is also a member of an FAO Expert Group that examines the issues of fishing capacity in developing countries and has examined the issue of fishing capacity in the Philippines, Indonesia, Malaysia and Thailand. Based on his international exposure, research and consulting experience in many countries, he teaches Global Economic Theories and Issues and International Business and Managerial Economics for the MBA and DBA students at the Othman Yeop Abdullah Graduate School of Business.



Prof. Dr. Diana Bank Weinberg

Berlin School of Economics and
Law (HWR), Germany

Diana Weinberg was born in Mexico and graduated from Washington University in St Louis, Missouri, USA, with a two BA degrees (sociology and French), after which she went to Vienna, Austria to complete two MAs (international affairs/diplomacy). From 1990 and 1994, she worked at the US Congress and the Mexican Embassy's NAFTA Office on international trade issues. Between 1994 and 1995, Diana attended Columbia University's Graduate School of Business and got her MBA in marketing. From 1996 to 2000, she worked in the marketing department of a US-based software company in Israel and started her PhD in international business and marketing, which she completed in 2008 at Bar Ilan University in Israel, not before spending one year at Georgia Tech in Atlanta, GA from 2000 to 2001 teaching international business. From 2008 to 2009, Diana was part of the faculty teaching international business and marketing, coordinated two academic departments, and was Academic Director of the MBA for Women Entrepreneurs at ITESM, campus Puebla in Mexico. From 2010 to July 2014, she taught at the UDLAP (also in Puebla, Mexico), where she also coordinated three MA programs in marketing and international business. Since 2013, Diana has been invited to be a Guest Professor at the Berlin School for Economics and Law in Berlin, Germany. Diana's main focus is on emerging markets, with research interests in international marketing, globalization issues, as well business education, among other.





Tan Eng Tong

Vice President
Strategic Management, SilTerra,
Malaysia



For the last 30 years, Mr Tan has led multinational teams responsible for the creation of innovative products that became global standards.

He previously held executive positions in HP Laboratories in Palo Alto, reorganized Seagate Technology's global IT and manufacturing strategy from its California headquarters, set up Hewlett Packard's disk drive manufacturing operations in the UK and led the establishment of two industry standards: on storage technologies, and on disk security. He was co-founder of the InfraRed Data Association which resulted in over a billion devices implementing the standard.

He has been engaged in advising corporations and start-ups at Board and C-level on developing new markets and business transformation in Silicon Valley, China, Malaysia and more recently in Singapore.

He recently returned to Malaysia under the TalentCorp Returning Experts Programme and joined SilTerra in 2016. As VP of Strategic Management, Mr Tan provides strategic direction for SilTerra, a world class Malaysian semiconductor foundry to lead in the emerging markets driven by 'More than Moore' technologies.

Graduated from Imperial College, London in Electrical Engineering (Hons) and an Executive MBA from Cranfield School of Management in the UK, he is also a certified Six Sigma Black Belt Champion.



Dr. Sekar Gopal

**Corporate Senior Manager,
Corporate Quality Assurance /
Quality Control, Muhibbah
Engineering, Malaysia**



Dr. Sekar Gopal - DBA is a member of the research team participating on the ‘first global assessment on the current state of organizational excellence’ that was launched by the OETC and has been supported by the GBN, ISO/TC 176 and International Academy for Quality. He has over 30 years of experience with the industry in India, Sri Lanka, Bahrain and Malaysia. In addition, Sekar also has consulting and teaching experience in the fields of management and organizational excellence tools. He has guided organizations in India, Bahrain, Sri Lanka and Malaysia to achieve ISO system certifications such as ISO 9001, ISO 14001, OHSAS 18001, ISO 21500, SA 8000 and ISO 17025. Currently, he is working as a Corporate QA/QC Manager in Malaysia overseeing the Quality functions of a large multinational construction group company involved in Airports, Building, Infrastructure, Marine and Oil & Gas projects. Dr. Gopal has published one research paper in an International Journal and has three more research papers and a book is in the final stages of publishing.



CONFERENCE BRIEF

DAY 1

REGISTRATION AND ARRIVAL OF GUESTS

OPENING SESSION at DK3, Faculty of Business and Accountancy

National Anthems of Malaysia and Pakistan

Recitation of Doa

Welcome Note and Briefing by Conference Chair
Prof. Dr. Che Ruhana Binti Isa, Dean, Faculty of Business and Accountancy, University of Malaya

Welcome Note by President of CSRC
Prof. Dr. Hayat Muhammad Awan, Rector Air University Multan Pakistan

Opening Speech by Guest of Honor
YB Tuan Shamsul Iskandar@Yusre Bin Mohd Akin, Deputy Minister Primary Industries (Officiate with gimmick)

Keynote Addresses

Prof. Dr. S. Viswanathan, Associate Dean (Research), Director, Centre for Business Sustainability, College of Business, Nanyang Business School Singapore

Hajjah Yatela Zainal Abidin, CEO, Yayasan Sime Darby, Malaysia

Souvenirs Distribution and Photo Session

7.30am – 8:45am

9:00am – 10:30am

9:00am – 9:10am

9:10am – 9:15am

9:15am – 9:20am

9:20am – 9:25am

9:25am – 9:45am

9:45am – 10:15am
(15 Minutes)

(15 Minutes)

10:15am – 10:30am



NETWORKING & TEA BREAK**10:30am – 11:00am**



Panel Discussion at Auditorium, Azman Hashim Building

11:00am – 12:15pm

Academia-Industry Dialogue on Responsible Leadership for Sustainable Economy, Business and Society

Discussants:

Prof. Dr. Kuperan Viswanathan, OYA Graduate School of Business, Universiti Utara Malaysia, Malaysia

Prof. Dr. Diana Bank Weinberg, Berlin School of Economics and law (HWR), Germany

Tang Eng Tong, Suleyman, Vice President, Strategic Management, SilTerra, Malaysia

Dr. Sekar Gopal, Corporate Senior Manager, Muhibbah Engineering, Malaysia

Moderator: Dr. Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan

Vote of Thanks by the Conference Co-chair

12:20pm – 12:30pm

LUNCH BREAK AND FRIDAY PRAYER

12:30pm – 2:30pm



DAY 1

SESSION I (DAY 1)

PARALLEL SESSIONS

2:30pm – 4:00pm

- Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies
 - Parallel Session 1.02: Issues in Economic Theory and Policy in Emerging Economies
 - Parallel Session 1.03: Issues in Business in Emerging Economies: Accounting and Finance
 - Parallel Session 1.04: Issues in Social Sciences and Governance in Emerging Economies
 - Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Management
 - Parallel Session 1.06: Issues in Small Business and Entrepreneurship in Emerging Economies
 - Parallel Session 1.07: Issues in Economic Theory and Policy in Emerging Economies
 - Parallel Session 1.08: Issues in Business Strategy: Management
 - Parallel Session 1.09: Issues in Business Strategy in Emerging Economies
-

NETWORKING & TEA BREAK

4:00pm – 4:30pm

SESSION II (DAY 1)

PARALLEL SESSIONS

4:30pm – 6:00 pm

- Parallel Session 2.01: Issues in Social Sciences and Governance in Emerging Economies
 - Parallel Session 2.02: Issues in Business Strategy: Management
 - Parallel Session 2.03: Issues in Business Strategy: Accounting and Finance
 - Parallel Session 2.04: Issues in Business Strategy: Management
 - Parallel Session 2.05: Issues in Business Strategy: Accounting and Finance
 - Parallel Session 2.06: Issues in Business and Social Sciences in Emerging Economies
 - Parallel Session 2.07: Issues in Social Sciences in Emerging Economies: Education and Learning
 - Parallel Session 2.08: Sustainability Issues in Business Strategy in Emerging Economies
 - Parallel Session 2.09: Issues in Business Strategy: Management
-

DEAN'S DINNER FOR SCIENTIFIC AND ORGANIZING COMMITTEE

6:30pm – 8:30pm

DAY 2



REGISTRATION

7.30am – 8:30am

WORKSHOP ON ISSUES AND CHALLENGES IN COMMUNICATING SCHOLARLY WORK

8:30am – 10:30am

Moderator:

Assoc. Prof. Dr. Tengku Faekah Tengku Ariffin

Managing Editor, Malaysian Journal of Learning and Instruction, School of Education and Modern Languages, Universiti Utara Malaysia.

Venue: Auditorium, Level 2, Azman Hashim Building

8.30am – 10:30am

JOURNAL EDITORIAL MEETINGS

Journal of Business and Social Review in Emerging Economies

Chaired by: Chief Editor, Assoc. Prof. Dr. Abdul Halim Abdul Majid

Venue: Executive Meeting Room, Level 4, Azman Hashim Building

Journal of Accounting and Finance in Emerging Economies

8.30am – 10:30am

Chaired by: Chief Editor, Prof. Dr. Wan Nordin Wan Hussin
Venue: Azman Hashim Room, Level 4, Azman Hashim Building



NETWORKING & TEA BREAK	10:30am – 11:00am
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SESSION III (DAY 2)	
PARALLEL SESSIONS	11:00am – 12:30pm
Parallel Session 3.01: Issues in Social Sciences: Sociology and Social Work	
Parallel Session 3.02: Issues in Business: Management in Emerging Economies	
Parallel Session 3.03: Issues in Business: Management in Emerging Economies	
Parallel Session 3.04: Issues in Social Sciences: Sociology and Social Work	
Parallel Session 3.05: Issues in Business Strategy: Accounting and Finance	
Parallel Session 3.06: Issues in Social Sciences: Sociology and Social Work	
Parallel Session 3.07: Issues in Business Strategy: Management	
Parallel Session 3.08: Issues in Business Strategy: Management	

LUNCH AND PRAYER BREAK	12:30pm – 1:30pm
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CITY TOUR	1:30pm – 3:30pm
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PRESENTATION SCHEDULE DAY 1 NOVEMBER 09-20 18

Parallel Session 1.01 Sustainability Issues in Business Strategy in Emerging Economies

Session Chair: Prof. Dr. S. Viswanathan
Time: 2:30 – 4:00pm

Session Coordinator: Dr. Sulaman Hafeez Siddiqui
Room No.: Auditorium, Level 2, AHB

Exploring the Potential of Renewable Energy: Empirical Evidence from Developing Countries in Asia (MYEC136). Hasnisah Binti Azilah, A.A. Azlina, Che Mohd Imran Che Taib; Universiti Malaysia Terengganu.

Presenting Author: Hasnisah Binti Azilah

The Relationship Between Financial Performance (FP) and Sustainability Disclosure (SD): Evidence from Malaysia and Singapore (MYSI341). Sarifah Ismail, Teh Suhaila Tajaruddin, Noraini Shamsuddin, Kolejuniversiti Islam Antarabangsa Selangor Malaysia; Shukriah Saad, Universiti Teknologi MARA Malaysia

Presenting Author: Sarifah Ismail

Promoting Education for Sustainable Consumption and Production: An Analysis of Malaysian Secondary School Curriculum (MYSI200). Tee Lian Hong, Sabrina Ho Abdullah, Sidek Mohd Noah; University Putra Malaysia.

Presenting Author: Tee Lian Hong

Compliance with Accord-Alliance: Is there any Real Change Concerning the Sustainability of the Garments Industry of Bangladesh (MYSI208). Dilruba Afroze, Bangladesh University of Professionals Bangladesh; Yousuf Kamal, University of Dhaka Bangladesh.

Presenting Author: Dilruba Afroze

Financial Sustainability of Malaysian Public Universities in the Age of Industrial Revolutions 4.0 (MYAF120). Johanna Binti Abdullah Jaafar, Universiti Teknikal Malaysia Melaka Malaysia; Ahmed Razman Abdul Latiff, Universiti Putra Malaysia; Nurul Zarirah Nizam, Universiti Teknikal Malaysia Melaka Malaysia.

Presenting Author: Johanna Abdullah Jaafar

Sustainable Development of Rural Tourism Destination Competitiveness: Assessing the Influencers and Moderating Role of Knowledge Sharing (MYMA252). Chee-hua Chin, May-chiun Lo, Abang Azlan Mohamad; Universiti Malaysia Sarawak (UNIMAS) Malaysia.

Presenting Author: Chee-hua Chin

Parallel Session 1.02 Issues in Economic Theory and Policy in Emerging Economies

Session Chair: Assoc. Prof. Dr. Sallahuddin Hassan
Time: 2:30 – 4:00pm

Session Coordinator: Tiong Ngee Wen
Room No.: BS1, Level 2, AHB

The Effects of Energy Price on Exchange Rate and Stock Market Volatility in Malaysia (MYEC408). Sallahuddin Hassan, Universiti Utara Malaysia; Abdul-nasir T Yola, Federal University Dutse, Nigeria.

Presenting Author: Assoc. Prof. Dr. Sallahuddin Hassan

Impact of Export to East Asia on Unemployment in Indonesia (MYEC398). Zamzami, Dwi Hastuti; University of Jambi Indonesia.

Presenting Author: Dwi Hastuti

The Level of Information Technology Adoption and its Factors in Micro, Small, and Medium Enterprises in Jambi City (MYEC368). Amril, Layra Nichi Sari; Universitas Jambi Indonesia.

Presenting Author: Amril

Psychosocial Adjustment in School: A Case Study of Children Living in Child Home (MYSC138). Ropizah Rohani, Zakiyah Jamaluddin, Abd Razak Abd Manaf, Universiti Utara Malaysia.

Presenting Author: Ropizah Rohani

Human Capital: State of the Field and Ways to Extend the Concept (MYEC335). Nurulhana A Baawi, Universiti Teknikal Malaysia; Ivan D Trofimov, Kys Business School, Melaka Malaysia; Anidah Robani, Universiti Teknikal Malaysia.

Presenting Author: Nurulhana A Baawi

Health Aid, Governance and HIV: Empirical Evidence in Low and Middle-income Countries (MYEC149). Aqilah Ahmad Hidzir, Suryati Ishak, Muzafar Shah Habibullah, Nor Yasmin Mhd Bani; Faculty of Economics and Management, Universiti Putra Malaysia.

Presenting Author: Aqilah Ahmad Hidzir

Does China's Macroeconomic Uncertainty Hinder its Trade Flows? Empirical Evidence from MGARCH–M, Causality and GIRF Analyses (MYEC199). Dilshod Nurillokhonovich Murodov, Department of Finance, Banking and Finance Academy, Uzbekistan; Salokhiddin Shakhbiddinovich Avazkhodjaev, Binary Graduate School, Binary University of Management and Entrepreneurship, Malaysia

Presenting Author: Dilshod Nurillokhonovich Murodov

Parallel Session 1.03

Session Chair: Prof. Dr. Che Ruhana Isa
Time: 2:30 – 4:00pm

Session Coordinator: Dr. Rabia Rasheed
Room No.: BS2, Level 2, AHB

Audit Partner Quality Characteristics And Audit Report Timeliness In Oman: A Conceptual Approach (MYAF145). Nahla Abdulrahman Mohammed Raweh, Hasnah Kamardin, Mazrah Malik @ Malek; Tunku Puteri Intan Safinaz School Of Accountancy, Universiti Utara Malaysia.

Presenting Author: Nahla Abdulrahman Mohammed Raweh

The Moderating Effect of Leverage on the Relationship between Corporate Governance and Firm Performance: Evidence from Pakistan (MYAF161). Sajjad Nawaz Khan, Engku Ismail Engku Ali, Universiti Utara Malaysia.

Presenting Author: Sajjad Nawaz Khan

The Impact Of International Financial Reporting Standards (IFRS) On Accounting Quality In Malaysia (MYAF165). Ooi Chee Keong, Lee Siew Peng, Lim Wan Leng; Universiti Tunku Abdul Rahman Malaysia.

Presenting Author: Lim Wan Leng

Examining Mediator and Indirect Effects of Ethical Perception about Tax Service on Tax Compliance Behavior (MYAF227). Swee Kiow Tan, Universiti Tunku Abdul Rahman Malaysia; Mohd Fuad Mohd Salleh, Aza Azlina Md Kassim, Universiti Selangor Malaysia.

Presenting Author: Swee Kiow Tan

Enhancing the Malaysian Tax Incentive Framework within the Twelve National Key Economic Areas (MYAF162). Salsiah Binti Mohd Ali, Mariati Norhashim, Nahariah Jaafar; Multimedia University Malaysia.

Presenting Author: Salsiah Binti Mohd Ali

The Preferences of Foreign NGO and Sustainable Investment in Equity Market: Evidence from Indonesia (MYAF189). Dwitya Aribawa, Assumption University of Thailand; Universitas Atma Jaya Yogyakarta, Indonesia.

Presenting Author: Dwitya Aribawa

Parallel Session 1.04 Issues in Social Sciences and Governance in Emerging Economies

Session Chair: Prof. Dr. Hafeez Ur Rehman
Time: 2:30 – 4:00pm

Session Coordinator: Badamasi Saidu
Room No.: BS3, Level 2, AHB

Dilemma of Punishment Policies in Controlling Crime in Pakistan: An Empirical Analysis (MYSC152). Hafeez Ur Rehman, Department of Economics, School of Business and Economics, University Of Management and Technology, Lahore.

Presenting Author: Prof. Dr. Hafeez Ur Rehman

Religiosity and Subjective Well Being among older Persons: A Systematic Review (MYSC224). Sumara Masood Ul Hassan, Tengku Aizan Hamid, Sharifah Azizah Haron, Rahimah Ibrahim; Universiti Putra Malaysia.

Presenting Author: Sumara Masood Ul Hassan

Women in Nigeria Labour Congress: A Comparative Study of the Northern and Southern Regions (MYSC303). Mustapha Alhaji Ali, Yobe State University, Nigeria; Ummu Atiyah Ahmad Zakuan, Mohammad Zaki Bin Ahmad, Universiti Utara Malaysia.

Presenting Author: Mustapha Alhaji Ali

Restructuring and the Dilemma of State Police in Nigeria: To Be or Not to Be? (MYSC216). Badamasi Saidu, Universiti Utara Malaysia; Zuwaira Haruna Rasheed, Waziru Umaru Federal Polytechnic Birnin-kebbi, Nigeria; Ummu Atiyah Binti Ahmad Zakuan, Kamarul Zaman Bin Haji Yusoff; Universiti Utara Malaysia.

Presenting Author: Badamasi Saidu

Antecedents of Philanthropic Attitude in Violence and Conflict: What Really Matters? (MYSC366). Shaza Aldairany, Rosmini Omar; Universiti Teknologi Malaysia.

Presenting Author: Shaza Aldairany

Anxiety: In a Farewell to Arms (MYSC186). Hira Ali, University of Sargodha Pakistan.

Presenting Author: Hira Ali

Opposition Politics in the Emerging Democracies: Periscoping the Roles of Civil Society and the Challenges of Democratic Consolidation (MYSC184). Musa Kabir Umar, Muhammad Ainuddin Iskandar Lee Bin Abdullah, Kamarul Zaman Bn Hajj Yusouf; Universiti Utara Malaysia.

Presenting Author: Musa Kabir Umar

Parallel Session 1.05 Issues in Business Strategy in Emerging Economies: Management

Session Chair: Prof. Dr. Diana Bank Weinberg

Session Coordinator: Nazreen Tabassum

Time: 2:30 – 4:00pm

Room No.: BS4, Level 2, AHB

The Efficacy of Innovative Organisational Learning on Employ-ability of Graduates from the Newly Established Federal Universities in Nigeria (MYMA204). Alhassan Mohammed Gani, Federal University, Kashere-Nigeria.

Presenting Author: Alhassan Mohammed Gani

An Improved Malaysian Automotive Industry Resin Supply Chain Framework (MYMA123). Rosdan Bin Rosman, Sha'ri Mohd Yusof; Universiti Teknologi Malaysia.

Presenting Author: Rosdan Bin Rosman

The Neo-Swadeshi Movement Behind Patanjali's Success: Applying Discourse Analysis (MYMA313). Shafiullah Anis, Glocal University, India.

Presenting Author: Shafiullah Anis

Knowledge Diversity Impact on Innovation Outcomes: Moderated Mediating Role of Organizational Structure (MYMA163). Seerat Fatima, Bahauddin Zakariya University Multan Pakistan; Muhammad Mubashar Hassan, Capital University of Science & Technology Pakistan.

Presenting Author: Seerat Fatima

Goal-Setting Theory (GST) and Gamification Relationship in Mobile Fitness Apps Engagement: A Conceptual Research Framework Discussion (MYMA209). Pg Mohd Auza'e Pg Arshad, Rohaizat Baharun, Norzaidahwati Zaidin; Universiti Teknologi Malaysia.

Presenting Author: Pg Mohd Auza'e Pg Arshad

21st Century Emerging Leadership Competencies in a Selected Malaysian Higher Learning Institution (MYMA217). Chow Tong Wooi, Lailawati Mohd Salleh, Ismi Arif Ismail; Universiti Putra Malaysia.

Presenting Author: Chow Tong Wooi

Factors Influencing Housing Affordability Stress vs. Alternative Financing Schemes for Home Buyers in Klang Valley (MYEC88). Wong Hua Siong, Dr. Gita Radhakrishna; Multimedia University Malaysia.

Presenting Author: Wong Hua Siong

Parallel Session 1.06 Issues in Small Business and Entrepreneurship in Emerging Economies

Session Chair: Assoc. Prof. Dr. Noor Ismawati Jaafar

Session Coordinator: Suaad Jasem

Time: 2:30 – 4:00pm

Room No.: BS5, Level 2, AHB

Emergent Typologies of Small Businesses in a Multi-ethnic Wet Market in Malaysia: A Phenomenological Study (MYSI206). Wong Teik Aun, INTI International College Penang Malaysia.

Presenting Author: Wong Teik Aun

Impact of Human Capital on Success of Rural Women Entrepreneurs (MYSI296). Muhammad Ammar Azlan, Shaista Wasiuzzaman, Multimedia University Malaysia; Gowrie Vinayan, Heriot-watt University Malaysia.

Presenting Author: Muhammad Ammar Azlan

Understanding the Effects of Top Management Support, E-Marketing Uses, Technology Orientation, Market Orientation, Competitive Pressure on SMEs Performance for Sustainable Competitive Advantage in Pakistan (MYSI191). Adnan Ahmed Sheikh, Hayat Muhammad Awan, Usama Najam, Aneeq Inam, Air University Multan Pakistan; Arfan Shahzad, Univeriti Utara Malaysia.

Presenting Author: Adnan Ahmed Sheikh

The Moderating Effect of External Environment on Innovation and Performance of SMEs In Pakistan (MYMA267). Muhammad Zulqarnain Arshad, Darwina Arshad; Universiti Utara Malaysia.

Presenting Author: Muhammad Zulqarnain Arshad

Vicarious Learning of FATA Women Entrepreneurs in Pakistan (MYMA125). Maryam Hina, Zunaira Saqib, Maria Khan; National University of Sciences and Technology, Business School, Pakistan

Presenting Author: Zunaira Saqib

Substituting Current Entrepreneurial Education Curriculum with Unified Entrepreneurial Education Curriculum: Evidence from Developing Country (MYSI264). Ayotunde Adetola Adelaja, Mohd Sobri Minai; Universiti Utara Malaysia.

Presenting Author: Ayotunde Adetola Adelaja

Parallel Session 1.07 Issues in Economic Theory and Policy in Emerging Economies

Session Chair: Prof. Dr. Imran Sharif Chaudhry

Session Coordinator: Arsalan Najmi

Time: 2:30 – 4:00pm

Room No.: BS6, Level 3, AHB

Evidence of Inflation-Poverty Causality in Nigeria based on the Toda-Yamamoto Dynamic Causality Test (MYEC139). Ibrahim Abdulhamid Danlami, Bayero University, Kano Nigeria; Mohamad Helmi Bin Hidthiir, Universiti Utara Malaysia; Sallahuddin Hassan, Universiti Utara Malaysia.

Presenting Author: Ibrahim Abdulhamid Danlami

A Comparison of Islamic Economics and the Sufficiency Economy Philosophy: Implications for Sustainable Development In Muslim Communities (MYEC176). Saran Sarntisart, National Institute of Development Administration, Thailand.

Presenting Author: Saran Sarntisart

Households' Willingness to Pay for Water Service Attributes in Terengganu Malaysia: Application of Choice Experiment Method (MYEC333). Nur Syuhada Binti Che Ibrahim, Mahirah Kamaludin; Universiti Malaysia Terengganu.

Presenting Author: Nur Syuhada Binti Che Ibrahim

National Saving-Investment Dynamics, Capital Mobility and Feldstein-Horioka Puzzle. Further Evidence From Emerging Asian Economies (MYEC315). Manoranjan Sahoo, Kalinga Institute of Industrial Technology (KIIT) India; M. Suresh Babu, Umakant Dash, Mantu Kumar Mahalik, Indian Institute Of Technology Madras India.

Presenting Author: Manoranjan Sahoo

Labor Supply Analysis in the Informal Sector in Indonesia (MYEC400). Purwaka Hari Prihanto, Hardiani; University of Jambi Indonesia.

Presenting Author: Purwaka Hari Prihanto

Dynamic Effects of Trade Openness on Financial Development: Evidence From Asian Countries (MYEC147). Nabila Asgher, University of Education Bank Road Campus, Lahore.

Presenting Author: Nabila Asgher

Parallel Session 1.08 Issues in Business Strategy: Management

Session Chair: Prof. Dr. Kuperan Viswanathan

Session Coordinator: Md Moniruzzaman Sarker

Time: 2:30 – 4:30pm

Room No.: BS7, Level 3, AHB

Effect of Leadership on Behaviors of Employees: Evidence from Pakistan (MYMA187). Naveed Hasan, University Of Gujrat, Pakistan; Hina Rehman, National University of Modern Languages, Islamabad Pakistan; Shahzad Hassan, University of Sargodha Pakistan.

Presenting Author: Naveed Hasan

Effect of Customer Satisfaction, Switching Cost, and Brand Trust on Customer Retention: A Case Study of BCA Credit Card Customers in West Surabaya Indonesia (MYMA202). Silvy Aulia Kurniawan, Ruswiati Suryasaputra; Universitas Wijaya Kusuma Surabaya Indonesia.

Presenting Author: Silvy Aulia Kurniawan

Successful Entrepreneurship In Oman: Is It A Result Of Emotional Or Successful Intelligence? (MYMA218). Ashok Kumar G Nair, College Of Banking & Financial Studies, Muscat, Sultanate Of Oman.

Presenting Author: Ashok Kumar G Nair

Gender Differences in Organizational Citizenship Behavior: A Study in Malaysian Manufacturing Sector (MYMA222). Jen Ling Gan, Halimah Mohd Yusof; Universiti Teknologi Malaysia.

Presenting Author: Jen Ling Gan

Co-worker Support in The Workplace: An Exploration among Human Resource Practitioners in Malaysia (MYMA232). Khairun Nisa Khairuddin, Zoharah Omar; Universiti Putra Malaysia.

Presenting Author: Khairun Nisa Khairuddin

Awareness of the Rooftop Solar Energy on Building in University Utara Malaysia (MYMA393). Nurul Afiqah Osman, School of Technology Management and Logistic, Universiti Utara Malaysia; Hussein Mohammed Abu Al Rejal, School of Technology Management and Logistic, Universiti Utara Malaysia; Mohamad Ghazali Hassan, School of Technology Management and Logistic, Universiti Utara Malaysia; Pakorn Pourpunsawat, Ramkhamhaeng University Thailand.

Presenting Author: Hussein Mohammed Abu Al Rejal

A Review of Autonomous Motivation and Controlled Motivation in Health Behaviour (MYMA325). Adeline Y. L. Tam, Rohaizat Baharun, Zuraidah Sulaiman; Universiti Teknologi Malaysia.

Presenting Author: Adeline Y. L. Tam

Measuring the Climatic Vulnerability: Insights from Small Scale Fishing Communities of Inland Open Water Area of Bangladesh (MYEC263). Md Nazmus Sadekin, Jamal Ali, Rabiul Islam; Universiti Utara Malaysia.

Presenting Author: Md Nazmus Sadekin

Parallel Session 1.09 Issues in Business Strategy in Emerging Economies

Session Chair: Prof. Dr. Ruswiati Suryasaputra

Session Coordinator: Dr. Mohd. Amsal Sahban

Time: 2:30 – 4:00pm

Room No.: BS8, Level 3, AHB

Effect of Customer Satisfaction, Switching Cost, and Brand Trust on Customer Retention: A Case Study of BCA Credit Card Customers in West Surabaya Indonesia (MYMA202). Silvy Aulia Kurniawan, Ruswiati Suryasaputra; Universitas Wijaya Kusuma Surabaya Indonesia.

Presenting Author: Silvy Aulia Kurniawan

Peer-to-Peer Business Model: Navigating between Social and Economic Pressures (MYMA322). Olga Novikovs, Hanken School Of Economics Finland.

Presenting Author: Olga Novikovs

Mediating Effect of Logistic Integration in the Relationship between Customer Relationship and Supply Chain Performance in Telecommunication Industry in Malaysia (MYMA353). Noraini Ahmad, Adam Mohd Saifudin, Jauriyah Shamsuddin, Universiti Utara Malaysia.

Presenting Author: Noraini Ahmad

The Influence of Dimensions of Viral Marketing on Customers Satisfaction in Fast Food Restaurants in Jordan (MYSC275). Akaileh Mustafa, Universiti Utara Malaysia.

Presenting Author: Akaileh Mustafa

Moderating Role of Social Media Marketing in the Relationship Between Market Communication and Brand Image of Luxury Products (MYMA397). Mohammad R A Siam, Universiti Utara Malaysia; Wael Sha Basri, Northern Borders University Saudi Arabia.

Presenting Author: Mohammad R A Siam

Supply and Demand of the Entry-Level Job Competencies in the Hotel Industry (MYMA362). Siti Fatimah Mohamad, Siti Khalijah Nasiruddin, Sarina Abdul Halim Lim; Universiti Putra Malaysia.

Presenting Author: Siti Fatimah Mohamad

The Influence of Job Involvement, Job Satisfaction and Job Stress On Quality of Work Life among Generation Y Employees In Klang Valley, Malaysia (MYMA361). Noraini Ahmad, Universiti Utara Malaysia, Lim Li Chen, Chek Wai Yian, Asia Pacific University of Technology and Innovation; Lee Leong Weng, Asia E-University.

Presenting Author: Noraini Ahmad

NETWORKING & TEA BREAK

4:00pm – 4:30pm

Parallel Session 2.01 Issues in Social Sciences and Governance in Emerging Economies

Session Chair: Prof. Dr. Diana Bank Weinberg

Session Coordinator: Tiong Ngee Wen

Time: 4:30 – 6:00pm

Room: Auditorium, Level 2, AHB

Decomposing International Gender Test Score Differences (MYEC234). Farzana Munir, Bahauddin Zakariya University Multan Pakistan; Rudolf Winter-ebmer, Johannes Kepler University Linz, Austria.

Presenting Author: Farzana Munir

Humanitarian Intervention and Human Rights Violations During the Rohingya Crisis in Burma/Myanmar (MYSC137). Asmauisyaku Dutse, Federal University Dutse, Nigeria; Chemohd Aziz Bin Yaacob & Mohammad Syafii Anwar; Universiti Utara Malaysia.

Presenting Author: Asmauisyaku Dutse

Foreign Policy and Afrocentricism: An Appraisal of Nigeria's Role (MYSC179). Muritala Dauda, Mohammad Zaki Bin Ahmad, Mohammad Faisol Keling; Universiti Utara Malaysia.

Presenting Author: Muritala Dauda

Psychosocial Adjustment Among Abused Children in Residential Care (MYSC148). Ropizah Rohani, Zakiyah Jamaluddin, Abd Razak Abd Manaf; Universiti Utara Malaysia.

Presenting Author: Ropizah Rohani

Misappropriation of Assets and Corruption: Explaining the Gap between Policy and Practice with Luder's Contingency Model (MYAF318). Rosmawati Haron, Nafsiah Mohamed, Halil Paino; Universiti Teknologi MARA, Malaysia.

Presenting Author: Rosmawati Haron

Corruption In Malaysia: A Review (MYSC205). Shankar Durairaja, Geshina Ayu Mat Saat, Universiti Sains Malaysia; Mohammad, Nagentheraan, Universiti Kebangsaan Malaysia; Asilah, Ler, Universiti Sains Malaysia.

Presenting Author: Shankar Durairaja

Restructuring Nigeria: The Dilemma and Critical Issues (MYSC247). Muhammad Fuad Bn Othman, Dr Nazariah Binti Osman, Universiti Utara, Malaysia; Isah Shehu Mohammed, Federal Polytechnic, Bauchi, Nigeria.

Presenting Author: Isah Shehu Mohammed

Parallel Session 2.02 Issues in Business Strategy: Management

Session Chair: Prof. Dr. Hayat M. Awan

Session Coordinator: Ifthikar Ahmad

Time: 4:30 – 6:00pm

Room No.: BS1, Level 2, AHB

Impact of Irrationality and Decision Analysis Methods on Performance of Individual Investors at KSE (MYMA185). Hayat Muhammad Awan, Zara Hayat; Air University, Multan Campus, Pakistan.

Presenting Author: Hayat Muhammad Awan

From Experience to Influence: Positive Contribution of Electronic Word-of-Mouth (eWom) towards DERMAGS Product (MYMA223). Norbazilah Sakri, Norzaidahwati Zaidin, Pg Mohd Auza'e Pg Arshad, Faruk Muhammad; Universiti Teknologi Malaysia.

Presenting Author: Pg Mohd Auza'e Pg Arshad

Impact of Indian Muslim Restaurant Atmospheric Hygiene Perception on the Diner's Satisfaction: Extending Expectation-Disconfirmation Theory (MYMA231). Lim Soon Chow, Gengeswari Krishnapillai, Chong Yee Lee; Universiti Tunku Abdul Rahman Malaysia.

Presenting Author: Lim Soon Chow

Impact of Hotel Service Attributes on Customer Retention: Moderating Effect of Customer's Nationality – Case of Cinnamon Grand Hotel, Sri Lanka (MYMA254). Udanee Samarasinghe Thembiliyagoda, Sri Lanka Institute of Information Technology .

Presenting Author: Udanee Samarasinghe Thembiliyagoda

The Factors Affecting Preference of E-recruitment Media: An Empirical Study on Job Seekers of Bangladesh (MYMA244). Nahida Sultana, Bangladesh University, Dhaka Banglades; Nafia Sultana, Bangladesh University of Professionals, Bangladesh.

Presenting Author: Nahida Sultana & Nafia Sultana

The Demographic Transition and Growth Nexus in Pakistan: Implications for Development Policy (MYEC119). Hina Ali, The Women University Multan Pakistan; Imran Sharif Chaudhry, Fatima Farooq, Ruqia Safdar Bajwa; Bahauddin Zakariya University Multan Pakistan.

Presenting Author: Imran Sharif Chaudhry

The Role of Social Network, Social Norms and Trust Towards Board Active Participation Behavior in Cooperative Governance (MYSC93). Romaizah Abd Kadir, Universiti Putra Malaysia.

Presenting Author: Romaizah Abd Kadir

Parallel Session 2.03 Issues in Business Strategy: Accounting and Finance

Session Chair: Prof. Dr. Wan Nordin Wan Husin **Session Coordinator: Farouk Djermani**

Time: 4:30 – 6:00pm

Room No.: BS2, Level 2, AHB

Digital Payment and Financial Inclusion in Emerging India- Progress and Challenges (MYEC110). Susanta Kumar Sethy, University of Hyderabad (UoH), India.

Presenting Author: Susanta Kumar Sethy

Effect of Corporate Governance and Performance on Financial Disclosure in Malaysian Listed Companies (MYAF229). Ag Kaifah Riyard Bin Kiflee, Mohd Noor Azli Bin Ali Khan; Universiti Teknologi Malaysia.

Presenting Author: Ag Kaifah Riyard Bin Kiflee

Enhancement of Internet Financial Reporting Quality in Malaysian Context: An Evaluation of Corporate Governance and Auditing Mechanisms (MYAF238). Mathew Kevin Bosi, Mohd Noor Azli Bin Ali Khan; Universiti Teknologi Malaysia.

Presenting Author: Mathew Kevin Bosi

Emerging Risks and how Businesses are Mitigating them: Evidence from Malaysian Public Listed Companies (MYAF245). Nazliatul Aniza Abdul Aziz, Norlida Abdul Manab; Universiti Utara Malaysia.

Presenting Author: Nazliatul Aniza Abdul Aziz

Corporate Social Responsibility Reporting and Corporate Value in Selected Asian Countries: The Mediation Role of Customer Satisfaction (MYAF257). Sahar E Vahdati, Zarina Zakaria, Norhayah Zulkifli; University of Malaya Malaysia.

Presenting Author: Sahar-E-Vahdati

Asymmetric Determinants of Stock Prices: Does Global Financial Crisis Matter? (MYAF48). Bisharat Hussain Chang, Suresh Kumar Oad Rajput; Sukkur Institute of Business Administration (IBA) University, Sukkur, Sindh Pakistan.

Presenting Author: Bisharat Hussain Chang

A Conceptual Framework for the Role of Corporate Social Responsibility in Palestinian Firms Performance (MYAF215). Mohammed W. A. Saleh, Rohaida Abdul Latif, Fathiyyah Abu Bakar; Universiti Utara Malaysia.

Presenting Author: Mohammed W. A. Saleh

Parallel Session 2.04 Issues in Business Strategy: Management

Session Chair: Assoc. Prof. Dr. Yusniza Kamarulzaman

Session Coordinator: Dr. Rabia Rasheed

Time: 4:30 – 6:00pm

Room No.: BS3, Level 2, AHB

Impact of Management Practices and Strategic Responses on Pricing Strategy: Evidence from Textile Industry in Pakistan (MYMA246). Sana Affandi, Quaid-e-azam University, Islamabad, Pakistan; Hina Affandi, Foundation University, Rawalpindi Campus, Pakistan.

Presenting Author: Hina Affandi

An Empirical Study of Managers' Intentions to Hire Older Workers (MYMA253). Claudia Lau, Choong Chee Keong, Wong Kee Luen; Universiti Tunku Abdul Rahman Malaysia.

Presenting Author: Claudia Lau

The Effect of Organizational, Technological and Social Factors on Organizational Performance: Mediating Effect of E-Government Adoption (MYMA276). Ala'a Al-junaidi, Universiti Utara Malaysia.

Presenting Author: Ala'a Al-junaidi

Re-Visiting Diffusion of Innovation Theory on the Impact of ICT Infrastructure and Quality Governance in Higher Education (MYMA284). Shorouk Mohamed Farag Mohamed Aboudahr, Hamed Oluwaseyi Musibau, Muazam Mohamed; Universiti Utara Malaysia.

Presenting Author: Hamed Oluwaseyi Musibau

Consumer Perceived Value in Understanding the Consumption of Herbal Medicine: A Review (MYMA292). Adeline Y. L. Tam, Rohaizat Bahrun, Zuraidah Sulaiman; Universiti Teknologi Malaysia.

Presenting Author: Adeline Y. L. Tam

Impact of Promotion on Healthy Food Consumption Patterns among Malaysian Academician Consumers (MYSC265). Farouk Djermani, Universiti Utara Malaysia.

Presenting Author: Farouk Djermani

Divinity Saliency as an Invariant Structure of the Halal Executives' Eudaimonic Well-Being Experience (MYMA290). Jalilah Ahmad, Rosmimah Mohd. Roslin, Mohd Ali Bahari Abdul Kadir; Universiti Teknologi MARA Malaysia.

Presenting Author: Jalilah Ahmad

Parallel Session 2.05 Issues in Business Strategy: Accounting and Finance

Session Chair: Prof. Dr. Ku Nor Izah Ku Ismail

Session Coordinator: Hafizah Omar Zaki

Time: 4:30 – 6:00pm

Room No.: BS4, Level 2, AHB

Malaysian Corporate Directors' Perception on Gender Boardroom Quotas (MYAF391). Ku Nor Izah Ku Ismail, Ifa Rizad Bt Mustapa, Universiti Utara Malaysia; Intan Maiza Bt Abd. Rahman, Universiti Kebangsaan Malaysia; Shamsul Nahar Abdullah, Open University Malaysia.

Presenting Author: Ku Nor Izah Ku Ismail

A Theoretical Framework on the Relationship between Ownership Structure, Board Characteristics and Corporate Environmental Disclosure in Nigerian Listed Companies (MYAF266). Soomiyol Mike Terkuma, Muhammad Syahir Bin Abd. Wahab, Mohd. Amir Bin Mat Shamsudin; Universiti Utara Malaysia.

Presenting Author: Soomiyol Mike Terkuma

Risk Management In Zakat Institution – A Preliminary Study (MYAF288). Nazifah Mustaffha, Kolej Universiti Islam Antarabangsa Selangor (kuis).

Presenting Author: Nazifah Mustaffha

The Effect Of Board Governance Characteristics And Ownership Structure On Leverage Among Islamic Banking In Malaysia (MYAF283). Nina Emi Liana Binti Razali, Aza Azlina Binti Md Kassim; Universiti Selangor (unisel).

Presenting Author: Nina Emi Liana Binti Razali

The Influence Of Auditor And Organisational Characteristics On Internal Shariah Audit Effectiveness (MYAF285). Nurazalia Bt Zakaria, Universiti Sains Islam Malaysia; Noraini Mohd Ariffin, Nor Hafizah Zainal Abidin; International Islamic University Malaysia.

Presenting Author: Nurazalia Bt Zakaria

Earnings Management Research: Is the Avoidance of Fraud Triangle Theory Justified? (MYAF260). Murumba Inekwe, Fathyah Binti Hashim, Sofri Bin Yahya; Universiti Sains Malaysia.

Presenting Author: Murumba Inekwe

Parallel Session 2.06 Issues in Business and Social Sciences in Emerging Economies

Session Chair: Dr. Roza Hazli Zakaria

Session Coordinator: Burhan Khan

Time: 4:30 – 6:00pm

Room No.: BS5, Level 2, AHB

Workplace Deviance: Can it be Reduced Through Workplace Spirituality and Organizational Commitment? (MYMA369). Shofia Amin, Sihol Situngkir, Dian Mala Fithriani; Faculty Of Economics And Business, Universitas Jambi, Indonesia.

Presenting Author: Shofia Amin

Effective Supervision through Instructional leadership and teacher effectiveness in secondary schools (MYSC262). Hafsat Aliyu Bada, Universiti Utara Malaysia.

Presenting Author: Hafsat Aliyu Bada

Strategy for Developing Water Tourism on Lake Sipin, Jambi City Indonesia (MYEC389). Heriberta, Shofia Amin, Dwi Hastuti; Universitas Jambi Indonesia.

Presenting Author: Heriberta

Assessing Event Sustainability and Destination Image through the Local Community Support: A Case of Special Event (MYSC274). Hassnah Wee, Universiti Teknologi MARA, Malaysia; Alfian Thomas, Politeknik Sandakan Sabah Malaysia.

Presenting Author: Alfian Thomas

The Conceptual Framework Of Critical Success Factors (CSFs) For Outsourcing Service Providers Of Apartment Living (MYSC279). Farhan Md Dahlan, Universiti Teknologi MARA Malaysia; Nadia Adnan, Universiti Teknologi Petronas; Ashrof Zainuddin, Universiti Teknologi MARA Malaysia; Mohd Hasrol Haffiz Aliasak, Universiti Teknologi MARA Malaysia.

Presenting Author: Farhan Md Dahlan

Authoritarian Nature of the People Democratic Party on Federal Radio Corporation of Nigeria in the Fourth Republic (1999-2015) (MYSC358). Mukhtar Bashir, Universiti Utara Malaysia.

Presenting Author: Mukhtar Bashir

Parallel Session 2.07 Issues in Social Sciences in Emerging Economies: Education and Learning

Session Chair: Prof. Dr. Ghulam Shabir
Time: 4:30 – 6:00pm

Session Coordinator: Ayotunde Adetola Adelaja
Room No.: BS6, Level 3, AHB

Integrated Robotics STEM Curriculum in Meeting the Education 4.0 Challenges (MYSC317). Pang Yee Jiea, Hanipah Hussin, Tay Choo Chuan, Lim Seh Hoe, Sharifah Sakinah Syed Ahmad; Univeristi Teknikal Malaysia, Melaka Malaysia.

Presenting Author: Pang Yee Jiea

Eliciting Salient Beliefs about Use Intention of Digitized Manuscripts among Researchers in National Library of Malaysia: An Open-Ended Survey (MYSC310). Nor Sa'adah Md. Nor, Wan Ali @ Wan Yusoff Wan Mamat; International Islamic University Malaysia.

Presenting Author: Nor Sa'adah Md. Nor

A Collaborative Action Research on Teaching Writing to the Spanish Speaking Students of an EFL Class at a Malaysian University College (MYSC309). Abdullah Al Mahmud, Suparna Gupta; Linton University College, Malaysia.

Presenting Author: Abdullah Al Mahmud

An Examination on Factors to Pursue Professional Accounting Qualifications Among Undergraduates using Extended Theory of Planned Behaviour (MYAF331). Suhaila Binti Abdul Hamid, Halizah Md Arif, Izlawanie Muhammad, Norhazlina Ibrahim; Universiti Sains Islam Malaysia.

Presenting Author: Suhaila Binti Abdul Hamid

Enhancing Student Competencies through Digital Video Production: A Project-based Learning Framework (MYSC272). Lim Seh Hoe, Tay Choo Chuan, Hanipah Hussin, Pang Yee Jiea; Universiti Teknikal Malaysia.

Presenting Author: Lim Seh Hoe

Strengthening Research-Education-Extension (R-E-E) Linkage in New Context of Federal Nepal (MYSC286). Mahesh Jaishi, Institute of Agriculture and Animal Science (IAAS), Lamjung Campus, Nepal; Purna Bahadur Nepali, Kathmandu University Nepal; Sandhya Rijal, Agriculture And Forestry University Nepal.

Presenting Author: Mahesh Jaishi & Sandhya Rijal

The Impact of Financial Development on the Economic Growth of ASEAN Countries: A panel Co-integration Approach (MYEC415). Jimoh Olajide Raji, Rana Muhammad Adeel-Farooq; School of Economics, Finance and Banking, Universiti Utara Malaysia

Presenting Author: Rana Muhammad Adeel-Farooq

Parallel Session 2.08 Sustainability Issues in Business Strategy in Emerging Economies

Session Chair: Assoc. Prof. Dr. Mohd Zulkhairi Mustapha
Time: 4:30 – 6:00pm

Session Coordinator: Dr. Linda Seduram
Room No.: BS7, Level 3, AHB

Sustainability among Small and Medium Shipping Companies in Malaysia (MYSI339). Mohd Zulkhairi Mustapha, Ervina Alfian, Zarina Zakaria, Anna Azriati Che Azmi; University of Malaya Malaysia.

Presenting Author: Mohd Zulkhairi Mustapha

Effects of Cynicism of Green washing Advertisement towards Environmentally Responsible Purchase Behaviour for Energy Efficient Vehicle among Malaysian Consumer (MYMA230). Muhamad Syakir Shukor, Zuraidah Sulaiman, Thoo Ai Chin, Adaviah Mas'od; Universiti Teknologi Malaysia.

Presenting Author: Muhamad Syakir Shukor

A Bibliometric Analysis of Green Innovation Research: Global and Malaysia Trends (MYMA235). Mohd Hafizuddin Musa, Marini Nurbanum Mohamad; Universiti Sains Malaysia.

Presenting Author: Mohd Hafizuddin Musa & Marini Nurbanum Mohamad

Crafting a Green Purchase Decision Making Process: Do Social Influence and Environmental Concern Matter? (MYSC380). Linda Seduram, Mohammad Samrat Hasan, Nahg A Alawi; Geomatika University College, Kuala Lumpur, Malaysia.

Presenting Author: Linda Seduram

Environmental Mainstream Tools (EMT) Towards Green Environment at Malaysia Small and Medium (S&M) Manufacturing Sector (MYAF79). Khoo Nee Kah, Universiti Teknikal Malaysia Melaka (UTeM); Hanipah Hussin, Center for Languages and Human Resource Development Research Group Norida Abdullah, Universiti Teknikal Malaysia Melaka (UTeM).

Presenting Author: Khoo Nee Kah

Crowdsourcing as an Option: Insights from Malaysian Manufacturing Organizations (MYMA334). Hasliza Abdul Halim, Marini Nurbanum Mohamad, Noor Hazlina Ahmad, Khairul Anuar Mohammad Shah; Universiti Sains Malaysia.
Presenting Author: Marini Nurbanum Mohamad

Parallel Session 2.09 Issues in Business Strategy: Management

Session Chair: Dr. Arfan Shahzad
Time: 4:30 – 6:00pm

Session Coordinator: Suaad Jasem
Room No.: BS8, Level 3, AHB

The Effectiveness of Enterprise Resource Planning System on Organizational Performance among Medium Sized Enterprises (MYSC373). Adejare Yusuff Aremu, PhD Scholar, Othman Yeop Abdullah Graduate School Of Business, Universiti Utara Malaysia, Arfan Shahzad; Lecturer, Universiti Utara Malaysia; Shahizan Hassan, Professor and Dean, Othman Yeop Abdullah Graduate School Of Business, Universiti Utara Malaysia.

Presenting Author: Arfan Shahzad

Perceived Usefulness of Knowledge, Effective Use, and Individual Impact: From the Perspective of Malaysia's Electronic Health Record System (MYMA326). Mohd Idzwan Mohd Salleh, Universiti Teknologi MARA, Malaysia; Rosni Abdullah, Universiti Sains Malaysia; Nasriah Zakaria, King Saud University Saudi Arabia.

Presenting Author: Mohd Idzwan Mohd Salleh

The Relationship Between Job Engagement, Organizational Engagement and Technostress (MYMA330). Deborah Okolo, Suzilawati Kamarudin, Ungku Norulkamar Ungku Ahmad; Universiti Teknologi Malaysia.

Presenting Author: Deborah Okolo

Mediating Effect of Logistics Integration in the Relationship between Strategic Supplier Partnership and Supply Chain Performance in Telecommunication Industry in Malaysia (MYMA352). Noraini Ahmad, Adam Mohd Saifudin, Jauriyah Shamsuddin, Universiti Utara Malaysia.

Presenting Author: Noraini Ahmad

An Asymmetric Test of Monetary and Real Business Cycle Hypotheses: Evidence from Nigerian Data (MYMA203). Mohammed Umar, Federal University of Kashere Nigeria; Jauhari Dahalan, University of Kuala Lumpur Malaysia; Yakubu Adamu Malala, Federal University of Kashere Nigeria.

Presenting Author: Mohammed Umar & Yakubu Adamu Malala

Effect of Gender and Education of Farmers on Learning Facebook (MYSC364). Milan Subedi, Tribhuvan University, Institute of Agriculture and Animal Science Nepal; Lochana Baba Shahi, Helvetas Nepal; Amit Khanal, Ganesh Belbase; Tribhuvan University, Institute of Agriculture and Animal Science Nepal.

Presenting Author: Milan Subedi & Lochana Baba Shahi

Impact of Factors Influencing Use of E-Commerce on Performance of Malaysian SMEs: A Comparison of Click-and-Mortar and Pure-Play (MYMA378). Chin Hon Keong, Global Oriental Bhd Gob, Malaysia; Arfan Shahzad, Universiti Utara Malaysia.

Presenting Author: Chin Hon Keong

**PRESENTATION
SCHEDULE
DAY 2
NOVEMBER 10-2018**

Pre-Conference
Workshop

Issues and Challenges in Communicating Scholarly Work

Moderator:

Assoc. Prof. Dr. Tengku Faekah Tengku Ariffin, Managing Editor, Malaysian Journal of Learning and Instruction, School of Education and Modern Languages, Universiti Utara Malaysia.

Time: 8:30am – 10:30am

Parallel Session 3.01 Issues in Social Sciences: Sociology and Social Work

Session Chair: Prof. Dr. Ghulam Shabir

Session Coordinator: Athifah Najwani

Time: 11:00am – 12:30pm

Room No.: Auditorium, Level 2, AHB

Influence of Interpersonal Communication Sources on Voting Behaviour of Youth (MYSC101). Ghulam Shabir, Beaconhouse National University (BNU), Lahore, Punjab, Pakistan.

Presenting Author: Ghulam Shabir

Trash to Cash through Permaculture for Sustainable Island Tourism: A Case of Semporna Sabah, Malaysia (MYSI299). Kamarul Arrifin Maizan, Independent Researcher, Melaka, Malaysia; Siow May Ling, Sridar Ramachandran; Universiti Putra Malaysia.

Presenting Author: Siow May Ling

Overweight and Obese Knee Osteoarthritis: A Review of Intervention Methods and Findings (MYSC214). Muhammad Tariq Rafiq, Maryam Hadizadeh, Eliza Hafiz, Tang Yudong; University of Malaya Malaysia.

Presenting Author: Muhammad Tariq Rafiq

A Discourse on Cross Border Tourism and the Local Community Development in Miri, Sarawak Malaysia (MYSI306). Christy Tekot Anak Swilten Salleh, Arni Abdul Gani; Universiti Teknologi MARA, Malaysia.

Presenting Author: Christy Tekot Anak Swilten Salleh

Analysis of Socioeconomic-demographic Characteristics, Social Capital and Economic Coping Strategies to Improve Food Security for Poor Urban Households in Jambi Province Indonesia (MYSC374). Junaidi, Amri Amir, Amril; Universitas Jambi Indonesia

Presenting Author: Junaidi

Impact of Workplace Incivility towards Turnover Intention: Mediating Role of Burnout (MYSC268). Wan Zhalkiatul Aida Binti Ishak, Fais Ahmad, Khairol Anuar Ishak; Universiti Utara Malaysia.

Presenting Author: Wan Zhalkiatul Aida Binti Ishak

Relationship between Personality and Adaptive Performance: Mediating Effect of Work Engagement (MYSC270). Athifah Najwani Shahidan, Siti Norasyikin Abdul Hamid, Fais Ahmad; Universiti Utara Malaysia.

Presenting Author: Athifah Najwani Shahidan

Parallel Session 3.02 Issues in Business: Management in Emerging Economies

Session Chair: Assoc. Prof. Datin Dr. Rusnah Muhamad

Session Coordinator: Tiong Ngee Wen

Time: 11:00am – 12:30pm

Room No.: BS1, Level 2, AHB

Do Islamic Banks Need Islamic Corporate Social Responsibility Measurement? (MYAF280). Fatimah Noor Rashidah Binti Mohd Sofian, Rusnah Muhamad; University of Malaya Malaysia.

Presenting Author: Rusnah Muhamad

Green Information Technology Adoption Drivers (MYMA392). Hussein Mohammed Abu Al Rejal, Zulkifli Mohamed Udin, Shahimi Mohtar; Universiti Utara Malaysia.

Presenting Author: Hussein Mohammed Abu Al Rejal

Effect of Micro, Small and Medium Enterprises (MSMEs) Credit on Entrepreneurial Credit in Jambi Province Indonesia (MYEC390). Etik Umiyati, Selamat Rahmadi; Universitas Jambi Indonesia.

Presenting Author: Etik Umiyati

Strategy for Developing Small and Medium Micro Enterprises in Accelerating the Development of Lake Sipin Tourism Objects in Jambi City Indonesia (MYEC396). Heriberta, Zulfanetti, M. Ridwansyah; Universitas Jambi Indonesia.

Presenting Author: Heriberta

Natural Disaster Vulnerability induces the Risk of Radical Attack (MYEC256). Tismazammi Mustafa, University Technology MARA Kelantan, Malaysia; Jaharudin Padli, University Malaysia Terengganu, Malaysia.

Presenting Author: Tismazammi Mustafa

Challenges Faced by the Start-ups: An Exploratory Study and Recommendations about Bangladeshi Start-up Companies (MYAF301). Mohammad Imtiaz Hossain, Siow May Ling, Ong Tze San; Universiti Putra Malaysia

Presenting Author: Mohammad Imtiaz Hossain

Profile and Development Model of Micro, Small and Medium Enterprises (MSMEs) in Jambi Province Indonesia (MYEC388). Zulfanetti, Ade Octavia, Erida; Universitas Jambi Indonesia.

Presenting Author: Erida

Parallel Session 3.03 Issues in Business: Management in Emerging Economies

Session Chair: Prof. Dr. Rehana Kousar

Session Coordinator: Suaad Jasem

Time: 11:00am – 12:30pm

Room No.: BS2, Level 2, AHB

Investor Sentiments and Trading Volume's Asymmetric Response, a Non-Linear ARDL Approach Tested in PSX (MYAF371). Rehana Kouser, Abdul Wahab, Bahauddin Zakariya University Multan Irum Saba, Institute of Business Administration Karachi Pakistan, Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan; Maria Shams Khakwani, The Women University Multan Pakistan.

Presenting Author: Prof. Dr. Rehana Kousar

Determinants in Financial Reporting on Small and Medium Enterprises (MYAF308). Eko Prasetyo, Dewi Fitriyani, Fitriani Mansur, Yuliusman; Universitas Jambi Indonesia.

Presenting Author: Eko Prasetyo

The Impact of IFSA 2013 on Product Development Activities of Takaful Industry: A Systematic Literature Review (MYAF336). Syahidawati Shahwan, Safeza Mohd Sopian, Nur Syahirah Binti Kamaruddin; Universiti Sains Islam Malaysia.

Presenting Author: Syahidawati Shahwan

The Effect of Earnings Management Practices and Institutional Ownership on Investor Protection in Public Companies (MYAF344). Misni Erwati, Eko Prasetyo, Salman Jumaili; Universitas Jambi Indonesia.

Presenting Author: Misni Erwati

Determinants of Use of Information Accounting by Creative Industries (MYAF342). Reka Maiyarni, Dewi Fitriyani; Universitas Jambi Indonesia.

Presenting Author: Reka Maiyarni

Potential of Crowdfunding as an Optimal Alternative Financing Model for Start-ups in India (MYAF338). Mushthaq Ahammed Kanhirala, Emirates Canadian University College, UAE.

Presenting Author: Mushthaq Ahammed Kanhirala

The Demand For Money And Financial Innovation: An Empirical Verification In India (MYEC289). Masudul Hasan Adil, University of Mumbai; Pravakar Sahoo; University of Delhi.

Presenting Author: Masudul Hasan Adil

Parallel Session 3.04 Issues in Social Sciences: Sociology and Social Work

Session Chair: Assoc. Prof. Dr. Abdul Halim Abdul Majid
Time: 11:00am – 12:30pm

Session Coordinator: Dr. Mohd Amsal
Room No.: BS3, Level 2, AHB

Selfie Marketing and Customer Loyalty: Experiential Shopping as Mediation (MYMA394). Ade Octavia, Yayuk Sriyudha; Universitas Jambi Indonesia.

Presenting Author: Ade Octavia

Examining the Impact of National Culture on Pupils PISA Results: The Case of European Countries (MYSC316). Denisa Chlebounova, Samuel Amponsah Odei; University of Pardubice, Czech Republic.

Presenting Author: Denisa Chlebounova

A Conceptual Study on the Impact of Human Resource Management Practices on Employee's Brand Supporting Behaviour (MYSC312). Mohammad Said Ibrahim Alshuaibi, Muhammad Awais Ilyas, Ahmad Said Ibrahim Alshuaibi; University Utara Malaysia.

Presenting Author: Mohammad Said Ibrahim Alshuaibi

Service Quality, Arsenal for Customer Retention in Malaysia Commercial Banks (MYSC349). Chim Weng Kong, Maria Abdul Rahman; Universiti Utara Malaysia.

Presenting Author: Chim Weng Kong

Satisfaction Evaluation Model of High-Level Athletes Management System in Sichuan Province of China (MYSC221). Tang Yudong, Moho Salleh Aman; University of Malaya Malaysia.

Presenting Author: Tang Yudong

A Conceptual of Sale and Leaseback Investment in Malaysian Reits Companies (MYSC282). Nur Lesya Firsya Binti Johaimi Ling, Hasrol Haffiz Bin Aliasak, Kartina Binti Alauddin; Universiti Teknologi MARA Malaysia.

Presenting Author: Nur Lesya Firsya Binti Johaimi Ling

Assessment Of Non Tax Revenue Potential In Malaysian Local Authorities (MYSC278). Nur Berahim, Mohd Nadzri Jaafar, Ainur Zaireen Zainudin; Universiti Teknologi Malaysia.

Presenting Author: Nur Berahim, Mohd Nadzri Jaafar

Parallel Session 3.05 Issues in Business Strategy: Accounting and Finance

Session Chair: Assoc. Prof. Dr. Hijattulah Abdul Jabbar
Time: 11:00am – 12:30pm

Session Coordinator: Hafizah Omar Zaki
Room No.: BS4, Level 2, AHB

Tax Evasion And The Social Influence Perspective: A Conceptual Model For Palestine (MYAF307). Amjad Abdallah Alkhatib, Hijattulah Abdul Jabbar, Munusamy Marimuthu; Universiti Utara Malaysia.

Presenting Author: Assoc. Prof. Dr. Hijattulah Abdul Jabbar

The Influence of Board Leadership and Board Roles on Frequency of Board Meetings And Firm Performance in Two-tier Boards (MYAF302). Md Arafat Hossain, Elaine Yen Nee Oon; University of Malaya Malaysia.

Presenting Author: Md Arafat Hossain

Corporate Governance and Disclosure: Role of Characteristics of the Board of Directors in Saudi Listed Companies (MYAF298). Maadi Bakor Omar, Azhar B Abdul Rahman; Universiti Utara Malaysia

Presenting Author: Maadi Bakor Omar

Impact of Technology Advances in IR 4.0 on Accountancy Profession: Are We Aware? (MYAF297). Norhanizah Johari, Kolej Universiti Islam Antarabangsa Selangor (KUIS) Malaysia.

Presenting Author: Norhanizah Johari

Perceived Effectiveness of Internship Programs among Accounting Students in Malaysia (MYAF196). Masniza Supar, Nur Jannah Mohaidin, Mohd Adha Ibrahim; Universiti Kuala Lumpur Business School Malaysia.

Presenting Author: Masniza Supar

Corporate Governance, Risk Taking and Financial Performance of Islamic Banks (MYAF345). Salina Rasli, Universiti Selangor Malaysia.

Presenting Author: Salina Rasli

Parallel Session 3.06 Issues in Social Sciences: Sociology and Social Work

Session Chair: Dr. Norizah Mohd Mustamil

Session Coordinator: Burhan Khan

Time: 11:00am – 12:30pm

Room No.: BS5, Level 2, AHB

Migrant Factor in the Historical Development of Minna Town in Nigeria, 1999-2015 (MYSC89). Salihu Ibrahim, Niger State College Of Education, Minna, Nigeria; Ahmad Zaharuddin Sani Ahmad Sabri, Institute of Tun Dr. Mahathir Mohamad's Thoughts.

Presenting Author: Salihu Ibrahim

An Exploratory Qualitative Study on Depression and Resilience Factors of Indonesian Domestic Helper in Malaysia (MYSC109). Ellys Juwita Purba, Syed Mohamad Syed Abdullah; Universiti Sains Malaysia.

Presenting Author: Syed Mohamad Syed Abdullah

The Behaviour of Using SIM Card in Indonesian Border Area (MYEC351). Ray Sastri, STIS Polytechnic of Statistics Indonesia; Arbi Setiyawan, National Statistics Training Centre Indonesia.

Presenting Author: Arbi Setiyawan

Moderating Effect of Leadership Role on the Relationship Between Organization Politics and Informal Learning and Decision-Making Process (MYSC329). Abaniwo David Sunday, Muhammed Fauzi Othman, Mohd Azhar Abd Hamid; Universiti Teknologi Malaysia.

Presenting Author: Abaniwo David Sunday

Attitude, Perceived Behavioural Control and Subjective Norm in Waste Segregation-at-Source Behaviour among Households in Malaysia (MYEC233). Cheng Kai Wah, Syuhaily Osman; Department of Resource Management & Consumer Studies, Universiti Putra Malaysia.

Presenting Author: Cheng Kai Wah

The Influence of Socioeconomic Characteristics and Family Support on the Quality of Life and Well-being of the Elderly in Jambi Province Indonesia (MYSC370). Hardiani, Purwaka Hari Prihanto; Universitas Jambi Indonesia.

Presenting Author: Hardiani

Semantic Grid: A Semantically Enabled E-Health System (MYSC367). Sadia Zulfiqar, Salyha Zulfiqar; Bahauddin Zakariya University, Multan, Pakistan.

Presenting Author: Sadia Zulfiqar

Parallel Session 3.07 Issues in Business Strategy: Management

Session Chair: Prof. Dr. Mohd Noor Mohd Sharif

Session Coordinator: Arsalan Najmi

Time: 11:00am – 12:30pm

Room No.: BS6, Level 3, AHB

Role of Change Implementation Capacity on Retail Firm Performance with Moderating Effect of High Volatile Environment (MYMA201). Mohd Nizam Abdul Kadir, Mohd Noor Mohd Shariff, Jauriyah Shamsuddin; Universiti Utara Malaysia.

Presenting Author: Mohd Noor Mohd Shariff

Impact Analysis of the Provision of Micro Financing on the Development of Customer MSMEs at PT Bank BRISyariah Jambi Branch (MYEC387). Zulfanetti, Heriberta, Rahma Nurjanah; Universitas Jambi Indonesia.

Presenting Author: Zulfanetti

Financial Behavior of SMEs' Owner Managers: A Critical Literature Review (MYSC379). Rabia Rasheed, Universiti Utara Malaysia.

Presenting Author: Rabia Rasheed

The Effect of Knowledge Management Practices on Organizational Performance (MYSC377). Ali Raza Zaidi, Imdad Ali Bughio, Waqas Nazir; Mehran University Institute Of Science & Technology Development, Jamshoro, Pakistan.

Presenting Author: Ali Raza Zaidi

Barriers to Implement Continuous Improvement Activities in Malaysian Automotive Part Manufacturers SMEs (MYMA359). Mohd Ghazali Bin Maarof, Shahryar Sorooshian, Universiti Malaysia Pahang; Suhaila Binti Abdul Hamid, Universiti Sains Islam Malaysia.

Presenting Author: Mohd Ghazali Bin Maarof

Quality improvement tools/methods, Statistical Methods, Industrial 4.0, Food Industry (MYMA340). Sarina Abdul Halim Lim, Universiti Putra Malaysia.

Presenting Author: Sarina Abdul Halim Lim

Role of Top Management Commitment for Responsible Leadership Development among Students in Business Schools in Emerging Economies (MYMA300). Sulaman Hafeez Siddiqui, The Islamia University Of Bahawalpur Pakistan.

Presenting Author: Sulaman Hafeez Siddiqui

Intention to Adopt Electric Vehicle Using the Theory of Planned Behavior Model: Evidence from Jordan (MYSC409). Bilal Mohammad Eneizan, Jadara University Jordan.

Presenting Author: Bilal Mohammad Eneizan

Sustainable Business Development in the Vision of Europe 2020 Strategies and Growth of Urban Economies (MYMA410). Abbas A. Issa, Lebanese International University Lebanon.

Presenting Author: Abbas A. Issa

Parallel Session 3.08 Issues in Business and Economy in Emerging Economies

Session Chair: Assoc. Prof. Dr. Ruzita Jusoh

Session Coordinator: Md Moniruzzaman Sarker

Time: 11:00am – 12:30pm

Room No.: BS7, Level 3, AHB

What Motivates and Deters the 'crowd' in Crowdfunding in Malaysia? (MYAF156).

Shaista Wasiuzzaman, Faculty of Management, Multimedia University Malaysia; Hemalatha A/p Pannir Chelvam, Faculty of Management, Multimedia University Malaysia.

Presenting Author: Hemalatha A/p Pannir Chelvam

Business Model of Tourism Development in Jambi Province, Indonesia (MYMA381). Fitriaty, Syaparuddin, Dessy Elliyana; University of Jambi Indonesia

Presenting Author: Fitriaty

Investment Pattern in Indonesia: Islands and Economic Sectors Based Studies (MYEC376). Syaparuddin, Zulgani, Dearnmi Artis; Faculty of Economics and Business, Universitas Jambi, Indonesia.

Presenting Author: Syaparuddin

E-government, internet financial reporting, audit opinion, good public governance (MYAF347). Dewi Fitriyani, Reka Maiyarni, Yuliusman; Universitas Jambi Indonesia.

Presenting Author: Dewi Fitriyani

Analysing Purchase Intention and Behaviour towards Green Food Packaging for Achieving Environmental Goals in Malaysia (MYSI314). Chinnasamy Malarvizhi, Sreenivasan Jayashree, Shamima Raihan Manzoor; Multimedia University Malaysia.

Presenting Author: Shamima Raihan Manzoor

Impact of Trade liberalization on Human Capital and Economic Growth Nexus: Empirical Evidence from Some Selected Developing Countries (MYEC190). Imran Sharif Chaudhry, Professor, School of Economics, Bahauddin Zakariya University Multan Pakistan; Arooj Iqbal, School of Economics, Bahauddin Zakariya University Multan Pakistan; Fatima Farooq, School of Economics, Bahauddin Zakariya University Multan Pakistan.

Presenting Author: Dr. Fatima Farooq

Learning Styles and Employee Creative Behavior: An Exploration through Cognitive Styles (MYSC169). Saima Yasmeen, Institute of Southern Punjab Multan Pakistan; Iram Batool & Ruqia Safdar Bajwa, Bahauddin Zakariya University Multan Pakistan; Muhammad Saqib, School of Global and Urban St Pakistan.

Presenting Author: Ruqia Safdar Bajwa

LUNCH AND PRAYER BREAK

12:30pm – 1:30pm

CITY TOUR

1:30pm – 3:30pm

ABSTRACTS

Asymmetric Determinants of Stock Prices: Does Global Financial Crisis Matter?

Bisharat Hussain Chang, Sukkur Institute of Business Administration (IBA) University, Sukkur, Sindh Pakistan*

Suresh Kumar Oad Rajput, Sukkur Institute of Business Administration (IBA) University, Sukkur, Sindh Pakistan

Abstract:

This study extends previous studies by determining the asymmetric effect of macroeconomic variables on stock prices of KSE 100 index in the context of Pakistan. It also determines whether the asymmetric behavior of these variables change as a result of the global financial crisis. Both linear and nonlinear ARDL models have been used for full sample period as well as in pre- and post-crisis periods. The findings suggest that the relationship between macroeconomic variables and stock prices is asymmetric in the short-run whereas this effect is symmetric in the long-run when the whole sample period is selected. However, when pre- and post-crisis periods are selected this effect becomes asymmetric in the long-run as well; that is, positive and negative shocks in macroeconomic variables do not affect the stock prices in the same way. Investors and other stakeholders may, therefore, consider these crises as well before making an investment or other decisions.

Keywords: Nonlinear ARDL, exchange rates, stock prices, asymmetry, global financial crisis

Corresponding author's email: * bisharat.phdmgt17@iba-suk.edu.pk

Paper ID: MYAF48

Environmental Mainstream Tools (EMT) towards Green Environment at Malaysia Small and Medium (S&M) Manufacturing Sector

Khoo Nee Kah, Universiti Teknikal Malaysia Melaka (UTeM), Durian Tunggal, Alor Gajah, Melaka, Malaysia*

Hanipah Hussin, Center for Languages and Human Resource Development Research Group

Norida Abdullah, ISTE-CTeD - Universiti Teknikal Malaysia Melaka (UTeM), Durian Tunggal, Alor Gajah, Melaka, Malay

Abstract:

Purpose -Implementation EMT is important in Malaysia workplace, especially in Small and Medium (S&M) Melaka manufacturing sector. EMT and Green environment movement in Melaka has been scrutinized due to lack of managing culture and non-compliance of the requirements of Environmental Act. This research tools name Environmental Mainstream Tools (EMT). Methodology - In this paper we would like to include the EMT practices as a new parameter in order to improve Green environment practices in work place. There are seven element in EMT as Environmental Polic(EP), Enviromental Budgeting (EB), Environmental Monitoring Committee (EMC), Environmental Facility (EF), Environmental Competency (EC), Environmental Reporting and Communication(ERC), Environmental Transparency (ET) and four components as understanding, commitment, practice and behavior influence the improvement of this research towards green environment practices. Result-These research highlight the problems in the Melaka (S&M) manufacturing sector weak and poor in managing green environment which are probably due to lack of non-compliance of the requirements .This study is to promote the importance of EMT practices at work place through understanding of the concept with a few sample given as a guided towards EMT practices. Small and Medium manufacturing sector have difficult to quantify environmental problems received little attention from environmental researchers in Malaysia Implication / Originality-This study is to promote several new management practices such Education system, mentor mentee, andragogy, grading and others practices towards green environment improvement in work place. It is involve a new strategies as a continuous program to achieve Melaka Excellence, smart, green and clean.

Keywords: Green environment, practices S&M manufacturing, environmental mainstream tools (EMT)

Corresponding author's email: * khoo5616@yahoo.com

Paper ID: MYAF79

Factors Influencing Housing Affordability Stress vs. Alternative Financing Schemes for Home Buyers in Klang Valley Malaysia

Wong Hua Siong, Multimedia University, Melaka, Cyberjaya and Iskandar Puteri, Malaysia*

Dr. Gita Radhakrishna, Multimedia University Malaysia

Abstract:

Objective: The massive development in residential properties especially in Klang valley resulted uncontrolled housing supply than demand. However, due to the price of the properties increased resulted that not everyone in Klang valley is affords to buy the property. Thus, it has caused the housing affordability stress to most of the families. An alternative home financing scheme offered through eligible housing developers licensed under the Money Lenders Act 1951 and Pawnbrokers Act 1972. The paper therefore explores factors influencing housing affordability stress and alternative schemes that could be offered by developers. **Methodology:** The writer applies the method of documentary studies, historical archives, public record to arrive at the findings. **Results:** The loan tenure is between 10 and 20 years with the interest rate being fixed at 12% per annum for borrowers with collateral, and 18% for those without. Consequently, one of the immediate issues for the borrower would be coping with the very high interest rates under this scheme. Further, no eligibility criteria has been set for developers to qualify for a licence. There is also the issue of a conflict of interest when a developer also acts as a financier. **Implication:** This research presents a conceptually framework to describe the factors influencing housing affordability stress and alternative schemes that could be offered by developers by taking into consideration of the legal impact when the developers act as home loan financier to the borrowers. The study is particularly useful for housing industry by identifying the legal implication of the same.

Keywords: Alternative schemes, developer, housing affordability stress, Klang Valley.

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Paper ID: MYEC88

Migrant Factor in the Historical Development of Minna Town in Nigeria, 1999-2015

Salihu Ibrahim, School Of Language, Civilization And Philosophy, Niger State College Of Education, Minna, Niger State, Nigeria*

Ahmad Zaharuddin Sani Ahmad Sabri, Institute Of Tun Dr. Mahathir Mohamad's Thoughts, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

Abstract:

The factor of migration in no small measure play significant role in the historical development of human settlements. Movement and consequent settlement of people in new places cut across human history. The population of Minna Town witnessed tremendous increase especially during the period of our study due to the influx of migrants. This paper aim at discussing the waves of migrations into Minna Town and how it has influenced its transformation into an urban center. It have been noticed that works on migration and its consequences on the urbanization of Towns in Nigeria since the inception of democratic rule in 1999 has been left fallow most especially Minna Town. This study in particular considers specifically the historical development of the Minna town 1999-2015 which is a watershed in its history. Using qualitative method the research employed the utilization of semi structured interview approach with twenty five people across board to obtain historical information on the development of Minna Town. The information was corroborated with other secondary source materials to analyse and interpret the study. Minna is located at the central part of Nigeria thus its a corridor of movements that attract population. The research finds out that various reasons are responsible for the regular and unprecedented influx of people to Minna Town. The study will assist in our understanding of the magnanimous contributions made by the migrants towards its urban growth. It will assist government and policy makers shed more light on the socio-economic and political of migrants on settlements.

Keywords: Migrant factor, historical development, Nigeria, Minna town

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Paper ID: MYSC89

The Role of Social Network, Social Norms and Trust towards Board Active Participation Behavior in Cooperative Governance

Romaizah Abd Kadir, Universiti Putra Malaysia (UPM), Seri Kembangan, Selangor, Malaysia*

Abstract:

Objective: The purpose of this paper is to determine the relationship between social factors i.e. : Social network, social norms and trust, and its relationship with board members active participation behavior (BAPB) in cooperative governance. **Methodology:** A questionnaire survey was administered to 500 board members from cooperatives throughout Peninsular Malaysia. The hypotheses path was tested by conducting coefficient regression analysis and Structural Equation Modeling (SEM) **Results:.** The research found a positive correlation between social network and social norms with BAPB. However, there is no relationship between trust and BAPB. **Implication:** This research presents a conceptually yet empirically supported framework to describe the role of social network, social norms and trust for an in-depth understanding on board processes. The study particularly looks into the importance of social factors and its impact towards BAPB, from the perspective of social capital development. This paper gives valuable reference to administrator of cooperative organization for a formulation of a comprehensive human capital strategic plan for cooperatives. Board behaviour, board participation, social network, social norms, trust.

Keywords: Board behaviour, board participation, social network, social norms, trust.

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Paper ID: MYSC93

Influence of Interpersonal Communication Sources on Voting Behaviour of Youth

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Abstract:

The study "influence of interpersonal communication sources on voting behaviour of youth " A Study of was conduct in General Election 2013 Campaign" conducted to determine the influence of interpersonal communication such as (Parents, Siblings, friend ,religious leader ,celebrities teachers and significant other that which source is more significant in shaping voting behaviour of Pakistani youth.. For this study survey method was used, in which self-reported questionnaire compressing forty-two question was distributed among 1000 respondents in public sectors universities of Punjab and Islamabad to find out results. SPSS (Statistical Package for Social Sciences) was used for data analysis and statistical testing of the variables. Excel and word document software's were also used for composing, graphics, tables, and charts. The results proved that Parents are the most significant predictor of the voting behavior of youth, but there level of significance gradually decreasing as compared to prior studies, because of change in the source of information of youth. This study supports the theoretical framework of interpersonal discussion' that emphasized on the importance of interpersonal discussion in shaping behaviors attitudes and emotional reactions of youth.

Keywords: Interpersonal communication, interpersonal sources, voting behaviour, general election 2013, election campaign, interpersonal influences

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Paper ID: MYSC101

An Exploratory Qualitative Study on Depression and Resilience Factors of Indonesian Domestic Helper in Malaysia

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Syed Mohamad Syed Abdullah, Universiti Sains Malaysia (USM), Penang, Malaysia

Abstract:

Research indicates a large percentage of Indonesian domestic helpers are exposed to exploits, verbal and sex abused that expose them to various problems such as psychological, social, cognitive, behavioural, and physical challenges. These experiences can have overwhelming long-term problems on them. This study explored qualitative method to assess the depression and resiliencies factors of 24 Indonesian domestic helpers that contribute to quality life of Indonesian domestic helpers. These themes were organized into challenges during migration, overcome their challenges and internal factors/individual characteristics, family factors, and external factors. The result shows that despite all challenges and hurdles of Indonesia domestic helpers in Malaysia, eight from 24 of Indonesian domestic helper still develop very high resilient that make them stay strong in Malaysia. The significant factors of resilience level are the purpose of working, secure relationships, and their positive acceptance of change. The factors that cause of depression are job environment, financial hardship, lack of social support, lack of spiritual activity. The awareness created through this study will enable proper government-to-government policy on Domestic helpers matters hence reducing depression rate and policy level intervention and implementation, is needed to improve working conditions, including minimum wages and regulation of working hours is recommended. It will as well contribute to the body of knowledge on depression and resilience level of Indonesia domestic helpers in a foreign country especially the counsellors and the social workers employed by the Indonesia embassies in all nations throughout the world.

Keywords: Depression, resilience, Indonesian domestic helpers.

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Paper ID: MYSC109

Digital Payment and Financial Inclusion in Emerging India- Progress and Challenges

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Abstract:

Innovation has been one of the biggest driver for the growth of India's digital payments economy. Digital payments are making financial services more universally affordable, accessible and therefore, have the opportunity to drive financial inclusion and financial health for billions worldwide. Now-a-days digital payment system is playing a crucial role for promoting financial inclusion programme in India. The main objective of this paper to analyze the present status of digital payment and financial inclusion in India. The study is fully based on the secondary data. After analyzing the facts and figures it can be concluded that all items of digital payments such as RTGS, Retail electronic clearing, Prepaid Payment Investment (PPIs), EFT/NEFT, IMPS, usage at Point of Service (PoS), debit cards, mobile banking, credit cards and number of ATMs has been increasing in India. The digital payment transactions are increasing from 1, 329 trillion to 2,295 trillion. The performance of mobile wallet transactions also increasing from 33 million to 1,630 million. In addition, the performance of financial inclusion programmes indicates that, the contribution of public sector banks in case of opening of number of accounts, balance in accounts and issues of number of Rupay Cards were highest comparison to other banks in India. This study also highlights the advantages and major challenges of digital banking in India. Overall performance of digital banking indicates that digital payment is an essential part of financial inclusion in India.

Keywords: Digital payments, financial inclusion

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Paper ID: MYEC110

The Demographic Transition and Growth Nexus in Pakistan: Implications for Development Policy

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Abstract:

Objective: Research aims to analyze the impacts of demographic transition on the growth of economic development in Pakistan. According to Economic Survey of Pakistan for the year 2012-13, Pakistan has the 6th Position in the world according to population and its population is about 184 million. Present work demonstrates time series data for the period from 1975 to 2015. **Methodology:** This study used the bound testing approach to co-integration; Autoregressive Distributed Lag (ARDL) model was also applied for analyzing the long run relationship while Error Correction Mechanism (ECM) was also applied for analysis of short run link of demographic variables with economic growth. Researcher uses GDP as a dependent variable and Gross domestic saving rate, Health Expenditure, Labor Force and Unemployment use as independent variables. **Results:** The findings of this empirical study indicate that there is a negative relationship among GDP and GDSR and also a negative relationship among GDP and LF. This study showed that there is a positive relationship between GDP and HE and also a positive relationship between GDP and UN.

Keywords: Demographic transition, gross domestic product, health expenditure, labor force, un-employment, working age population

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Paper ID: MYEC119

Financial Sustainability of Malaysian Public Universities in the Age of Industrial Revolutions 4.0

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Abstract:

Objective: This concept paper discusses on the factor of financial sustainability in Malaysian Public Universities in the age of Industrial Revolution (IR) 4.0. A conceptual model is proposed for future study to examine the relationship of these factors and financial sustainability of public universities. **Methodology:** It arises through a literature review mainly searched from databases like Scopus, Science Direct, Emerald Insight and Web of Science using few keywords. Besides, it uses other sources from books, e-journals and articles in press as references. **Findings:** This study discovers factors that could affect financial sustainability of public universities which include Revenue Diversification, Assets Management and Human Capital. **Research Limitations/Implications:** The literature review process is most challenging part since many past studies conducted on financial sustainability were in context of local government, municipalities and non-profit organizations, yet study on universities are scarce. **Practical Implications:** Financial sustainability issue among public universities is crucial to be solved since it may affect the future development of our nations. If the universities are unsustainable and unable to provide quality education due to financial constraints, it may affect the quality of our graduates whom will serve the country in the future. **Originality/Value:** This paper contributes to the body of knowledge in financial management of public universities which are scarce. It results are expected to alert the top management of universities which could become as guidance for their strategic planning. Besides, it will be beneficial to the Policy Makers to consider revising rules or regulations that restrict the actions of public universities to become financially sustainable.

Keywords: Financial Sustainability, Sustainability, Public Universities, Financial Management, Industrial Revolution 4.0

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Paper ID: MYAF120

An Improved Malaysian Automotive Industry Resin Supply Chain Framework

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Abstract:

In the current business environment, supply chain management plays an important role in business activities, manufacturing industries, and the service industries in order to increase their effectiveness, efficiency, customer service, and profit. Supply chain management is considered an important and focused management tool for optimizing organisation's efficiency and accomplishing their goals. Therefore, it is crucial for industries to focus on the key factors of supply chain as mentioned above. The purpose of this paper is to compare the existing resin supply chain model between local and foreign car maker in Malaysian automotive industry. The methodology involved comparison of model adoption both between local and foreign practitioners. Each model is briefly reviewed to provide the background information required for the comparison. Based on the insights gained the comparative comments are grouped and commonalities and variances are obtained. Conclusions highlight the inadequacies and the importance of current localisation practices at local and international level. These are important in derivation of factors for development of an improved automotive localisation framework.

Keywords: Supply chain, automotive, localisation, resin.

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Paper ID: MYMA123

Vicarious Learning of FATA Women Entrepreneurs in Pakistan

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Abstract:

This study supplements the existing body of knowledge by interpreting entrepreneurial learning's social perspective and the process of how entrepreneurs vicariously learn through observing their role models. It contributes to limited qualitative entrepreneurship research and to an under researched segment by studying women entrepreneurs belonging to Federally Administered Tribal Areas (FATA) of Pakistan. It also highlights upon vicarious learning's appropriateness for FATA women who are operating with limited resources in a vulnerable environment. The research aims to inquire about FATA women entrepreneurs' vicarious learning. In-depth semi-structured interviews were conducted to achieve study's objectives. A sample of six FATA women entrepreneurs was interviewed whereas interviews with three organizations in Peshawar facilitated interpretation of FATA women's entrepreneurial learning processes. Data analysis provided vicarious learning's interpretation through its four components: attention, retention, motor reproduction and motivation. FATA women's courage, entrepreneurial self-efficacy and intentions diverted their attention towards role models. Role models were preferred based on perceived similarity, prevalence, proximity and trust. They mostly possessed family, peer and mentor models whereas few mentioned academic and symbolic models. They remembered learning interactions with their role models, possessed skills to perform the observed behavior and received consistent feedback from mentors. Both direct and vicarious reinforcement enabled them to pursue their entrepreneurial endeavors. Moreover, vicarious learning issues were also discussed how respondents and role models reduced vicarious learning's influence.

Keywords: Entrepreneurial learning, vicarious learning, women entrepreneurs

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Paper ID: MYMA125

Exploring the Potential of Renewable Energy: Empirical Evidence from Developing Countries in Asia

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Abstract:

Objective: This empirical study examines the relationship between environmental quality, economic development, renewable and non-renewable energy consumption in 13 countries in Asia. **Methodology:** We use panel data in the period of 1980 to 2014 and the panel co-integration, Fully Modified OLS and Dynamics OLS estimators are employed to test for co-integration in the long run. Furthermore, Environmental Kuznets Curve (EKC) hypothesis is investigated by separating final energy consumption into renewable and non-renewable energy. **Results:** The study confirms the non-existence of the inverted U-shape EKC hypothesis in the sample of Asia countries for both estimators. Our findings show that the increment of GDP per capita and conventional energy consumption increase the level of carbon dioxide emissions. However, the empirical finding suggests that renewable energy consumption is insignificant in contributes to less pollution in terms of CO₂ emissions. **Implication:** This study concludes better comprehending the potential factors affecting the CO₂ emissions, those countries can design a strategic plan to mitigate the rate of global warming and climate change, while at the same time stimulating economic development and promoting energy from eco-friendly resources.

Keywords: Carbon dioxide, renewable energy, non-renewable energy, environmental kuznets curve, panel co-integration technique

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Paper ID: MYEC136

Humanitarian Intervention and Human Rights Violations During the Rohingya Crisis in Burma/Myanmar

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Abstract:

This paper focuses on the humanitarian state of affairs of Rohingyas in Myanmar have been intentionally left out by its government. Such intervention has to meet detailed legal fundamentals and must be limited in its scope. The claims of the political leaders and government that Rohingyas are illegal immigrants could not be justified due to the fact that they have been a part of an extended history of Burma. This group people has been methodically deprived of basic rights, marginalized, persecuted, and exploited. The security area for Rohingya refugees in the county has turn out to be extremely unstable due to the unwillingness to endorse the 1951 Convention as well as a lack of national legal back ground in most south East Asian nations. In spite of political pressure from the universal community and local activists gathering requesting for the government to put an end to the violence, there is no sign to stop the brutality. The paper utilizes secondary data and also looks at the UN Charter, Genocide Convention and customary international law. The paper finds out that the present circumstances in Burma shows a political authenticity of dreadful and an organized violations of international human rights and humanitarian law by members of the governing armed forces.

Keywords: Humanitarian, intervention, international law, human rights, Rohingyas/Myanmar

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Paper ID: MYSC137

Psychosocial Adjustment in School: A Case Study of Children Living in Child Home

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Abstract:

Purpose – The purpose of this paper is to propose a conceptual framework to explore the psychosocial adjustment of children living in child home, in the school environment in Perlis. This conceptual paper will look into the psychosocial adaptation process from the aspects of personal adjustment, academic achievements, peer relations, and relationship with teachers, which mutually influence each other. **Methodology** – This research is designed as a qualitative study approach. Case-study method is employed to explore primary data which look at psychosocial adjustments. A partially structured depth interview will be used. The research participants consist of the child home children who attend school, the teachers and as well as the child home staffs. **Findings** – In general, social skills and behaviours formed in early childhood will be the basis of the children’s tolerance in fulfilling social needs, and their capabilities in handling changes as they face life transitions. Discussions regarding Erikson's theory of psychosocial development and Vygotsky’s sociocultural theory have found that children’s developments are closely related to their social interactions with the environments whether at home or at school. **Practical Implications** – Emphasis on the improvement of academic achievements in accordance with the potential and interest of the students, particularly in career education planning, should deserve attentions from various parties. **Social Implications** – Expanding diversity indicators in exploring and understanding the psychosocial needs of the institutionalised children must be fulfilled in order to assist them in becoming more competitive in all aspects of well-being.

Keywords: Psychosocial adjustment, institutionalised children, school environment

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Paper ID: MYSC138

Evidence of Inflation-Poverty Causality in Nigeria based on the Toda-Yamamoto Dynamic Causality Test

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Abstract:

Objectives: The main aim of this study is to investigate the nature of causality between inflation and poverty in Nigeria. **Methodology:** This research work employs the famous Toda-Yamamoto causality test to investigate the nature of causality between inflation and poverty in Nigeria for the period 1980 - 2016, with money supply and exchange rate as control variables. **Results:** The results reveal that there is bidirectional causality between inflation and poverty, none of the variables cause money supply and none of them cause exchanges rate. **Implication:** Even though the money supply does not cause poverty directly, it does cause inflation, and inflation in turns causes poverty. Also, the exchange rate does not cause inflation directly, but it does cause poverty, and at the same time, poverty causes inflation. Therefore, the study calls the attention of the policymakers to be cautious in making policies concerning money supply and local currency devaluations (exchange rate) as they cause both inflation and poverty directly and indirectly, consequently, they affect the societal welfare in general. **Research Limitation:** The research is limited to the method of causality employed – Toda-Yamamoto causality test, based on the data of Nigeria for the period 1980 – 2016 and the variables analyzed – Inflation, Poverty, Money supply and Exchange Rate. **Originality/Value:** One of the known global consequences of inflation is increasing and causing poverty. Most studies follow suit and empirically investigated the effect of inflation on poverty without taking into cognizance that poverty might as well cause inflation. Using Toda-Yamamoto causality test the research investigated the direction of causality between poverty and inflation.

Keywords: Inflation, money supply, Nigeria, poverty, toda-yamamoto causality.

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Paper ID: MYEC139

Audit Partner Quality Characteristics and Audit Report Timeliness in Oman: A Conceptual Approach

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Abstract:

Purpose: In response to recent call on the need for audit scholars to utilize a richer set of audit firm characteristics, auditor office, and the characteristics of individual audit partner to capture audit competency, this study aims to expand the scope of relevant research by conceptually examining the association between three characteristics of audit partner quality namely, education, experience and tenure, and audit report timeliness in Oman, based on previous literature. **Implication:** This study adds to the growing research by providing the conceptual model showing the importance of audit partner characteristics (e.g. education, experience and tenure) affecting the quality of audit outputs such as audit report timeliness, and agency theory is predicted to explain this effect on the audit report timeliness.

Keywords: Oman, audit partner quality, audit report timeliness

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Paper ID: MYAF145

Dynamic Effects of Trade Openness on Financial Development: Evidence from Asian Countries

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Abstract:

The significant link between trade openness and financial development is regarded as indispensable for rapid economic development in an economy. The present study explores the dynamic link between trade openness and financial development: In selected Asian countries which are divided into three income groups mainly comprising of high income countries upper-middle income countries and lower-income countries. This study uses annual panel data for the period 1995-2015 for analyzing both the short-run and long-run relationship between the variables using panel ARDL approach. The results of study show the existence of a stable and positive long-run equilibrium relationship between trade openness and financial development in all income sub-groups of the Asian countries. The granger causality results reveal that in the case of high income countries trade openness and financial development do not influence each other whereas in the case of upper-middle and lower-middle income countries bi-directional relationship exists between countries. The study concludes that financial development can be increased through trade openness for achieving rapid economic development in Asian countries.

Keywords: Trade openness, financial development, Asian countries, panel ARDL

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Paper ID: MYEC147

Psychosocial Adjustment among Abused Children in Residential Care

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Abstract:

Purpose – The purpose of this paper is to propose a conceptual framework on the key determinant of psychosocial adjustments in terms of behavior, social, emotion and mental health among abused children in residential care. **Methodology** – This research is designed as a qualitative study approach. Case study method is use to explore primer data which emphasis on psychosocial adjustments and narrative data from the perspective of children living in residential care. Research participants consist of children living in welfare care in Perlis, Malaysia and the respective staffs. **Findings** –Abuse will also effect one’s emotional wellness and balance which will further impacted the psychosocial stability of an individual in adulthood. Most victims will not be able to develop a sense of belonging and necessary social skills which eventually will lead to these individuals not being able to socialize in the real life situations. Therefore the placements of these children in a safe environment so as to ensure better care and protection must be given the proper attentions. Caregivers in the institutions’ are the main elements in ensuring the quality and effectiveness of educational programmes of the centres. **Practical Implications** – Rehabilitation programme is needed to balance the children’s needs based on age and ability to give the residents chances to practice skills. **Social Implications** – The institutions should provide condusive life experiences and good quality service in fulfilling the children’s need will assure healthy development of the children and their ability to adapt well to the outside world.

Keywords: Psychosocial adjustment, abused children, rehabilitation process

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Paper ID: MYSC148

Health Aid, Governance and HIV: Empirical Evidence in Low and Middle-income Countries

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Dr. Muzafar Shah Habibullah, Professor, Department of Economics and Management, Universiti Putra Malaysia.

Dr. Nor Yasmin Mhd Bani, Senior Lecturer, Department of Economics and Management, Universiti Putra Malaysia.

Abstract:

Objective: The purpose of this paper is to investigate the impact of health aid and governance on HIV in low and middle-income countries. A conceptual model is proposed and empirically tested where HIV is influenced by the health aid and governance. **Methodology:** A panel data for a sample of 71 low and middle-income countries from 1990 to 2014 was utilized. Dynamic Panel GMM estimator as statistical tools were used to analyze the data and test the hypotheses that HIV is influenced by the moderating effect of health aid and governance. **Results:** The proposed relationships were found supported by the data. The research found that health aid and governance do not have significant effect on HIV when estimated separately. However, the effect changes when we consider the interaction of the variables. This indicates that health aid induce HIV in the country with an effective governance. The results also imply that higher health aid and effective governance are necessary in order to decrease HIV in the host low and middle-income countries. **Implication:** This research presents a conceptually yet empirically supported framework to describe the significance of health aid and HIV relationships in the low and middle-income countries. The study is particularly useful in identifying the importance of providing sufficient amount of health aid with good governance. This paper gives valuable reference to policymaker to postulate more resources to fight HIV in low and middle-income countries.

Keywords: Grossman model, health aid, governance, HIV

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Paper ID: MYEC149

What Motivates and Deters the ‘crowd’ in Crowdfunding in Malaysia?

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Abstract:

Objective: This study intends to theorize about how values and the perception of risk of the supporters of a crowdfunding project affect the success of the project. **Methodology:** A review of prior literature is carried out to identify the different dimensions of the decision making process. **Implication:** This research presents a conceptual framework to describe the influence of perceived values and risk on the success of crowdfunding in Malaysia. The crowdfunding phenomenon is relatively new in Malaysia and there is a lack of knowledge about the decision making of the ‘crowd’. The success and sustainability of the crowdfunding phenomenon depends on the supporters of the funds.

Keywords: Crowdfunding, perceived values, perceived risk, Small and Medium Enterprises (SMEs), Malaysia

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Paper ID: MYAF156

The Moderating Effect of Leverage On The Relationship Between Corporate Governance And Firm Performance; Evidence From Pakistan

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Abstract:

The prominence of corporate governance was realized after the major blunders in corporate policies and conspicuous corporate scandals all over the world during the global financial crises. Developed countries have passed several laws such as “Say on Pay” or the Sarbanes-Oxley Act to protect the shareholder’s wealth. However, the developing countries are still thriving to gain recognition in corporate governance effectiveness. The aim of the study is to investigate the association between the CGM (board size, outside directors) and firm performance (Tobin’s Q). Leverage has been taken as interaction in this study. The data had been collected from 130 non-financial firms from the year 2012 to 2015 and Multiple Regression Techniques will be use as the instruments for data analysis. The results show that the board size and Tobin’s Q have a significant association and outside directors’ insignificant association with Tobin’s Q. The interaction effect of leverage found a significant association between board size, outside directors, and Tobin’s Q.

Keywords: Leverage, board size, outside directors , performance

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Paper ID: MYAF161

Enhancing the Malaysian Tax Incentive Framework within the Twelve National Key Economic Areas

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Abstract:

This study aims to recommend alternative measures of the effectiveness of tax incentives from the perspective of financial reporting. The concern whether tax incentives actually spur new economic activity—and whether they do so in a cost-effective manner—are important. However, determining a tax incentive's costs and benefits is inherently difficult because it is unknown if the firm would make the investment without the incentives. Review of recent studies has made progress measuring the tax incentive effectiveness; however, the findings are inconclusive. This suggests that another alternative measure is needed to evaluate the effectiveness of the tax incentive at least from different perspective. This study aims to fill the gap by investigating the trade off and/or joint effect between tax incentives and reporting incentives. This study proposes that if tax incentive (proxied by selected industries) reduces tax burden, measured by effective tax rate, ETR) and mitigate opportunistic behaviour (measured by earnings management). The finding implies that tax incentives is an effective mechanism if it encourages managers to direct firm's resources to intended activities and not to personal (opportunistic) activities.

Keywords: Tax incentives, Effective Tax rate (ETR), Earnings Management, NKEAs

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Paper ID: MYAF162

Knowledge Diversity Impact on Innovation Outcomes: Moderated Mediating Role of Organizational Structure

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Abstract:

This research provides insight into the phenomenon of knowledge diversity in the field of project management while highlighting the social aspects of project team innovation outcome. It is exhibited that how project team innovation outcome is influenced by bridging social capital. Project-level knowledge diversity is one of the potential antecedents of social capital for team innovation outcomes. But this relationship is different for different types of project, which means a moderated mediating effect of types of project. The results verified the concept of moderated mediation as interaction of knowledge disparity and type of project was negatively and significantly related to project team-bridging social capital. Knowledge variety and type of project could not have a joint effect on team-bridging social capital. Moreover, project team bridging social capital mediated the effects of knowledge diversity on project team innovation outcomes

Keywords: Knowledge diversity, knowledge disparity, social capital, innovation outcomes

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Paper ID: MYMA163

The Impact of International Financial Reporting Standards (IFRS) on Accounting Quality in Malaysia

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Lim Wan Leng, Faculty of Accountancy and Management, Universiti Tunku Abdul Rahman Malaysia

Abstract:

Objective: There are two objectives of this study, first, it is to examine and compare the accounting quality in pre-and post-implementations IFRS from the viewpoint of investors. Second is to identify the differences in the accounting quality between the shariah compliant and non-shariah compliant companies in pre-and post-implementations of IFRS. **Methodology:** Using 2169 firm-year observations from firms listed on the Bursa Kuala Lumpur Stock Exchange over the period of 2008 to 2016. This study uses the discretionary accruals as the proxy of earning management. We adopt Kothari et al. (2005) model to compute discretionary accruals because it has been widely used in the previous studies. **Results:** The result shows that the implementation of MFRS have reduced the firms' earnings management. However, this study provides new arguments that Shariah-complaints firms in Malaysia do not necessary have greater incentives to report high-quality reporting based on the investor perspectives. **Implication:** Our evidence thus help to explain the different impact on IFRS adoption on accounting quality in Malaysia and shariah complaint companies.

Keywords: Malaysian Financial Reporting Standards, Accounting Quality, Earnings Management, Malaysia

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Paper ID: MYAF165

Learning Styles and Employee Creative Behavior: An Exploration through Cognitive Styles

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Abstract:

Cognitive styles are the thinking patterns that greatly influence our day to day activities. People may adopt specific learning styles to the way they want to act. Creativity is an important aspect and a great requirement of now a day's organization because competition is so enhanced that it is an important aspect to be a part of market. So there is a need to explore what types of learning styles and cognitive styles will help the employees to be creative. The key variables of this study were Cognitive styles (CS), Learning styles (LS) and Employee Creativity (EC). The main purpose was to study cognitive styles as a moderator in relationship of learning styles and employee creativity; and to explore these variables further. Descriptive research design was used and data was collected from 450 employees in different sectors(public and private) through convenient sampling from banks, insurance and telecommunication sectors of Multan. Participants responded to cognitive style inventory (CS; Ancona, Kochan, Scully, Van Maanen, and Westney, 1997), Learning Style Questionnaire (LS; O Brein 1985), and Employee Creativity Questionnaire (EC; Tierney et al. in 1999) in order to study the target variables. Descriptive statistics and reliability of scales was calculated. One way ANOVA, t-test was calculated by using SPSS. To check moderation, Partial least square structural Equation modeling (smart PLS) were used. Cognitive styles had significant moderating effect on learning styles and employee creativity. Limitations and suggestions are discussed.

Keywords: Cognitive Styles, Learning Styles, Employee Creativity

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Paper ID: MYSC169

A Comparison of Islamic Economics and the Sufficiency Economy Philosophy: Implications for Sustainable Development in Muslim Communities

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Abstract:

This article examines the concepts and theories of Islamic economics. In order to understand it thoroughly, we compare with conventional economics and the sufficiency economy philosophy. In Islam, an individual's utility function consists of two parts, utility in the present life and in the afterlife. His behavior in the former determines the rewards (or punishment) in the later. Hence, his resources are allocated towards the consumption of goods and services, and for religious expenditures such as Zakat payment. In addition, the set of choices are a subset to a conventional individual as he can only consume what is Halal, including investing in interest-free channels. Ethical and moral values play a role in determining economic behavior as individuals are connected through the concept of brotherhood. Though different in certain details, the core principles of the sufficiency economy philosophy are consistent with Islamic economics. This can help design development policies that are aligned with local values for Muslim communities, specifically, the three Southern border provinces of Thailand.

Keywords: Islamic economics, Sufficiency economy, Sustainable development, Muslim community

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Paper ID: MYEC176

Foreign Policy and Afrocentricism: An Appraisal of Nigeria's Role

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Abstract:

Nigerian foreign policy is a tool use by the country to achieve its national interest. The country's external policy has been tailored to be Afrocentric since its independence in 1960 which shows the commitment of Nigeria towards Africa's stability and development. The principles of Nigeria's foreign policy and its Afrocentricism has consistently operated by the government of the country irrespective of whether it is civilian or military administration. The notion of four concentric circle of Nigerian foreign policy where the country considers its national interest and the interest of its neighbouring States first, the West African sub-region, Africa's interest and the interest of the world, have accrued numerous benefits to the country. The benefit of Nigeria's Afrocentric policy has enormously assisted the country's image internationally. This has invariably promoted Nigeria's influence during global decision making. The study makes use of systems theory that viewed an individual or group as an ecosystem with moving parts that affect each other. Meaning that, if any part of human body is suffering from pain or any deficiency, the entire body will be feeling pain which can make the whole human body to malfunction. Likewise Nigeria, if any African country is in a crisis, all countries in Africa should look for a way-out to rescue the situation. The study therefore is qualitative in nature that employs the use of both primary and secondary data source. Twelve respondents were interviewed from various higher institutions and government agencies, and the data was analyzed thematically through Nvivo 10.

Keywords: Foreign Policy, Afrocentrism, National Interest, Diplomacy, Stability

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Paper ID: MYSC179

Opposition Politics in the Emerging Democracies: Periscoping the Roles of Civil Society and the Challenges of Democratic Consolidation

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Abstract:

Objectives: The paper is aimed at exploring the tremendous contribution of the non-party actors in the democratization process with special reference to civil society organizations as opposition actors. As the third sector, civil Society is known to be at the forefront in the democratization process for quite a long period of time, but their contributions are continuously being relegated especially by the state who viewed them with negative lenses particularly when they are opposed to their conducts. The paper had therefore tried to pinpoint the tremendous task of civil society by unveiling their unflinching roles to the effective working of democracy more significantly in the emerging democratic enterprise of the twenty first century. **Methodology:** It achieved this objective by using secondary sources of data through which thorough historical discussions and analysis of how the civil society serve as the major player in opposition politics rather than the misperception that the political parties are majorly at the forefront by many observers. **Results:** It finds out that the civil society are more enduring and trusted in seeing that the ideals of democracy are strictly followed for the smooth democratization process of the twenty first century particularly by the emerging democracies in the developing world. **Implications:** The paper concluded by suggesting that the civil society must devise a means of survival as well as further strengthen their capacity through training and retraining to fully understand how governments operate for effective and concrete criticisms that would enhance democratic productivity to the people.

Keywords: Civil society, democratic consolidation, democracy, political parties

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Paper ID: MYSC184

Impact of Irrationality and Decision Analysis Methods on Performance of Individual Investors at KSE

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Abstract:

Classical theories of finance assume that investors are rational and markets are efficient. These theories have various assumptions that are based on rationality of investors however in real world people are not behaving rationally all the time and markets are not completely efficient. This is why these theories are unable to explain the market bubbles and crashes. Since history of Karachi Stock Exchange is also marked with occasional market bubbles and crashes therefore a behavioral study is carried out to understand the impact of irrationality of investors on performance. This study reveals that investors at KSE have moderately high level of irrational behavior. However they use fundamental decision analysis method to take investment decisions therefore they become bounded rational instead of completely irrational. Therefore it enables investors to take better decisions and achieve better performance despite their moderately high level of irrationality. Whereas three factors of irrationality i.e. anchoring, control and overconfidence is not fully mediated by the fundamental analysis. These three biases are the real concern of individual investors and brokers to reduce their effect for the optimal performance.

Keywords: Decision Analysis, investor behavior, investor performance

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Paper ID: MYMA185

Anxiety: In a Farewell to Arms

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Abstract:

This paper attempts to analyze A Farewell to Arms by Earnest Hemingway from the perspective of Freudian psychological concept of the organization of personality and anxiety. It also explains similarities between Hemingway and Henry. The comparative analysis of main character, Frederic Henry in farewell to arms and its author ,Earnest Hemingway , shows that this novel is an autobiographical novel because the main character depicts author own experiences and inner feelings. Hemingway using Henry as a puppet to release the regrets, horrors and memories that he witnessed during his service in the World War I. Henry after his serious injury, realizes that war deluge everything that stumble into its path mostly human lives. This attitude correlates with Hemingway views on war because he was an anti-war novelist and belongs to the group of writers disillusioned by World War I. He raised question of mass death in the name of patriotism. Hemingway also projected his feelings of love and marriage through Henry's character. So, the main character displays consciousness of Earnest Hemingway himself. Hemingway in this novel penetrating the unconsciousness which is best means of resolving self-conflict.

Keywords: Psychoanalysis theory, anxiety, autobiography, social life

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Paper ID: MYSC186

Effect of Leadership on Behaviors of Employees: Evidence from Pakistan

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Abstract:

On the basis of job characteristics theory, this study established the relationship of authentic leadership behavior with core job characteristics, intrinsic motivation and psychological capital. Empirical evidences were gathered through descriptive and analytical research design. Cross sectional data was collected for analysis. Sample comprises of 384 supervisors and followers working in public sector organizations in metropolitan cities of Punjab province of Pakistan. After checking validity and reliability, data was analyzed to fulfill objective s of the study. Positive significant relationship of authentic leadership with core job characteristics, intrinsic motivation and psychological capital was fond. Core job characteristics was fond to mediate the relationship of authentic leadership with intrinsic motivation and psychological capital. This study recommended authentic leadership behavior in order to enhance intrinsic motivation and psychological capital. Core job characteristics is strong predictor of the relationship so, it is important to consider in designing jobs. This study has certain theoretical and practical implications. Study contributes to leadership literature by providing empirical evidence of effectiveness of authentic leadership. Organizations also should increase focus on quality of relation between supervisors and subordinates, which should be encouraged at all levels.

Keywords: Authentic leadership, Core job characteristics, intrinsic motivation, psychological capital

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Paper ID: MYMA187

The Preferences of Foreign NGO and Sustainable Investment in Equity Market: Evidence from Indonesia

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Abstract:

From December 2015 to August 2018, the hype of Non-Government Organization (NGO) or foundation interests to invest in Indonesia stock market become interesting issue to explore. Based on our recent data of free-float shares ownership in the Indonesian equity market, respectively ownership of NGO's growth more than 80% for domestic and 120% for foreign NGO. New dataset from Indonesia evidence addressing insight of the importance to analyze the preference of NGO investors' ownership in stock market. In this study, researcher examine Granger causality between segregation of free float shares ownership of NGO investors and its preference to invest into specific equity characteristics. Statistical results find that domestic NGO holdings around 200 stocks compared to around 90 stocks of foreign NGOs. Interestingly, foreign NGO prefer more to hold more ownership on Sustainable and Responsible Investment (SRI) indexed firms. There also found preferences of small caps stock from domestic NGOs, besides foreign NGOs prefers big caps. This findings are consistent with foreigners concentrate on large stocks while domestic investors tend to have high optimism in growth cycle firms with lower market capitalization. In addition, this study arise an insight on the segregation investors (individual and institution) ownership of public firms that may become future research agenda.

Keywords: NGO Investment, Ownership, Preference, SRI, the Indonesia Stock Exchange

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Paper ID: MYAF189

Impact of Trade liberalization on Human Capital and Economic Growth Nexus: Empirical Evidence from Some Selected Developing Countries

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Abstract:

This paper tried to investigate the impact of trade liberalization on human capital and economic growth in selected developing countries by using panel ARDL analysis. Data have been taken from World Development Indicators while data of human capital index is taken from Pen World Table for the time period 2000-2016. In this study we selected 66 countries on the basis of data availability. Due to comparative advantage in order to achieve maximum benefit from trade, different countries around the global world are liberalizing their trade policies. To encourage economic growth trade is consider an important factor. Due to trade liberalization skills, knowledge and technology transfer from developed countries to under develop countries. Within this framework, there are different determinants of trade which shows the effect of trade on growth and human capital. In this context, the impact of all these determinants of trade has significantly positive impact on human capital and economic growth. This study review a large variety of determinants and effects of trade i.e. gross fixed capital formation, secondary school enrollment, broad money, labor force participation etc. The results of the study concluded that trade liberalization policies are more suitable for persistent economic development. The results also describes that causality relationship runs from trade openness and human capital to economic development. The study suggested that developing country must be invested in their human capital resources to get benefit from trade. The results of this research study are more reliable with theories of growth and economic literature.

Keywords: Trade liberalization; Economic growth; Human capital; Capital formation; skill acquisition; selected developing countries

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Paper ID: MYEC190

Understanding the Effects of Top Management Support, E-Marketing Uses, Technology Orientation, Market Orientation, Competitive Pressure on SMEs Performance for Sustainable Competitive Advantage in Pakistan

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Abstract:

E-marketing and performance of firms in developing economies is noticeably limited, and the study is extended to embrace the theories to technology adoption. Therefore, for the achievement of substantial performance, technological advancements and innovation adoption by firms should be paid considerable attention, whereas, E-Marketing has considered to be one of the substantial drivers in sustaining the firms long term competitive advantage. However, this study has examined the technological, organizational and environmental factors on the performance of SMEs in Pakistan through mediating role of E-Marketing uses. Data has been collected from 321 manufacturing companies in Pakistan; marketing managers was selected to address the current study objectives. Additionally, AMOS v20 with SEM technique was used to investigate the direct as well as indirect hypothesis of the current study. However, the results generated from Amos revealed significant relationships with e-marketing uses and firm performance, however, market orientation has found insignificant with firm performance. Lastly, with reference to e-marketing uses, all independent variables has indicated partial mediation.

Keywords: E-Marketing uses, firm performance, Technology adoption, Market orientation, SMEs

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Paper ID: MYSI191

Perceived Effectiveness of Internship Programs among Accounting Students in Malaysia

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Abstract:

Objective: This article aims to identify the factors influencing accounting students' perception of the effectiveness of internship programmes. A research model was proposed where the knowledge in accounting, capability of putting theories into practice and expectations of future professions are the factors influencing accounting students' perception of the effectiveness of internship programmes. **Methodology:** The data for this study was collected from sets of questionnaires distributed to 161 participants who were completing their internship period. A regression analysis was carried out to examine the relationship between these factors and the accounting students' perception of the effectiveness of internship programmes. **Findings:** The result obtained from this study's regression analysis showed that expectations of future profession is the most influencing factor of accounting students' perception of the effectiveness of internship programmes. **Research limitations:** The research was conducted solely based on the feedback obtained from the students. Therefore, further research may be taken into consideration the feedback from both students and the respective organizations. **Practical implications:** Accounting graduates should possess solid technical skills and strong soft skills in order to increase their employability in the job market. The findings of this study will be useful for the improvement of accounting programme's curriculum and the relationship between the respective organizations. **Originality:** This research emphasizes the benefits acquired from internship programmes based on the perspective of students. The findings of this research supported the proposed research model. Lastly, it is hoped that this article would provide significant contributions to literary works of accounting education in Malaysia.

Keywords: Internship, Students' Perception, Accounting Students

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Paper ID: MYAF196

Does China's Macroeconomic Uncertainty Hinder its Trade Flows? Empirical Evidence from MGARCH–M, Causality and GIRF Analyses

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Abstract:

Adopting an asymmetric and unrestricted VAR(p)–MGARCH–M–BEKK model, this study examines the impact of macroeconomic uncertainty due to China's real output growth volatility on the conditional variations of its trade flows. It further provides evidence that outward-oriented economy substantially suffers from the external trade shocks than inward-oriented economy. Besides, the variance non-causality test is also conducted among the variables, and the results are noteworthy to mention. In the light of GARCH–M model estimation, output growth volatility has a negative impact on individual variations of China's export and import growth, respectively. That is, if any uncertainty accommodates due to output growth volatility, it is able to hinder definitely the trade flows of China. Next, we found two-directional shock transmissions between the variables in variance non-causality analysis. As such, it is should underlying that the variables of interest are mutually causative. Moreover, despite the making unprecedented reforms in the economy, it is still remaining two focal challenges to China those are inflexible currency regime and the extensive capital controls in business running. Typically, small- and medium-sized enterprises have limitations in financing opportunities from the capital markets. As far as, China is economically growing faster, the institutional deficiencies and policy distortions are still being the internal source of instability. Eventually, it reduces recovering against any large shocks. In the face of the existing foreign trade promotions and outward-oriented strategies in economic growth, China should improve its resilience on potentially large shocks to industrial output and foreign trade.

Keywords: Output growth volatility, trade flows, MGARCH–M, variance non-causality

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Paper ID: MYEC199

Promoting Education for Sustainable Consumption and Production: An Analysis of Malaysian Secondary School Curriculum

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Abstract:

Objective: The objective of this study is to assess the Malaysian Curriculum Standard for Secondary School with element of Education for Sustainable Consumption and Production (ESCP) learning outcomes. **Methodology:** The study conducted by using qualitative content analysis on Malaysian Curriculum Standard for Secondary School from secondary one to five syllabus. **Results:** The result from the analysis shows that some of the elements in the content are related to ESCP. The learning outcomes that matches the desired behavioral of sustainable consumption. **Implication:** The implementation of government initiative through ESCP to promote SCP for sustainable development is necessary and relevant. It is vital in strengthening the sustainable consumption choice. The integration of ESCP into curriculum is indisputably important to facilitate the change and provide adequate transformation for the sustainable consumption behavior into daily life practice.

Keywords: Curriculum Analysis, Education for Sustainable Consumption (ESC), Education for Sustainability Development (ESD), Education for Sustainable Consumption and Production (ESCP)

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Paper ID: MYSI200

Role of Change Implementation Capacity on Retail Firm Performance with Moderating Effect of High Volatile Environment

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Abstract:

This study analysed the effect of change implementation capacity, one of the intangible variable of dynamic capabilities, on the firm performance. The study also provided the additional insight in understanding the direct relationship between change implementation capacity and firm performance, and indirect relationship with the moderator of high volatile environment surrounding the retail firms business. The data from SMEs of retail firms operating in Malaysia were analysed using Structural Equation Model (SEM) statistical software. The results revealed that change implementation capacity influenced the retail firms to achieve greater performance and high volatile environment which positively impact the performance.

Keywords: Change implementation capacity, high volatile environment, dynamic capabilities, retail firm performance, SMEs

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Paper ID: MYMA201

Effect of Customer Satisfaction, Switching Cost, and Brand Trust on Customer Retention: A Case Study of BCA Credit Card Customers in West Surabaya Indonesia

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Abstract:

Banking industry has a lot of innovation and improvement services to gain a wider market. One of the bank's favorite product is its credit card service. Bank Central Asia or better known as Bank BCA is one of the banks which is quite famous in issuing credit cards. This study aims to examine about the strategy undertaken by Bank BCA that will shape customer retention on BCA credit card customers. The data by distributing a questionnaire to 80 BCA credit card customers in West Surabaya. The results show that those three independent variables which are, customer satisfaction, switching cost, trust in brand, have a positive and significant effect on customer retention. It was proved by the hypothesis test that shows significance $< 0,05$. The coefficient of determination seen at Adjusted R Square value is 0,678 which means that customer retention influence can be explained by three independent variable which are customer satisfaction, switching cost, and trust in brand equal to 67,8%. While the others, 32,2 %, was be explained by another variable. The conclusion of this study is that in order to maintain customer retention, a company can improve their customer satisfaction, switching cost, and trust in brand.

Keywords: Customer retention, customer satisfaction, switching cost, trust in brand

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Paper ID: MYMA202

An Asymmetric Test of Monetary and Real Business Cycle Hypotheses: Evidence from Nigerian Data

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Abstract:

This paper investigates asymmetric money-income relationship in Nigeria. We simulate critical values based on leverage bootstrapping and asymmetric causality test. The results are compared between the Granger asymptotic chi-square distribution, modified WALD test with leverage bootstrapped distribution and asymmetric causality test. The traditional Granger causality test and Toda-Yamamoto modified WALD test with leverage bootstrapped critical values reveal a neutrality of money based on rational expectation hypothesis. However, the asymmetric causality test reveals bidirectional causality between money and income. This supports both the monetary and real business cycle hypotheses for Nigeria. The result shows that positive and negative cumulative real money supply shocks influence positive and negative cumulative real income in the economy and vice versa. The growth of money supply in relation to expected wage rate at the point of long term negotiation leads to an increase in inflation which lower real wages. The lower real wages results in higher output/income in the economy. Furthermore, the reaction of the Nigerian financial system to money demand causes changes in the economy's money growth in both good and bad times. The policy implication of this study is that the monetary authority of Nigeria can stabilize the severity of sudden shocks in the business cycle by manipulating both the real money supply and real income irrespective of good or bad times.

Keywords: Asymmetric causality, leverage bootstrap, Toda-Yamamoto, money, income, Nigeria

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Paper ID: MYMA203

The Efficacy of Innovative Organisational Learning on Employ-ability of Graduates from the Newly Established Federal Universities in Nigeria

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Abstract:

This purpose of this paper is to investigate the efficacy of innovative organizational learning on employability of graduates in the newly established universities in Nigeria. Data were collected from 186 alumni of the newly established universities in Nigeria, in a cross-sectional survey. The data were analysed using the ordinary least squares (OLS) methods. The result of hypotheses testing indicated that innovative research/ organizational learning has a significant positive effect on graduate employability of the newly established universities in Nigeria. Similarly, technology awareness among students significantly moderated the relationship between innovative organizational learning and employability of graduates. The extended model explained about 65 percent variation in graduate employability. Moreover, the efficacy of innovative research/organizational learning is established at 95 percent confidence interval. The novelty of this study is the integration of innovative research/organizational learning and technology awareness with graduate employability in the Nigerian context. The policy implication of this study is that Nigerian government can ensure greater graduate employability through improved innovative research/organizational learning in the university system especially the newly established varsities. This can be greatly achieved through increased intervention in education related funding agencies to afford the universities' innovative research needs while internally, the course lecturers should teach their courses in ways that are consistent with the curricular intentions of the designed programme learning outcomes aimed at combining a concern for innovational learning strategies with the enhancement of employability of student.

Keywords: Innovative research, organizational learning, graduate employability, new universities, Nigeria

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Paper ID: MYMA204

Corruption in Malaysia: A Review

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Abstract:

Objective: This paper presents a review of the studies on corruption in Malaysia that have been conducted from different approaches. **Methodology:** A literature search was done in the English language relating to corruption and its related terminologies. Google Scholar, ScienceDirect, Wiley Online Library, and SAGE are the four data sources that were selected to conduct the literature search. Fifteen papers met the predetermined criteria. **Findings:** As a result of this review, many studies discussed the various government initiated anti-corruption actions over the past decades; several studies criticized the failures and limitations of the government's anti-corruption actions, while some postulated the reasons behind corruption. One study surmised the problems in the judicial system when handling bribery and corruption cases. **Conclusion:** Gaps identified from these studies suggest a need for researches focusing on psychological and criminological aspects of corruption as roots of the problem. In addition, focusing on psychological and criminological aspects of corruption can become foundations for effective and proactive community crime prevention measures that can be implemented by policy makers, and governments and non-government agencies.

Keywords: Anti-corruption, bribe, corruption, review

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Paper ID: MYSC205

Emergent Typologies of Small Businesses in a Multi-ethnic Wet Market in Malaysia: A Phenomenological Study

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Abstract:

Objective: The purpose of this paper is to investigate the typologies of small businesses in relation to social responsibility and sustainability in a multi-ethnic wet market in Malaysia. Three (3) typologies emerged with important theoretical insights and public policy implications. **Methodology:** This research employs the qualitative research methodology of phenomenology. A semi-structured interview was administered on thirty (30) respondents. The interviews are recorded, transcribed and translated into English. First and second order constructs emerged from the subsequent phenomenological analysis. **Results:** The three (3) emergent typology namely Lifestyle, Livelihood and Legacy depicted the different approaches of small businesses towards social responsibility. These emergent typologies further provide insights onto the dynamics and diversity that shape small businesses in a multi-ethnic wet market in Malaysia. Small businesses are found to be fundamentally a social construct imbued with the characteristics of individuals within society. **Implication:** The emergence of three (3) distinct typologies in relation to social responsibility and sustainability of small businesses in a multi-ethnic wet market in Malaysia and the attendant insights that they are fundamentally social constructs with characteristics of individuals within society has important theoretical and practical applications. Public policy needs to be cognizant and tailored to suit these characteristics of small businesses. This paper provides valuable references for public policy that encourages social responsibility and social sustainability among small businesses.

Keywords: Small business, social responsibility, social sustainability, typology, phenomenology

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Paper ID: MYSI206

Compliance with Accord-Alliance: Is there any Real Change Concerning the Sustainability of the Garments Industry of Bangladesh

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Yousuf Kamal, Associate Professor, Department of Accounting & Information Systems, University of Dhaka Bangladesh

Abstract:

Understanding corporate sustainability is a growing area of research attention both at home and abroad. Over the years academic researchers have undertaken a number of studies in the context of different sectors to understand their sustainability. In this paper we endeavor to focus on the sustainability of the most thriving sector of a developing country. To be specific we attempted to understand the sustainability of the garments industry of Bangladesh. This industry has received Western backlash since the 1990s for its poor CSR practices, including the use of child labour, poor working conditions, violation of human rights and many other issues. These are the threats to the overall sustainability of the garments industry of Bangladesh. After the 'Rana Plaza' collapse, there were huge international pressures to improve factory working conditions and therefore health and safety issues. As a result there were two international bodies such as Accord and Alliance have come into existence to improve the working conditions, and building safety of the factories. Several millions of dollars were collected from multinational brands to provide these supports. However, there is no academic research so far to investigate if there is any real change occurs after these initiatives. This paper investigates the overall sustainability of the garments industry of Bangladesh by emphasizing factory working conditions, health and safety, building structural safety, labor rights and human rights. We have conducted 15 in depth personal interviews with different stakeholders and found some fascinating insights regarding the long term sustainability of the industry.

Keywords: Sustainability, Garments Industry, Factory environment, Labor rights, Compliance

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Paper ID: MYSI208

Goal-Setting Theory (GST) and Gamification Relationship in Mobile Fitness Apps Engagement: A Conceptual Research Framework Discussion

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Abstract:

Purpose- The main purpose of this paper is to propose a research model framework through the extension study of goal-setting theory (GST) and gamification on mobile fitness app user engagement among Malaysian millennial group. This paper is discussed the justification of goal-setting theory (GST) and gamification in supporting engagement relationships. **Methodology-** This paper proposed a quantitative method in determine the relationship between independent and dependent variables of engagement behavior. It also used a cross-sectional design because the data will be collected in a short period of time. **Findings-** The finding of this paper is expected to support the justification of goal-setting theory (GST) and gamification in explaining the user engagement relationship. It also enriches the knowledge of goal-setting theory (GST) and gamification in body of literature. **Practical Implication-** A further studies should be given to the goal-setting theory (GST) and gamification in order to enhance the user engagement on mobile fitness app especially Malaysian millennial group. **Social Implication-** By studying goal-setting theory (GST) and gamification in mobile fitness app engagement context, it will promote a healthy and fitness lifestyle among Malaysian millennial group that also can contribute to healthy lifestyles practice in social community.

Keywords: Goal-Setting Theory (GST), Gamification, Engagement, Mobile Fitness App, Malaysian Millennial Group

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Paper ID: MYMA209

Overweight and Obese Knee Osteoarthritis: A Review of Intervention Methods and Findings

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Tang Yudong, PhD Scholar, Sports Centre, University of Malaya Malaysia

Abstract:

Aims: This review aims to explore the current literature on the effects of motivation, diet and exercises in overweight or obese knee osteoarthritis (OA) patients, and critically examines the intervention methods and findings of the studies. **Methodology:** A literature search was conducted using Web of Science, Pub Med Central and Science Direct search with the search terms “Obese and overweight knee OA Patients,” Treatment, Strengthening Exercises, Range of Motion Exercises, High Intensity Exercises or mHealth Technology”. Three databases were searched using PRISMA guidelines. English peer review journal articles until September, 2018 were searched. Of 2838 articles, 13 were considered relevant. **Results:** Weight loss of the overweight or obese knee OA patients resulted from dietary intervention plus quadriceps strengthening exercises, motivation, a low-energy diet, intensive lifestyle intervention condition and exercise interventions. From the above-mentioned intervention methods the two most effective intervention methods for weight reduction are dietary intervention group and diet plus exercise group. The patients may be motivated to lose weight to improve their symptoms in knee OA. Use of complementary and alternative medicine therapies is more common in obese knee OA patients with lower body mass index (BMI) than those with higher BMI levels. Use of conventional medications is more common in overweight and obese patients. **Conclusion:** Strengthening exercises play a vital role in relieving pain, improving function and mobility of the overweight or obese knee OA patients.

Keywords: Knee osteoarthritis, overweight, obese, review

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Paper ID: MYSC214

A Conceptual Framework for the Role of Corporate Social Responsibility in Palestinian Firms Performance

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Abstract:

The literature on Corporate Social Responsibility (CSR) has increased substantially over the past decade, but existing research document inconclusive and mix results on the role of CSR and firm performance. In addition, although the link between CSR and firm performance have been studied, a significant research gap remains when considering the relationship between CSR and firm performance in the Palestinian context. This is because the CSR research has been neglected in the context of Palestine. To address these gaps in the literature, this research study has shed light on the perceptions of CSR which identified in four dimensions of CSR including community, environmental, ethical, and consumer protection responsibilities. This paper provides conceptual arguments that allow for better understanding of the role of CSR in the Palestinian society. For companies, this study proposes that they should put more efforts on enhancing the role of the CSR.

Keywords: Corporate social responsibility, community involvement, environmental CSR, products and customers disclosure, Palestine

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Paper ID: MYAF215

Restructuring and the Dilemma of State Police in Nigeria: To Be or Not to Be?

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Abstract:

The success or otherwise of any police system lies in the institutional structure upon which the institution is framed. As a federation, there is need to stress for devolution of power through restructuring for effective police system. This is necessary giving the heightened insecurity and centralise nature of the police institution in the country. The over centralisation of policing has made the institution to be control and influence at the discretion of the political head as provided in section 214 of the 1999 constitution as amended. On the other hand, giving the political immaturity in Nigeria, decentralising the national policing to give way to state police also has its own implication of over beardedness, possible political influence of the governors against oppositions, poor funding and formalisation of political thugs and party supports at the detriment of the security business. In view of these therefore, effective police system will be achieved through constitutional amendment of section 214 by removing the discretionary command of the political heads which derogated. The institution should be place under justice system to be govern by rule of law.

Keywords: Restructuring, state police, constitution, national police

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Paper ID: MYSC216

21st Century Emerging Leadership Competencies in a Selected Malaysian Higher Learning Institution

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Abstract:

Purpose: This paper explores the 21st-century emerging leadership competencies in a Malaysian higher learning institution. As the forces of change are transforming the leadership landscape, new leadership capabilities are required for the evolving 21st-century globalized environment. Hence, research is needed to determine the key emerging leadership competencies in the higher learning institutions. **Findings:** The significance of the results were the relevance of the leadership competency concept in the context of higher learning institution, future leaders need competencies for effective leadership, and the core competencies of academic leaders are necessary. Additionally, besides the discussion on the emerging leadership competencies of visioning and strategic thinking, leadership agility, adaptability and change, relationship and collaboration, the new findings from the field data were corporate leadership and crosscultural competence. **Research limitations/implications:** This qualitative case study focused on one higher learning institution. At the same time the research also provided the in-depth context-rich information. **Practical implications:** The knowledge and adoption of the emerging leadership competencies framework is a strategic advantage for progressive leadership development and practice. **Originality/value:** There is limited study on the emerging leadership competencies in the higher learning institutions. Hence, there is value in this research. The findings were original contributions to knowledge. Also, this study showed the link between the expected attributes of institutional leadership to the dimensions of transformational leadership and the key emerging leadership competencies.

Keywords: 21st-Century, Emerging Leadership Competencies, Higher Education, Progressive Leadership

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Paper ID: MYMA217

Successful Entrepreneurship In Oman: Is It A Result Of Emotional Or Successful Intelligence?

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Abstract:

Management literature since long has explored the concept of successful entrepreneurship with respect to the inherent qualities of an individual, differentiable as successful and emotional intelligence. Successful intelligence is seen as a combination of analytical, practical and creative intelligence, whereas emotional intelligence is perceived the ability to maintain and handle emotions to judicially conduct interpersonal relationships. This has received much attention in the present economic scene in the Sultanate of Oman when the country is finding ways to increase success rates in SME's as a way of reducing dependence on oil as the sole source of funding the economy. Hence, the present research aimed at contributing to the ongoing management research, by investigating the roles of successful and emotional intelligence in defining the entrepreneurial venture's success. The theoretical framework surrounding measures of investigation were Sternberg's theory of Successful Intelligence (Sternberg 1985) and Mayer & Salovey Model of Emotional Intelligence (Mayer & Salovey 1997). For the same, 200 entrepreneurs from Sultanate of Oman were subjected to survey analysis, wherein they performed self-assessment of their emotional and successful quotients, besides assessing the performance of their venture using Online tool, Google Forms. The results showed significant association between successful intelligence and all the factors determining venture performance. Emotional intelligence was not seen as a significant moderator of the relationship between the two, except for employee retention, but showed negative correlation and regression relation.

Keywords: Successful intelligence, Emotional intelligence, Venture performance, SMEs, Oman

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Paper ID: MYMA218

Satisfaction Evaluation Model of High-Level Athletes Management System in Sichuan Province Of China

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Abstract:

Objective: The purpose of this study is to develop a questionnaire on the satisfaction of high-level athletes with their management systems and to establish a model for evaluating the satisfaction of the management systems of high-level athletes in colleges and universities in Sichuan province. **Methodology:** This study collected data from two different stages, namely the pilot study (n = 61) and formal study (n = 264). Using the Statistical Program for Social Sciences (SPSS) version 24.0 software to analyze 61 pilot study data. We then used the Smart PLS 3.0 software to make an empirical study of the model using 264 valid data obtained from a formal study. **Results:** Through data analysis, it is found that the satisfaction survey questionnaire developed by the author has higher reliability and validity, and the constructed structural equation model has a good explanatory ability and predictive ability. Among all the influencing factors, the quality of perceived management has the greatest influence on the satisfaction of high-level athletes. **Implication:** This study provides a new reference for the evaluation of high-level sports teams in China by measuring the satisfaction of the management system of high-level athletes in colleges and universities from the point of view of high-level athletes. The model points out the most important factors that affect the satisfaction of the management system of high-level athletes, it can provide a valuable reference for the management of colleges and universities to improve the management system of the university.

Keywords: China, Universities, High-level Athletes, Management System, Satisfaction

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Paper ID: MYSC221

Gender Differences in Organizational Citizenship Behavior: A Study in Malaysian Manufacturing Sector

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Abstract:

Many companies emphasize on the efficiency of employees, thus, organizations have been seeking for the methods that can improve the employees' performance and efficiency. Organizational citizenship behavior (OCB) has been recognized as one of the significant factors that can enhance the organizational efficiency and overall productivity. Among the variables that could affect the level of OCB, the differences of genders on OCB should be concerned. This is because different genders of perceptions could influence employees' behaviors in organizations. Hence, it is crucial to examine the significance of genders' differences in OCB among employees. However, limited studies were conducted to investigate the significance of the genders' differences in OCB. Hence, this paper intends to minimize the research gap by examining the significance of genders' difference, as well as determining the level of OCB among the genders. A total of 85 valid respondents from few Malaysian manufacturing companies participated in this research. The results revealed that there is no significant genders' difference on both dimensions of OCB, namely OCBI and OCBO. No significant genders' difference was found in overall OCB as well. Future studies are recommended to conduct more studies on larger sample size, as well as to conduct their studies on wider scope of respondents.

Keywords: Gender Difference, Organizational Citizenship Behavior, OCBI, OCBO, Manufacturing Industry

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Paper ID: MYMA222

From Experience to Influence: Positive Contribution of Electronic Word-of-Mouth (eWom) towards DERMAGS Product

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Abstract:

Purpose: The purpose of this paper is to better understand the critical components of mobile viral marketing strategies. A conceptual model is proposed and empirically tested the grounded theory of social conditions, attitudinal conditions, personal conditions, consumption conditions and resource-based conditions influence consumers' intention involve in eWOM via social media. **Methodology:** A questionnaire survey was administered to 150 DERMAGs consumers. Regression analysis was used to analyze the data and test the hypotheses that alliance intention to viral and the grounded theory attributes. **Findings:** The postulated relationships were found supported by the data. The research found that personal conditions, consumption-based condition and resource-based conditions were positively influenced customers to share experience after consuming to others. **Practical Implication:** This research presents a conceptually yet empirically supported framework to describe the relationship between three factors of grounded theory and sharing intention. The study is particularly useful for beauty companies to further their effort on brand awareness and increase the advertisement and promotion in order to alleviate the product recognition. **Social Implication:** This paper gives valuable reference to marketers of the beauty companies to engage in social media, increase the promotional strategies, focuses on the customer relationship and strengthen customers confident on the product by educating them.

Keywords: Social Condition, Personal Condition, Consumption-based condition, consumption-based condition, resources-based condition, electronic word-of-mouth, intention to share.

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Paper ID: MYMA223

Religiosity and Subjective Well Being among older Persons: A Systematic Review

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Abstract:

Objective: Religiosity acts as a protective agent against the trajectories of ill-being in the later stage of life. The current systematic review aimed to identify and critically evaluate available literature regarding the association between religiosity and subjective well-being. **Methodology:** Studies were sourced from Google Scholar, Science Direct and Pubmed, published between 2011 and 2017. The eligibility criteria for the selected articles was: subjective well-being as an outcome variable, participants aged 60 and above, studies having cross-sectional/comparative, cohort/longitudinal, qualitative, or quantitative research designs, and published in the English language. **Results:** After the screening and quality assessment through STROBE and SIGN checklists, a synthesis of 7 out of 77 articles were accumulated. Equivocal patterns of association were observed between religiosity and subjective well-being. It was also found that different dimensions of religiosity exerted positive and negative influences on the subjective well-being of the older persons. **Implications:** Therefore, focus on the empirical connections between religiosity and subjective well-being will enhance professional's knowledge regarding the literature gaps and underlying pathways. It also provides the direction for future studies.

Keywords: Religiosity, life satisfaction, positive affect, negative affect, depression, subjective well-being, older persons.

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Paper ID: MYSC224

Examining Mediator and Indirect Effects of Ethical Perception about Tax Service on Tax Compliance Behavior

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Abstract:

The main purpose of this study was to examine the mediator and indirect effects of ethical perception in tax service on tax compliance behaviour. This study used cross-sectional survey design to collect primary data. The researcher used proportionate stratified random sampling by distributed 150 questionnaires to individual taxpayers in Johor, Negeri Sembilan and Melaka, i.e. the southern region of Peninsular Malaysia, but only 127 usable responses were received. This study analysed the data by using Statistical Package for the Social Science (SPSS). For this research, partial mediation was supported by adopting Baron and Kenny method. However, there is almost no mediation by using bootstrapping method. It showed that ethical perception of individual taxpayers differ across individuals and these differences matter in significant ways particularly in their tax compliance decisions. One of the reason that affect their ethical perception is due to tax service provided by Inland Revenue Board (IRB), such as interaction with IRB officers, their technical knowledge and how fast is their response, how user friendly and clear instructions given in online tax filing and its physical environments. An implication of these results is that IRB should provide better tax service to individual taxpayers, in order to enhance their tax ethical and compliance. This may increase tax revenue and reduce the budget deficit without raising tax rates. It is envisaged that this research results will provide valuable information for the IRB and useful for tax policy development.

Keywords: Ethical perception, tax service, tax compliance behaviour, mediator, bootstrapping

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Paper ID: MYAF227

Effect of Corporate Governance and Performance on Financial Disclosure in Malaysian Listed Companies

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Abstract:

ABSTRACT Objective: The objective of this study is to determine the presence of risk information within the annual report of Malaysian non-financial listed companies and empirically extend the current literature of corporate governance and risk disclosure by an incorporating interaction effect in the model Methodology: total of 940 companies were extracting from Main Bursa Malaysia from 2008 to 2017. This study employs content analysis as a method of analysis in determining level of disclosure practice in Malaysia. This study intends to use descriptive statistics and multiple regression to explain the relationship between corporate governance and risk disclosure with effect of interaction variable. Results: The study posit that there is a positive relationship between corporate governance and risk disclosure due to effective corporate governance function. Implication: This research basically contributes to the body knowledge of risk disclosure as it is stated that there is limited study focus on examining the effect of internal mechanisms to company disclosure. The study also particularly beneficial for regulators and policy-makers in Malaysia to come up with standardise risk framework to enhance risk disclosure practice among listed companies in Malaysia. It also happens that this research will aid regulators and policy-makers to have a better understanding over the impact of corporate governance and moderating effect towards disclosure of various risk information in Malaysia.

Keywords: Risk disclosure, Annual report, Corporate governance, Interaction Variable, Content analysis

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Paper ID: MYAF229

Effect of Cynicism towards Environmentally Responsible Purchase Behaviour of Energy Efficient Vehicle among Malaysian Consumer

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Abstract:

Objective: One of the toughest challenges in social marketing is behaviour intervention. Previous research have developed various models and theories to simultaneously examine behaviour changes and their effects. Due to resources scarcity and global warming, automakers have come out with an innovative idea of Energy Efficient Vehicle (EEV) which has been a great improvement in the automotive industry. This invention targets for behavioural change or behavioural adoption for consumers to adjust their preferences from conventional vehicle to EEV. High market growth in automotive industry have encouraged social marketers, policymakers, governments and academics to propose suitable intervention approach in motivating preferences toward EEV. Using the context of the purchase intention of EEV in Malaysia, this conceptual research paper applies Environmental Responsible Behaviour (ERB) model to evaluate the causal model of materialism, environmental belief and environmental concern transcend on Purchase Intention of EEV. **Methodology:** This study proposed explanatory quantitative method. Using partial least square approach, the measurement model for this study is presented. **Implication:** This research presents a conceptually supported framework to describe the moderating role of cynicism on the relationship between environmental concern with purchase intention of EEV due to rising issues of greenwashing in automotive industry. The study is particularly useful by provide insights in assisting the stakeholders and automotive industry players on promoting the pro-behaviour toward EEV. This paper also provide additional review about Environmental Responsible Behaviour (ERB) model that been derived from Values, Belief and Norms theory (Stern et al,1995).

Keywords: Green Marketing, Environmental Concern, Green Purchase Intention, Materialism, Cynicism, Greenwashing, Energy Efficient Vehicles

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Paper ID: MYMA230

Impact of Indian Muslim Restaurant Atmospheric Hygiene Perception on the Diner's Satisfaction: Extending Expectation-Disconfirmation Theory

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Abstract:

Foodborne illness is a persistent public health problem in Malaysia. As exposed in the news channels, such severe hygiene problem is quite common within Indian Muslim restaurants in Malaysia which subsequently affect the diners' well-being. Therefore, this study intends to comprehend the determinants of diner's satisfaction with Indian Muslim Restaurants within the context of diners' hygiene experience and expectation. Expectation Disconfirmation Theory and Experience Quality Model are primarily utilised to develop a good understanding on the issue of hygiene food services. This study is expected to assist food operators, especially the Indian Muslim restaurants to strengthen the efficiency of food service quality in improving dining experience and hence diner's satisfaction. Besides, this study will contribute to the body of knowledge particularly within the field of food marketing by determining diners' satisfaction based hygiene expectation and hygiene experience on restaurant atmospherics.

Keywords: Expectation, Experience, Satisfaction, Atmospherics, Food service

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Paper ID: MYMA231

Co-worker Support in the Workplace: An Exploration among Human Resource Practitioners in Malaysia

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Abstract:

Objective: The purpose of this paper is to explore the concept of co-worker support among Human Resource practitioners in Malaysia. **Methodology:** This study, by only focusing on the meaning of co-worker support, does two things. First, the study analyzed the concept of co-worker support as it is defined in the academic literature. Second, the study used qualitative approach by conducting interviews with Human Resource practitioners to explore the concept of co-worker support in the context of workplace. 13 in-depth interviews were conducted among HR practitioners from middle-level group and top-level group. **Results:** The study revealed that there are considerable dimensions of co-worker support that has been gathered from the interviews. The meaning of co-worker support in this context is shaped by the culture, individual perspective and the situational context in which the employee relations occurs. The research also found the existence of co-worker support is slightly similar based on the nature of job of a human resource practitioner even across various industries. **Implication:** This research presents a comprehensive dimensions of co-worker support at the workplace as supported by the qualitative finding among human resource practitioners in Malaysia. This finding will provide a solid foundation to develop a comprehensive co-worker support scale that based on Malaysian culture. This study has significant contribution in providing a clear conceptualization of co-worker support and types of supportive behaviour. Practitioners may utilize the concept to understand the potential support-related issues that may impact workplace relations.

Keywords: Co-worker support, Employee relations, Human Resource practitioner

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Paper ID: MYMA232

Attitude, Perceived Behavioural Control and Subjective Norm in Waste Segregation-at-Source Behaviour among Households in Malaysia

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Abstract:

Objective: The purpose of this paper is to evaluate the levels of and relationships between attitude, perceived behavioural control and subjective norm with waste segregation-at-source behaviour among households in Malaysia. **Methodology:** A multistage sampling method employed to obtain four hundred households in Putrajaya in a bid to answer the self-administered bilingual questionnaire. The collected quantitative data were analysed by using IBM SPSS Version 25.0 software. Specifically, descriptive and inferential statistics utilised to analyse the data. As such, frequency distribution, maximum and minimum values, percentage and measure of central tendency were used in describing and summarising the levels of studied variables with waste segregation-at-source behaviour. The relevant quantitative data which regards to relationships between variables was further tested by using Pearson correlation analysis. **Results:** Assessment of the overall factors which influencing the households with waste segregation-at-source behaviour has indicated that 92.5 per cent of the respondents is recognised as having the favourable attitude. Surveyed households are also found that households are highly influenced by perceived behavioural control but moderately influenced by the subjective norm. Additionally, the results reveal that attitude ($r = 0.618$, $p = 0.001$), perceived behavioural control ($r = 0.301$, $p = 0.000$) and subjective norm ($r = 0.080$, $p = 0.110$) have positive relationships with waste segregation-at-source behaviour. **Implication:** The findings provide an insight particularly for individual, government, educator and non-governmental organisations in Malaysia on important criteria that should be considered in promoting pro-environmental policies.

Keywords: Attitude, Perceived behavioural control, Subjective norm, Waste segregation-at-source behaviour

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Paper ID: MYEC233

Decomposing International Gender Test Score Differences

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Abstract:

In this paper, we decompose worldwide PISA mathematics and reading scores. While mathematics scores are still tilted towards boys, girls have a larger advantage in reading over boys. Girls' disadvantage in mathematics is increasing over the distribution of talents. Our decomposition shows that part of this increase can be explained by an increasing trend in productive endowments and learning productivity, although the largest part remains unexplained. Countries' general level of gender (in) equality also contributes to girls' disadvantage. For reading, at the upper end of the talent distribution, girls' advantage can be fully explained by differences in learning productivity, but this is not so at lower levels.

Keywords: Gender gap, Test scores, PISA, Mathematics, Reading, Decomposition

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Paper ID: MYEC234

A Bibliometric Analysis of Green Innovation Research: Global and Malaysia Trends

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Abstract:

Objective: The purpose of this paper is to evaluate the development of research publications towards the green innovation topic by using several bibliometric indicators analysis. **Methodology:** By using several bibliometric indicators, all research publications related to the green innovation research in the online Scopus database were analysed. This included data on sources of articles, top universities or institutions that produce high citation articles and have top authors with publications. **Results:** The outcome of this study is to provide a reference for related scholars interested in research development in green innovation. Green Innovation is the exploitation, production, or assimilation of a service, production process, product realization, or management and system methods to the organization adoption or developing company growth. This study showed the development of research publications towards the green innovation are gradually increasing in Global and Malaysia trends. The results of these analyses were determine and discussed. **Implication:** This research presents a conceptually of bibliometric analysis with outcome on framework of the data collection process on Green Innovation research. The study is particularly useful for practitioners by provide a reference for related scholars interested in research development in green innovation. This paper also gives valuable reference with emergence of Green Innovation related studies can be expected to happen and to gain momentum in the following years.

Keywords: Keywords: Green Innovation, Green Product Innovation, Green Process Innovation, Green System or Managerial Innovation, Bibliometric

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Paper ID: MYMA235

Enhancement of Internet Financial Reporting Quality in Malaysian Context: An Evaluation of Corporate Governance and Auditing Mechanisms

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Abstract:

Objective: The purpose of this study is to investigate the important variables of corporate governance and auditing mechanisms with the effect moderating variable of investor protection which could be utilized to enhance the internet financial reporting quality in Malaysian context. **Methodology:** The proposed data for corporate governance including audit mechanisms will be collected through content analysis of annual reports of the sample firms using content analysis of the annual reports while the data for internet financial reporting quality will be extracted from DATASTREAM. To analyze the data, this paper proposes to employ descriptive statistics, Pearson's and Spearman's correlation matrixes and multiple regressions. **Results:** This research paper posits that there are positive relationship between corporate governance, audit mechanisms and internet financial reporting quality (IFR). **Implication:** The proposed study will contribute to the limited literature in relation to IFR quality. Moreover, the results of the research will also provide insights for financial institution, security commission and Bursa Malaysia in deriving the best mechanism to improve IFR quality in order to maintain shareholders' confidence in this information age.

Keywords: Internet Financial Reporting, Corporate Governance, Audit Mechanisms, Information Quality

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Paper ID: MYAF238

The Factors Affecting Preference of E-recruitment Media: An Empirical Study on Job Seekers of Bangladesh

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Abstract:

Objective: Now a day's organizations are becoming more online-centric while recruiting their potential employees. For the purpose of attracting a large pool of candidates, organizations use particular e-recruitment sites. Therefore, this is necessary for the recruiters to know what factors influence the job applicants to choose that particular sites to apply. Job seekers prefer different e-recruitment media for different reasons. The main objective of the paper is to examine the factors that work behind preferring a particular online media by the job seekers. **Methodology:** a structure questionnaire was administered to 145 job seekers of the country. Eight factors are taken into consideration in this study to know about job seekers' preference for company websites, online job portals, and Social Networking Sites (SNS). The multiple regression analysis as a statistical tool was used to analyze the data and test the hypothesis. **Results:** The outcome of the study is that quick search, easiness, adequate information, fairness, and reliability are the most significant factors influencing the job seekers to choose any specific e-recruitment media. **Implications:** This study will help the recruiters to know what factors are considered by job seekers to choose a particular e-recruitment media. This research will also guide them to improve certain e-recruitment infrastructure on the basis of job seekers' perception.

Keywords: E-recruitment, Job Seekers, Company Websites, Online Job Portal, Social Networking Sites (SNS)

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Paper ID: MYMA244

Emerging Risks and how Businesses are Mitigating them: Evidence from Malaysian Public Listed Companies

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Abstract:

Objective: This paper aims to identify the emerging risks that are of greatest concern in an organisation and to identify commonly used techniques to address emerging risks. **Methodology:** This study employed a triangulation method as the research design, which combines two types of data collection method: questionnaire survey and semi-structured interview. A total of 88 person in charge of risk management activities from environmentally sensitive and services listed companies in Malaysia participated in the survey. Next, semi-structured interviews were employed with three survey participants to gain further insights into the survey results. **Results:** The survey results show that global recession, climate change, biodiversity loss and ecosystem collapse, natural catastrophes, man-made catastrophes, water crises, food crises, demographic shifts, profound social instability and failure of national governance are the emerging risks that are increasingly viewed as important for risk managers to monitor. Findings from the semi-structured interviews identified that strategic planning, key risk indicators (KRIs) and risk maps are commonly used methods that companies adopt to manage emerging risks. **Practitioner / Policy implications:** Companies need to adopt continuous process monitoring solutions to further enhance the monitoring and mitigation of emerging risks exposure. **Implication:** Theoretically, the findings contribute to an understanding of the management of emerging risks and specifically the developing methods and techniques employed by companies to better assess emerging risks present in the environment.

Keywords: Emerging risks, triangulation, public listed companies, Malaysia

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Paper ID: MYAF245

Impact of Management Practices and Strategic Responses on Pricing Strategy : Evidence from Textile Industry in Pakistan

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Abstract:

This study has discovered the impact of crisis management practices and strategic responses on the price strategy in the textile industry of Pakistan. In this research, independent variable is crisis management practices (efficiency improvement and competitiveness improvement), mediating variable is strategic responsiveness (pro-activeness and reactiveness) and where the dependent variable is price strategy. This study investigated the textile industry firms of Pakistan by means of correlation and regression analysis via empirical findings. Data has been gathered from the questionnaire method from the companies of textile industry. It is hypothesized that crisis management practices, strategic responsiveness have significant impact on the price strategy in which strategic responsiveness have a mediating role and these noteworthy impacts have been denied by the results of the study.

Keywords: Crisis Management Practices; Efficiency improvement and competitiveness, Strategic Responsiveness; Pro-activeness and Reactiveness, Price Strategy

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Paper ID: MYMA246

Restructuring Nigeria: The Dilemma and Critical Issues

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Abstract:

Objective: The main objectives of this paper are to explore the critical issues in the agitations/calls for restructuring the Nigerian state. A conceptual model is used and critical issues identified as influenced by many factors and interests with a special reflection on the background history and politics of the Nigerian state. **Methodology:** Secondary sources of data were used to and historical documentation method of data analysis was also used to analyse the data. **Results:** There are severally identified issues which are critical to and must be squarely addressed in order to arrive at a desired and mutually accepted stand on Nigeria's geo-political, ethno-religious and socio-cultural composition, and a sustained unity and stability. Which are sought in the name of restructuring. Elites and political merchants'' prime interest in power and resources have however, shaped and dominated the restructuring agitations. **Implication:** The study is premised on the socio-economic, political and ethno-religious realities of the Nigerian state and society. Therefore, the study presents an outline and a roadmap for the Nigerian policy makers, politicians, citizens and other stakeholders in the Nigerian state. The study states the most sensitive issues which are indispensable to any re-arrangement, negotiation, consensus and unity in the Nigerian state.

Keywords: Nigeria, Restructuring, Politics, Federalism, Fiscal/True Federalism.

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Paper ID: MYSC247

Sustainable Development of Rural Tourism Destination Competitiveness: Assessing the Influencers and Moderating Role of Knowledge Sharing

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Abstract:

Objective: The purpose of this paper is to examine the influence of hard measures (destination appeal and tourism infrastructure) and soft measures (service quality and destination image) on rural tourism destination competitiveness. In addition, knowledge sharing is adopted as the moderator variable and testify its moderating impact in strengthening the relationship between the proposed four predictors on rural tourism destination competitiveness. **Methodology:** A total of 283 respondents comprising tourists both domestic and international visited the five rural tourism destinations in Sarawak took part voluntarily in this study. To assess the developed model, a PLS-SEM approach was adopted and WarpPLS (version 6.0) software was used to perform the PLS estimate and for hypotheses testing. **Results:** The empirical results revealed that destination appeal, tourism infrastructure, and service quality were found to have significant and positive impact on rural tourism destination competitiveness. Interestingly, knowledge sharing was found strengthen the relationship on destination image to rural tourism destination competitiveness. **Implication:** The research study has inevitably and successfully developed some guidelines for scholars and practitioners in developing rural tourism destination for competitiveness. The findings also provide valuable information to tourism stakeholders such as local communities, industry players, and tourism-related government department on the tourists' concern in making decision for visiting rural tourism destinations and the valuable information could serve as a value added to better develop the rural tourism destination for competitiveness in Sarawak, and Malaysia as a whole.

Keywords: Hard and soft measures, Destination appeal, Tourism infrastructure, Service quality, Destination image, Knowledge sharing, Rural tourism destination competitiveness, Moderator, PLS-SEM, Sarawak, Malaysia.

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Paper ID: MYMA252

An Empirical Study of Managers' Intentions to Hire Older Workers

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Abstract:

The study tested an extended Theory of Planned Behaviour model with an added variable of past experience to predict managers' intention to hire older workers. Surveyed locations were the western coast of Peninsular Malaysia. A cross-sectional data was collected via personal administered surveys (n=468). A response rate of 78% (F=40.4%; M=59.6%) was recorded. Models and hypotheses testing were performed using SEM-PLS. Values from internal consistency reliability tests indicated all values were accepted and demonstrated a high level of reliability. Convergent Validity and Discriminant Validity were well established. Both tolerance and VIF values suggested no potential collinearity problem. The extended model accounted $R^2=0.377$. The findings suggested that the antecedents and intention were related and that 3 hypotheses (H1, H2, H2) were supported. The study is able to add knowledge to further research. The study's result is expected to bring awareness to organizations on the benefits of a diversified workforce, to understand the effects of attitudes, subjective norms and past experience on managers' intention when hiring older workers. In addition, relevant public policy makers are urged to improve workplace good practices in helping older workers to prolong their work life, which in turn greatly relief the Government from financial burden due to unemployed older workers.

Keywords: Intention, employment, older workers, attitudes, subjective norms, past experience.

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Paper ID: MYMA253

Impact of Hotel Service Attributes on Customer Retention: Moderating Effect of Customer's Nationality – Case of Cinnamon Grand Hotel, Sri Lanka

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Abstract:

Sri Lanka's hospitality sector is tackling constraints like a shortage of workers and others not joining the industry due to wages and service charges of Sri Lankan hoteliers are lower compared to that of hoteliers in other countries and the country's political leadership expects tourism to grow rapidly amidst a serious shortage of workers. Given such challenges it is important to identify which hotel service attribute play important role in the customer retention and to explore whether there is an impact of consumer's nationality between hotel service attributes and customer retention which are also not empirically investigated. Structured questionnaire has been used to collect data from judgmental-convenient sample of 400 respondents selected from Cinnamon Grand Hotel, Colombo, during December and January 2017/18. According to the analysis of results, Desirables, Critical, Satisfiers, neutrals has a positive relationship on Customer retention while dissatisfiers has no relationship on customer retention. Results also exhibit that there is a positive relationship on nationality with Desirables, Critical, Satisfiers, neutrals, while dissatisfiers has no relationship on customer nationality and customer retention. Since Customer nationality is not empirically and theoretically investigated, findings of the objective two contributes knowledge to the literature. The study provides insights to hoteliers, where "Customer Retention." Since the study was conducted in a hotel context, this suggests that "Retention" of hotel customers can be improved by enhancing Satisfiers as exhibited by the customers.

Keywords: Desirables, Critical, Satisfiers, Neutrals, Dissatisfiers, Customer Retention, Nationality

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Paper ID: MYMA254

Natural Disaster Vulnerability induces the Risk of Radical Attack

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Abstract:

The purpose of this study is to analyze the impact of natural disaster on terrorism attack in both developed and developing countries. By using Logit Model and Probit model and detailed data on terrorism, natural disasters and other control variables for 126 countries in between 1970 to 2014, we found a strong positive impact on total death and total occurrence of natural disaster on terrorism attack. Meanwhile, total damage of natural disaster has negative significant relationship with terrorism attack. For other variables, results show consistently significant. Given the results that rapid change in natural disasters will increase the incidence of terrorism attack, more attention and prevention should be given to mitigate the risk of attack.

Keywords: Natural Disaster, Terrorism, Growth

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Paper ID: MYEC256

Corporate Social Responsibility Reporting and Corporate Value in Selected Asian Countries: The Mediation Role of Customer Satisfaction

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Abstract:

Ambiguities on the direct relationship between corporate social responsibility reporting and corporate value have been established in past studies. The current research attempts to respond to this by employing a probable mediator, namely customer satisfaction, in the association of corporate social responsibility reporting with corporate value. Based on annual reports of 334 manufacturing firms in Malaysia and Singapore from 2007 to 2014, it is found that with regards to the relationship between corporate social responsibility reporting and corporate value, it is fully mediated in Malaysia but partially mediated in Singapore. The positive effect of corporate social responsibility reporting on corporate value is due to the positive influence of corporate social responsibility reporting that exist on customer satisfaction. The results suggest that corporate social responsibility reporting indirectly increase corporate value by promoting the value level of customer satisfaction in selected Asian countries.

Keywords: Corporate social responsibility reporting, corporate value, mediator, customer satisfaction, Malaysia, Singapore

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Paper ID: MYAF257

Earnings Management Research: Is the Avoidance of Fraud Triangle Theory Justified?

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Abstract:

Objective: The purpose of this paper is to demonstrate that earnings management could be studied through the lens of fraud triangle theory as against the current practice of avoiding it like a plague
Methodology: The paper is based on extensive and detailed literature review that cuts across anecdotal comments and empirical evidence. A conceptual framework was also developed based on fraud triangle theory to demonstrate the plausibility. **Findings:** The paper concluded that the fear or avoidance of fraud triangle theory in earnings management research is not justified. That fraud triangle theory presents a sound framework for early warning signals that could engender early corrective actions for a sustainable business. **Contribution:** The evidence in this research demonstrate that the use of fraud triangle theory framework in investigating earnings management is tenable and plausible. This paper also developed a conceptual framework that can be extended or used for further empirical study by researchers.

Keywords: Earnings management, Fraud triangle theory, corporate financial distress, corporate social responsibility, product market competition, audit firm size, audit fee

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Paper ID: MYAF260

Effective Supervision through Instructional leadership and teacher effectiveness in secondary schools

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Abstract:

Accountability of a school lies within the hand of school leadership and teacher effectiveness in reaching out to the academic standard of every student mandated by the higher body of education of any country. Therefore, both the leaders and teachers should be alert and stand up for their responsibility, in building student intellectual potential to become a good citizen in the future through quality assurance education. The purpose of this paper was to explore the role of supervision through instructional leadership by the school principal, and how their responsibility in accomplishment of educational goals and objectives can enhance teacher pedagogical knowledge for effectiveness in school. The paper also explores different literature on the concepts of the keywords, their challenges and prospects. Recommendations are made on how effective school leadership can influence teachers to achieve academic performance of the students.

Keywords: Supervision, instructional leadership, principal, teacher effectiveness and secondary schools

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Paper ID: MYSC262

Measuring the Climatic Vulnerability: Insights from Small Scale Fishing Communities of Inland Open Water Area of Bangladesh

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Abstract:

Small Scale Fisheries (SSFs) are significantly contributing to the different aspects of a community including livelihoods, supplying of food and ensuring security of food especially at local levels. Moreover, in developing countries like Bangladesh, SSFs are making substantial support regarding food nutrition, food security, poverty alleviation and sustainable livelihoods of the people. However, the livelihood of SSFs are undervalued both in the global and national scale by the scholars. Currently, many institution are considering Bangladesh as one of the most climate vulnerable countries around the world and SSF livelihood of inland open water area of the country is adversely affected by the climate change which is making them vulnerable to climate change. Various studies have done regarding the impact of climate change on either on fish populations or aquatic ecosystems. Some studies on coastal fishing communities as well as on vulnerability and adaptation in agricultural based communities. Very limited studies conducted on SSFs of inland open water fishing communities. In this study the idea to measure the climatic vulnerability of SSF livelihood of inland open water area of Bangladesh is discussed. Moreover, Livelihood Vulnerability Index (LVI) method is suggested over other approaches to measure the climatic vulnerability of SSF livelihood of this area.

Keywords: Climate Change; Vulnerability; Small Scale Fisheries; Livelihood; Inland Fishing; Inland Open Water

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Paper ID: MYEC263

Substituting Current Entrepreneurial Education Curriculum with Unified Entrepreneurial Education Curriculum: Evidence from Developing Country

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Abstract:

Purpose: The purpose of this study is to examine the perception of students in Nigeria towards the adoption of unified entrepreneurial education curriculum (UE) as a substitute to the current entrepreneurial education syllabus used in lecturing Nigerian students at university level. **Design/methodology/approach:** This study adopts cross-sectional study by randomly distributing a predesigned questionnaire to a sample of 527 students who were enrolled in entrepreneurial education class at the six federal universities in southwestern Nigeria in the year 2017. After fulfilling the assumptions of normality, a regression analysis with moderating effect was conducted on the collected data. **Findings:** The study result shows that the students investigated believed that the current entrepreneurial education syllabus has a significant influence on their entrepreneurial intention. Furthermore, the students investigated perceive a positive significant effect of unified entrepreneurial education curriculum on their entrepreneurial intention. Further findings present that there is a negative significant moderating effect of UE on the relationship between the entrepreneurial education and entrepreneurial intention. **Research limitations/implications:** The empirical result in this study upheld that entrepreneurial education is among the significant factor that influence students' entrepreneurial intention. With the empirical results, this study argues that UE adoption will positive significant influence on students' entrepreneurial intention. At the same time, the adoption of UE will have a negative significant effect on enhancing students' entrepreneurial intention with the current entrepreneurial education curriculum being used. This study is particularly useful for entrepreneurial education policy makers on the possible outcomes of enhancing students' entrepreneurial intention through UE adoption.

Keywords: Entrepreneurial Education, Unified Entrepreneurial Education, Curriculum Adoption, Entrepreneurial Intention, Developing Country

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Paper ID: MYSI264

Impact of Promotion on Healthy Food Consumption Patterns among Malaysian Academician Consumers

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Abstract:

The purpose of this paper is to examine the consumption patterns and impact of promotion towards healthy food among Malaysian academicians. A questionnaire was used to investigate consumption patterns, promotion, and socio-demographic profiles of academicians' respondents between the ages of 25 above. Cluster analysis and factor analysis were undertaken to obtain a better understanding of the impact of promotion on healthy food consumptions patterns among Malaysian academicians. A logistic regression model was used as a predictor about the impact of promotion between on healthy food consumption patterns. The impact of promotion on healthy food consumption among the Malaysian academicians was a critical factor in determining consumers' purchase and consumption level. Therefore, promotion towards consumption patterns had a positive influence on the frequency of healthy food consumption patterns. To remain competitive, healthy food need to be the focus of the marketers more on healthy products. Regulating the availability of healthy food around educational institutions will affect the consumption of healthy food and reduce disease. Only a few studies investigating consumption patterns and promotion among Malaysian academicians towards healthy food. This study attempts to fill the gap.

Keywords: Consumption Pattern, Healthy Food, Promotion, Malaysian Consumers

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Paper ID: MYSC265

A Theoretical Framework on the Relationship between Ownership Structure, Board Characteristics and Corporate Environmental Disclosure in Nigerian Listed Companies

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Abstract:

Objectives: The main objective of this paper is to examine the relationship between ownership structure, board characteristics and corporate environmental disclosure in Nigeria. The low level of environmental disclosure by firms in Nigeria as evident in their annual report has prompted concerns from stakeholders about the condition of the natural environment which has necessitated this research. **Methodology:** The study adopts the qualitative approach using data from annual reports of sampled listed firms on the Nigerian stock exchange, the theoretical framework relies on the legitimacy theory, stakeholder theory, agency theory and social role theory. **Results:** The postulated relationship is expected to be supported by the data to be collected. Based on previous reviewed related literature's, it is expected that environmental disclosure will be enhanced among listed firms in Nigeria. **Implication:** This research presents a conceptual framework to describe the significance of the relationship between ownership structure, board characteristics and corporate environmental disclosure among listed Nigerian firms. It is expected that the study will impact on corporate bodies to adequately provide for environmental information disclosure in their internal policies. The study is also expected to facilitate environmental reporting and disclosures to stakeholders, investors and environmental regulatory bodies.

Keywords: Corporate governance, Environmental reporting, Board characteristics, Corporate social responsibility, Corporate governance characteristics.

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Paper ID: MYAF266

The Moderating Effect of External Environment on Innovation and Performance of SMEs in Pakistan

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Abstract:

The purpose of this study is to investigate the relationship of innovation and performance of SMEs in Pakistan. External environmental factor acts as a moderator between the dependent and independent variable. Correspondently, this study proposes a new research framework and hypothesis to examine the relationship between the variables.

Keywords: Innovation, External Environment and Performance of SMEs.

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Paper ID: MYMA267

Impact of Workplace Incivility towards Turnover Intention: Mediating Role of Burnout

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Abstract:

Objective: The purpose of this paper is to investigate the relationship between the workplace incivility and turnover intention among the house officers (HO) of Malaysia's public hospitals through the mediating role of burnout. **Methodology:** A questionnaire survey was administered to the house officers (HO) of public hospitals in Malaysia. **Results:** Workplace incivility has significant effect on turnover intention and burnout significantly act as mediator between the workplace incivility and turnover intention. **Implication:** This paper provides valuable insights for future research and as a significant reference for the health sector in Malaysia

Keywords: Workplace Incivility, Turnover Intention, Burnout

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Paper ID: MYSC268

Relationship between Personality and Adaptive Performance: Mediating Effect of Work Engagement

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Abstract:

Objective: The purpose of this paper is to explore whether the work engagement mediates the relationship between Big Five personality traits and adaptive performance. **Methods:** A questionnaire survey was administered to nurses working at the emergency department of public hospitals in Malaysia. **Results:** Results indicate that personality traits have a significant effect on adaptive performance. In addition, the work engagement of participants was found to mediate the impact of personality on adaptive performance of nurses. **Conclusions/Implications for Practice:** The work engagement of professional nurses has attracted increasing attention in the literature, particularly with regard to the linkage between personality and adaptive performance. This study enhances the understanding of individual personality by using Big Five personality traits. For a practical implication, deep focus should be given to the factors that can enhance employees' work engagement especially in public sector to ensure the employees in their organization is fully performed and deliver the best service to patients. Social implication for this study is the application of adaptive performance will promote positive interaction between nurses and patients in hospitals' environment which may help nurses practice fast respond to reduce the patients' complaints regarding staff performance in public hospitals.

Keywords: Adaptive performance, big Five personality traits, work engagement

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Paper ID: MYSC270

Enhancing Student Competencies through Digital Video Production: A Project-based Learning Framework

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Abstract:

Objective: This study research was aim is to provide a framework, a set of guideline for secondary school pedagogical change. Thus, project-based learning (PBL) is a key to support students more competitive in an external environment **Methodology:** The respondents were given 4 weeks to plan and organize the video project. This study was conduct to collect quantitative data. A researcher made Likert-type questionnaire is developed to identify students' viewpoint of the PBL that support student learning of the competencies. The data were collected through a questionnaire for 63 respondents. **Results:** The results show significant positive results in terms of student competencies. PBL framework provides appropriate structure for determining all level of student competencies. **Implication:** Students produce an educational video based on the topic they are learning. Integrating technology in PBL to enhance student competencies based on education curriculum Malaysia, which consist of communication, collaboration, creation, critical thinking. PBL framework provides appropriate structure for determining all level of student competencies. This paper gives a generous framework serves as a reference to facilitate the relevant policy- making and contribute to education secondary school. This study contributes to the understanding how PBL should be implemented in the classrooms to encourage students to pursue STEAM majors at the high level.

Keywords: Competencies, project-based learning, framework

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Paper ID: MYSC272

Assessing Event Sustainability and Destination Image through the Local Community Support: A Case of Special Event

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Abstract:

Local community support is an important integral part of an event and the host city brand. Their support and participation in the event will indirectly affect the success of event operations and tourists will leave an impression on it. The main objective of this study is to determine the level of local community support in special event and its effect on event sustainability and destination image. Data was gathered from 300 respondents through the convenience sampling technique. Pearson Correlation Coefficient and Regression analysis were used to analyze the collected data. The results were significant between overall variable (local residents support; local community participation; local hospitality) of local community support toward event sustainability and destination image. The outcome of this study is important to event organizers and stakeholders in building a better relationship with the local community for getting their support towards event sustainability and the host-destination image.

Keywords: Local Community Support, Community Participation, Local Hospitality, Event Sustainability, Destination Image

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Paper ID: MYSC274

The Influence of Dimensions of Viral Marketing on Customers Satisfaction in Fast Food Restaurants in Jordan

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Abstract:

Viral marketing is becoming a key instrument in marketing strategies nowadays, used by a lot of firms to achieve these goals. viral marketing uses the instincts of humans to communicate share knowledge and socialize with each other, due to the widespread of the internet among all people nowadays, and the tendency of people from deferent ages to spend more time on the internet to use the social media. Viral marketing is getting this advantage as it can penetrate the social networks of any person as easy as a click of a mouse from one friend to diffuse among all friends in the same social network, Fast food restaurants Firms know that the world is changing in their favor as the modern family concepts tend to depend on home cooked food less and the need for fast food is increasing. The results of the study of the viral marketing dimensions and customer's satisfaction indicate that there is a direct and positive relationship between viral marketing dimensions and satisfaction. Several dimensions for the viral marketing, promotion, trust, awareness, are discussed.

Keywords: Viral marketing, satisfaction, trust, awareness.

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Paper ID: MYSC275

The Effect of Organizational, Technological and Social Factors on Organizational Performance: Mediating Effect of E-Government Adoption

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Abstract:

Existing empirical evidences have identified that e-government adoption, despite its tremendous contributions to enhancing the quality of life, face a myriad of problems which have made many of them unsuccessful. Also, research has signified that the findings of extant studies on e-government adoption are inconsistent. To address these issues, this research examined the effects of organizational factors, technological factors and social factors on organization performance. Also, mediating effects of e government adoption on the relationship between organizational factors, technological factors, social factors, and organization performance were investigated.

Keywords: E-government, organizational performance, organizational factors, technological factors, social factors.

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Paper ID: MYMA276

Assessment of Non Tax Revenue Potential in Malaysian Local Authorities

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Abstract:

Objective: This paper examines the potentials and strategies being adopted of each local authorities involved to maximize return from non tax revenue. **Methodology:** This study employs of a qualitative approach by adopting secondary data from financial reports and primary data from in-depth interview. The sample of study consists of 10 local authorities' selected based on purposive sampling. First section of analysis discussed on non tax revenue in the form of revenue collection trend among local authorities. The second part analyzes non-tax revenue potential through the descriptions and examples obtained from in -depth interview. **Results:** The analysis on the trend of local authorities' revenue revealed that non-tax revenue remains the second most important after tax revenue. In fact, out of 10 local authorities, 9 of them have successfully achieved more than 100% of the targeted collection of non tax revenue in 2014 and 2015. This study also found that the divergences of the local authorities' non tax revenue collection are due the strategies adopted by each local authority **Implication:** The results present a better practice to guide local authorities to improve their management of non tax revenue. Therefore, some recommendations are put forward to improve non tax revenue for benefit maximization. The successful optimizing strategies undertaken by the respective local authorities can be an efficient model for other local authorities in a way to improve the non tax collection.

Keywords: Local Authority, Non-tax Revenue, Optimizing Strategy

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Paper ID: MYSC278

The Conceptual Framework of Critical Success Factors (CSFs) for Outsourcing Service Providers of Apartment Living

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Abstract:

Objective: There is a need to improve efficiency in maintenance for the sustainability quality urban living. The purpose of this paper is to present a conceptual framework for efficient maintenance as its CSF which could increase the service delivery quality of the outsourcing service providers maintaining the apartment in KL towards sustainability quality urban living. **Methodology:** Based on an extensive review of the vast literature on critical success factors (CSFs), maintenance and service quality, the study has identified 4 dimensions of efficient maintenance as being critical for outsourcing service providers in delivering services in apartment. **Results:** Results of the study would include CSF for efficient maintenance in apartments towards service delivery quality of outsourcing service providers. **Implication:** The results are expected to lead towards potential variables to develop key CSF as the KPI for efficient maintenance and theory for the testing hypothesis for CSF for efficient maintenance towards service delivery quality of outsourcing service providers in apartments. This paper also gives valuable reference to managing corporation (MC) to consider the success factors of sustaining quality urban living in the context of Malaysian maintenance industry.

Keywords: Critical Success Factors, Facilities Management, Apartment, Outsourcing Service Providers

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Paper ID: MYSC279

Do Islamic Banks Need Islamic Corporate Social Responsibility Measurement?

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Abstract:

Objective: The purpose of this paper is to establish an Islamic CSR measurement based on the stakeholder theory, Shariah principles and ‘urf (best market practice) principle. **Methodology:** This study developed the Islamic CSR measurement through literature review, content validation, exploratory factor analysis (EFA) and Cronbach’s alpha. **Results:** The findings reveal that Islamic CSR measurements have 11 factors and 52 indexes. **Implication:** CSR is found to be important due to its significant impact on business, society and environment. Various CSR measurements have been developed from the Western and Islamic perspective. Nonetheless, there has been considerable debate over the goals and practices of corporate social responsibility (CSR). Currently, there is a renewed interest in the integration of CSR into the value-based intermediation (VBI) which has been made necessary to the Islamic banks in Malaysia. Hence, with the vast development, do Malaysian Islamic banks need a new CSR measurement? The current state of the selected Islamic banks’ CSR practices in Malaysia shows that the existing measurement is still inadequate, and varies. This study contributes to the Malaysian Islamic banks by proposing a valid and reliable Islamic CSR measurement which can be instilled in the value-based intermediation (VBI) strategy via involving and disclosing the indexes in the Islamic banks’ annual report.

Keywords: Islamic CSR measurement, Islamic banks, Malaysia

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Paper ID: MYAF280

A Conceptual Framework of Sale and Leaseback Investment in Malaysian REITS Companies

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Abstract:

Objective: The purpose of this paper is to determine the factors affecting the Yield of the sale and leaseback transaction for REITs companies in Malaysia. Therefore, this paper highlights a conceptual study of sale and leaseback by focusing the practices by Real Estate Investment Trust in Malaysia. **Methodology:** The research uses content analysis method to analyze data, which is gathered from previous studies. The review includes several gaps of findings from previous research. **Results:** Based on the analysis, this paper developed a conceptual framework for sale and leaseback investment for REITs companies. The research found that sale and leaseback is one of the alternative ways for the REITs companies to expand and increase the number of their property portfolio. **Implication:** The conceptually yet analytically for this research is to interpret the sale and leaseback transaction in the property industry. The result of the study would be a useful guide to Real Estate managers in developing countries towards using sale and leaseback as one of the alternative ways in property investment. Further research may indicate if similar concept can be built for other types of investment property.

Keywords: Sale and Leaseback, REITs, Real Estate, Finance, Property Investment
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Paper ID: MYSC282

The Effect of Board Governance Characteristics and Ownership Structure on Leverage among Islamic Banking in Malaysia

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Abstract:

In capital structure decisions, directors are more likely to utilize the leverage (debt) instead of equity with regards to external financing. Similar to other organizations, financial institutions should remain less risky capital structure in order to maintain its sustainability and profitability. High risk capital structure exposes the financial institutions to bankruptcy. Previous study has focused on leverage in public listed companies and conventional banking but scanty studies focus on Islamic banking in Malaysia. The Islamic bank has a rapid growth nowadays. The objective of the study is to develop a conceptual model on the influence of board governance characteristics and managerial ownership on leverage among Islamic Banking in Malaysia. Thus, the current study fills an important gap in board governance studies as many areas in such study have not been explored particularly such as female directors and director's attendance in a meeting and its association with leverage in Islamic Banking. It is appropriate to look at the application of the agency theory in the perspective of capital structure decision.

Keywords: Capital Structure Decisions, Leverage, Board Governance, Islamic Banking.

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Paper ID: MYAF283

Impact of ICT Infrastructure on Quality Governance in Higher Education: Re-Visiting Diffusion of Innovation Theory

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Abstract:

Educational philosophers contend that Information and Communication Technology (ICT) and good governance play a crucial role in higher education to enhance effective teaching and learning as Higher institution, but empirical studies rarely validate the diffusion of Innovation theory in establishing the connection between ICT infrastructures, good political institution, higher education's and per capital Income especially in Egypt and Malaysia. Meanwhile, the diffusion of ICT is clearly a global phenomenon that has witnessed a steep increase in the number of people connected, rather than remaining a privilege held by a few wealthy nations. However, weak governance has been identified as one of the banes affecting the performance of education sectors of most development countries like Egypt. In light this, this paper investigates the ICT infrastructures (Internet hosts, Internet users, personal computers and mobile phones), good governance and per capita income on performance of education using data from Malaysia and Egypt represent indicators of ICT. Theory, the diffusion of innovation theory is used to study ICT dissemination in Malaysia and Egypt. We found a positive and significant relationship between government spending on ICT diffusion thus cause sustainable growth in Malaysia and Egypt. However, weak governance effects ICT diffusion in Egypt contrary to its impact in Malaysia where good institution positively and significantly influenced their educational system via ICT diffusion and indirectly promotes sustainable growth in the country. We recommend a policy that encourage good governance and efficient investments on ICT infrastructure to improve the performance of educational sector in developing economies especially Egypt.

Keywords: Keywords: ICT Infrastructure, Good Governance, Higher Education, Diffusion Theory, Malaysia and Egypt.

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Paper ID: MYMA284

The Influence of Auditor and Organisational Characteristics on Internal Shariah Audit Effectiveness

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Abstract:

Purpose: This paper investigates the determinants of internal Shariah audit effectiveness (ISAE) in Islamic financial institutions (IFIs) in Malaysia. This research proposes a conceptual model and empirically tested whether ISAE is influenced by a three-dimensional construct comprising auditor, work process and organisational factors. **Methodology:** This research uses primary data through questionnaire survey administered to 352 respondents. The respondents comprised of internal Shariah auditors and Shariah committee members from 23 IFIs. Partial least regression using SmartPLS software as a statistical tool was used to test the developed hypotheses. **Findings:** Auditor characteristics such as objectivity and competency were found to influence ISAE. One organisational characteristic, that is top management support was significant in contributing to ISAE. However, organisational position/authority of the ISA function and their work process did not significantly contribute to ISAE. **Implication:** Auditor characteristics is one of the driving factors to institutionalise regulations and professional internal auditing standards so that ISA function is effective. The study is useful for IFIs to strategise and allocate resources to enhance internal Shariah auditor's knowledge and skills. Further, ISA function should be seen to have power and authority in performing its duty. ISA organisational position and status are needed to be seen as independent and adding value to IFIs' operations. This can be implemented by support from the top management, Shariah Committee and the Board Audit Committee. **Originality/value:** This research findings provide theoretical and practical contribution on the measurement of ISAE and identification of pertinent determinants of ISAE in IFIs in Malaysia.

Keywords: Effectiveness, Internal Shariah audit, Determinants

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Paper ID: MYAF285

Strengthening Research-Education-Extension (R-E-E) Linkage in New Context of Federal Nepal

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Abstract:

Research, education and extension have to be directed its resources to focus on relevant issues within the evolving context of local, state, and national learning priorities. Extension must continue to communicate that evolving and multiple learning contexts, coupled with changing and expanding learning needs of citizens, always has been a characteristic of relevant, research-based, and high-quality extension education. The objective of this paper to examine the major limitations of past efforts in Nepal with reference to link agriculture research, education, and extension and to highlight the government's strategy and policy measures with view to overcome these limitations in new federal structure in Nepal. The paper is based on government policy paper, articles, books, reports and website. Policy makers, faculties and researchers from three major stakeholders of REE blended through key informant interview. Paper concluded that linkages between the research, education and service delivery are the weakest. Lack of extension policy, lack of joint ventures or common programs, no functional link between universities, agricultural ministry, research institute and private sector in policy forums are weakening R-E-E linkages. Rural extension and community development can be developed as a three-way partnership. i) land-grant university/college in each state including municipalities, ii) state government through ministry and department iii) local government through municipalities and community agriculture extension service centers (CAESC). Taking these together, the scattered efforts and services being provided by existing structure, agriculture education institution should able to fulfill these gaps. While doing so, the existing institutional structure can also be restructured and revitalized.

Keywords: CAESC, Land-grant institution, R-E-E linkage

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Paper ID: MYSC286

Risk Management in Zakat Institution: A Preliminary Study

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Abstract:

Objective: The purpose of this paper is to explore the risk management practices in zakat institutions in Malaysia. The paper then develops and proposes a conceptual framework to study risk management practices of zakat institutions based on literature, findings from interview and MS ISO 31000:2010. **Methodology:** The study is conducted in two stages. Firstly, the websites of all zakat institutions in Malaysia are reviewed to explore the information disclosed regarding risk management practice. Secondly, an interview is conducted with the risk management officer of the selected zakat institution. The findings are analyzed using content analysis method. **Results:** Out of 14 zakat institutions, only one zakat institution has Risk Management Department in their organization. However, there is no specific report are disclosed in the institution's website regarding the risk management practice. The interview findings show that they have practiced risk management comprehensively since the last two years. The rest of the institutions do not disclose anything on their websites about risk management practice. **Implication:** This paper presents a proposed conceptual framework of risk management of zakat institutions which would be useful for further empirical research in this area. The findings are not only relevant and applicable to Malaysia but also to other Muslim countries.

Keywords: Risk Management, Risk Management Framework, Good Governance, Zakat Institution

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Paper ID: MYAF288

The Demand for Money and Financial Innovation: An Empirical Verification in India

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Abstract:

Traditional money demand functions have been usually criticised due to persistent over prediction, implausible parameter estimates, highly serially correlated errors and instable money demand. Present study argues that some of those problems might have emerged due to not taking into account the financial innovation in the money demand function. Study estimates the demand for money in case of India, during post reform period from 1996:Q2 to 2016:Q3. Money demand function is estimated with the help of linear ARDL approach to cointegration developed by Pesaran et al. (2001), after employing various proxies for financial innovation. Further stability of the model is also tested by utilising CUSUM and CUSUMQ test developed by Brown et al. (1975). In conclusion, study finds that there exists long run relationship among variables under study, also money demand is stable provided the time period, variables and econometric techniques under consideration. In a nut shell, study provides an assessment of the relative importance to the financial innovation variable in money demand equation, which shows that financial innovation plays a pertinent role in the determination of money demand and its stability.

Keywords: Money demand function, Financial innovation, ARDL, CUSUM and CUSUMQ, Co-integration, India.

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Paper ID: MYEC289

Divinity Salience as an Invariant Structure of the Halal Executives' Eudaimonic Well-being Experience

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Mohd Ali Bahari Abdul Kadir, Universiti Teknologi MARA Malaysia

Abstract:

Objective: This study was conducted to explore Halal executives' lived experience of "eudaimonia."
Methodology: Giorgi's descriptive psychological phenomenology method for data analysis was adopted together with NVivo 12 software for analyzing qualitative data. **Results:** What emerged from the NVivo word frequency analysis were five salient constructs that made up the experience - "changed", "act", "things", "community", and "think". Further analysis led to the discovery of the invariant structure of 'divinity salience' manifested in the experience of "praiseworthy fear" and "justified hope", awareness of the purpose of the Divine's will and the freedom 'to be'. **Implications:** For the generally non-Muslim players, calls there were serious call to integrate business with the underlying philosophy of halal and tayyib and to foster a truly Halal economy in which the sum of its parts is not only in full legitimate compliance, but also in divine concord. This goes beyond systems and hard skills as it cuts into the self – the person of virtues in virtuous acts, not because they "have to" but because it is the purpose of humankind or his telos. As the Halal industry continues to globalize, it must harness these values and strive to produce goods and services that are halal and tayyib throughout the Halal value chain.

Keywords: Eudaimonic well-being, Halal executives, divinity salience, fear, hope, Divine's will

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Paper ID: MYMA290

Consumer Perceived Value in Understanding the Consumption of Herbal Medicine: A Review

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Zuraidah Sulaiman, Universiti Teknologi Malaysia

Abstract:

Introduction: Herbal medicine products (HMP) were one of the most commonly used complementary health approaches (CHA) in many countries. Meanwhile, the sales of HMP were growing tremendously in the last few years. Facing extensive competition, the marketers and producers of HMP should pay more concern on maintaining repeat purchase and keeping customers loyal with their products. **Objective:** This study aimed to (1) propose the dimensions of CPV, particularly for HMP, and (2) propose a conceptual framework to test the influences of CPV on consumption behaviour, i.e. repurchase intention and customer loyalty. **Methodology:** The value dimensions of HMP were proposed to include functional value – price, functional value – quality, social value, emotional value – feeling, and conditional value (value of holistic treatment). The CPV was proposed as the antecedent of repurchase intention and customer loyalty. **Results:** A conceptual framework with a second-order CPV as the antecedent was proposed. A moderator, natural content belief was included as the moderator that expected to strengthen the relationship between CPV and repurchase intention, as well as between CPV and customer loyalty. **Implication:** This article proposed a conceptual framework to analyse the influences of value dimension on HMP. This could provide useful theoretical insights on the values perceived in consumption behaviour of HMP.

Keywords: Herbal medicine products, consumer perceived value, repurchase intention, customer loyalty, natural content

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Paper ID: MYMA292

Impact of Human Capital on Success of Rural Women Entrepreneurs

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Gowrie Vinayan, Assistant Professor, School Of Social Sciences, Heriot-watt University Malaysia

Abstract:

Objective: The purpose of this paper is to examine the impact of human capital on the success of rural women entrepreneurs. A conceptual model is proposed and empirically tested where entrepreneurial success is influenced by a two-dimensional construct of human capital composed of knowledge and skills. **Methodology:** A questionnaire survey was administered to 126 female micro-entrepreneurs in rural areas. Exploratory Factor Analysis (EFA) and PLS-SEM analysis as statistical tools were used to analyze the data and test the hypotheses that entrepreneurial success is influenced by knowledge and success. **Results:** The postulated relationships were found supported by the data. The research found that human capital, as measured by knowledge and skills, has a significant and positive influence on the success of rural women entrepreneurs. **Implication:** This research presents a conceptually yet empirically supported framework to describe the significant role of human capital on the success of rural women entrepreneurs. The study is particularly useful for policymakers as a guide for planning and implementing developmental programs for women entrepreneurs in rural areas. This paper is also useful for rural women entrepreneurs as evidence for the importance of human capital in advancing their businesses.

Keywords: Human Capital, Knowledge, Skills, Rural Women Entrepreneurship

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Paper ID: MYSI296

Impact of Technology Advances in IR 4.0 on Accountancy Profession: Are We Aware?

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Abstract:

Objective: The purpose of this paper is to investigate the impact of the Fourth Industrial Revolution (IR 4.0) to accounting and audit profession in financial services sector. This investigation is done through reviewing The Future of Jobs Report 2018 published by the World Economic Forum and other publications, reports and journals related to technology advances in IR 4.0 and its impact to the accountancy professions especially in financial services sector. **Methodology:** Analysis of content will be conducted by reviewing the Future of Jobs Report 2018, other related publications, reports and journals using the key words of technology advances + Fourth Industrial Revolution + Accountancy professions + financial services sector. The sources of publication will be taken from various sources i.e. the google scholar, job reports and accountancy bulletins. **Results:** The research indicate that technology advances do impact the accountancy profession, especially for financial services sector. This is due to financial services sector much rely on technology as a tool to satisfy the needs of various stakeholders. **Implication:** This research presents a conceptually and empirically support to describe the significance of technology advances towards the accountancy profession. The study is particularly useful for the policy makers, practitioners, other stakeholders and the administrator of higher learning institutions to update the accounting talent and the graduates on the awareness of the impact of technology advances to the accountancy profession. Therefore, such actions can be taken by planning ahead on necessary inputs, trainings and courses to prepare them with the waves of technology advances.

Keywords: IR 4.0, accounting and audit, accountancy profession, technological advances.

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Paper ID: MYAF297

Corporate Governance and Disclosure: Role of Characteristics of the Board of Directors in Saudi Listed Companies

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Abstract:

ABSTRACT Objective: Purpose – The purpose of this paper is to investigate the relationship between corporate governance and disclosure, namely the board size, board independence, and Board Meeting, and the extent of disclosure by Saudi listed companies. **Methodology:** The study uses a quantitative design using a Stata model of Saudi listed non-financial companies over the period of two years from 2014 to 2015. The population of the study is non-financial Saudi companies listed on this Saudi Securities Market (SSM), the required data will be collected from the annual reports of 100 non-financial listed companies, over a sample period from 2014 to 2015. **Implication:** In fact, the study is useful to organizations and statutory bodies to take into consideration in identifying the corporate governance characteristics that will enhance disclosure since it had been shown in previous studies that corporate governance and disclosure reporting in Saudi is generally low. Finally, it is expected that future Non-empirical studies with this conceptual framework can enhance corporate governance disclosure for users of financial and non-financial statements such as investors, creditors, shareholders and other stakeholders in Saudi and beyond.

Keywords: Keywords: Saudi Arabia, Board directors, Disclosures, corporate governance

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Paper ID: MYAF298

Trash to Cash through Permaculture for Sustainable Island Tourism: A Case of Semporna Sabah, Malaysia

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Sridar Ramachandran,

Abstract:

Objective: The objective of this paper is to investigate the methods of permaculture practices on island tourism in Mabul, Semporna Sabah. Through the trash to cash initiative conducted over the span of two years in Mabul, the paper aims to identify best practices within the resources and limitation of this practice on an island, and to uncover lessons learnt for future pursuits. **Methodology:** A knowledge transfer programme was conducted in Borneo Jungle River Island Tours Sdn. Bhd over two years to identify permaculture methods that can be used for island based lodges. A case study design was chosen for this purpose as it allows small in-depth number of cases conducted longitudinally throughout the course of two years. These cases are studied on real-life context, applying permaculture principles while observing how the phenomena influences and is influenced by the users. **Results:** Using the permaculture principles, a total of 10 different initiatives were coined and tested on-site. These initiatives that are specific to island tourism strives to reduce cost, reduce waste through recycling and upcycling and to inculcate environmental awareness among communities and tourist. Top initiatives include i) collection of air-condition water, ii) composting and iii) environmental education. **Implications:** Major managerial challenges include the i) receptiveness of the initiative by workers ii) change of mind-set and iii) top-down initiatives. Borneo Jungle has successfully reduced its cost and waste through this initiative.

Keywords: Permaculture, backpackers lodge, ecotourism, sustainability

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Paper ID: MYSI299

Role of Top Management Commitment for Responsible Leadership Development among Students in Business Schools in Emerging Economies

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Abstract:

Responsible leadership skills are pre-requisite in many ways for pursuance of sustainable business strategies and practices by managers in the organizations. The role of teaching staff and curriculum in business schools is vital to achieve the goal of nurturing such leadership skills. This study looks seeks to conceptualizes the role of top management commitment for developing responsible leadership skills among students in business schools. By using structured questionnaire to obtain information from head of business schools in Pakistan, the study identifies the level of motivation and commitment of top management towards various measures for responsible leadership development among students. The study has implications for higher education policy, curriculum development in business schools and leadership theory and practice for achieving sustainable development goals.

Keywords: Responsible leadership, business schools, sustainable development

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Paper ID: MYMA300

Challenges Faced by the Start-ups: An Exploratory Study and Recommendations about Bangladeshi Start-up Companies

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Ong Tze San, Universiti Putra Malaysia

Abstract:

Objective: This paper is intent to explore the challenges faced by the start-up companies of Bangladesh so that future start-ups can avoid those pitfalls. **Methodology:** A simple random sample of 45 start-up companies were chosen from the targeted companies. Researchers succeeded to conduct 38 interviews so the response rate was 84.4% .This study is conducted in qualitative way by using convenience sampling method to the perspective of Bangladesh. **Results:** After a successful analysis of all the interview transcripts, the study finds the challenges include lack of awareness, education among customers, inadequate trust on online marketplace, price sensitivity , logistical and infrastructural problems etc. that start-up's facing right now. **Practical Implication:** The concepts of Start-up come up with a revolution of technology across the world in recent years. Especially the enthusiasm of the youth of developing countries like Bangladesh that context very effectively. Establishing start-up is becoming a new trends and opportunity to them. Both the developed and developing economics are witnessing lot of new start-ups in recent year. But the growth and success rate are relatively low due to many constraints. Globally the failure rate of start-up is high.The findings generate some recommendations that could be fruitful for the companies and develop the overall scenario.

Keywords: Start-up, Entrepreneurship, Challenges, Bangladesh

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Paper ID: MYAF301

The Influence of Board Leadership and Board Roles on Frequency of Board Meetings And Firm Performance in Two-tier Boards

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Abstract:

Objective: The purpose of this paper is to examine the determinants of board meeting frequency; and how the board's advisory and monitoring roles influence the relationship between board meeting frequency and firm performance, within a two-tier board structure. Specifically, we examine how the CEO, board chairman, affiliated independent directors, and female independent directors influence the frequency of board meetings. We also examine how the board's advisory and monitoring roles influence the relationship between the frequency of board meetings and firm performance. **Methodology:** We utilize a longitudinal panel dataset of 500 publicly listed companies from Germany and Indonesia, where both countries adopt the two-tier board structure. Our observation period spans across 10 years from 2006 to 2015. To our knowledge, our research is amongst the first to use the content analysis method to quantify the board's advisory and monitoring roles obtained from board meeting agendas. We adopt the panel data regression using two simultaneous equations to analyze our data and test our hypotheses. **Results:** This research is currently on-going and data is in the process of being collected. However, we expect that the Chairman, affiliated independent directors and female independent directors to positively influence the frequency of board meetings, while the CEO to negatively influence the frequency of board meetings. **Implication:** This study provides valuable information to academicians, practitioners and policy makers regarding the effectiveness of two-tier boards, from a stronger corporate governance context (developed country: Germany) and a weaker corporate governance context (less developed country: Indonesia).

Keywords: Two-tier board, frequency of board meetings, advisory and monitoring board roles, board leadership, Upper Echelons Theory, Resource Dependence Theory.

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Paper ID: MYAF302

Women in Nigeria Labour Congress: A Comparative Study of the Northern and Southern Regions

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Abstract:

Nigerian labour congress is an organization that was formed to champion the cause(s) of Nigerian workers and defend the right and interest of workers, through negotiation and bargaining. NLC as an organised body encompasses both male and female workers in its rank and file membership and cut across various occupational groups and trades. Though, there is a general belief that women participation in NLC presently is at low flow. The paper examined Women participation in Nigerian Labour Congress: A comparative study of the Northern and southern regions, the mechanism to empowers women in the NLC of the two regions. The paper is qualitative in nature, data were obtained through the primary and secondary source of data collection to develop the paper. Empowerment theory was used to explain the topic under study. The study found that women participation in NLC is a strong and healthy development, so there, they should be encouraged in all its complications. It recommended that women should be empowered and allowed to hold managerial positions.

Keywords: Comparative; Congress; Labour; Nigeria, Northern; Regions; Southern; Women

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Paper ID: MYSC303

A Discourse on Cross Border Tourism and The Local Community Development in Miri, Sarawak Malaysia

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Abstract:

Tourism has been a boon to innumerable service-related industries for the past few decades. Tourism is indisputable affected by borders and it is a vital element for mobility of people between different countries. Like any other nations, Miri, Sarawak has been a border tourism attraction primarily to Bruneian as Miri is the nearest town to them. Border tourism can be interpreted as a mean for enhancing local economies, through employment and community development. However, it may also create social and cultural problems such as environmental degradations, witnessed from the depletion of wildlife, ecological dilapidation and garbage accumulations. Apart from that, complaints were received from the local community on the post-arrival of Bruneian to their city, mainly in surging of price of goods and services. This present paper propose a framework to assess the impact of border tourism in Miri based on the economy, social and cultural as well as environmental. The research will be conducted using a field survey of 400 respondents residing in the town of Miri and Marudi. The anticipate outcome of the study is to determine local community's perceptions on border tourism in Miri and whether they encourage such tourism activities in their hometown. The result of this study can aid the state government and relevant authorities on mitigating problems rising from the tourism activities and also assists tourism stakeholders to better serving the local communities through the development of border tourism.

Keywords: Cross Border Tourism, Local Community, Tourism Development, Economy Impact, Social and Cultural Impact, Environmental Impact

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Paper ID: MYSI306

Tax Evasion and the Social Influence Perspective: A Conceptual Model for Palestine

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Abstract:

Objective: Tax evasion is a universal phenomenon that challenges every government worldwide. The purpose of this paper is to propose a conceptual model for understanding factors influencing tax evasion that can be used to study and address tax-related challenges. **Methodology:** This paper built upon a review of tax studies from behavioural aspect, particularly the social influence perspective. The current review identified four key variables that likely influence tax evasion behaviour of taxpayer. The variables are: corruption, fairness, ethics, and peer influence. **Implication:** This study adds to the existing body of tax knowledge from behavioural perspectives. As the compliance behaviour is dependent on individual taxpayers, behavioural factors should be given a serious consideration compared to economic factors, as the former is highly dynamic in nature and change over time. In a country like Palestine, with a high uncertainty, the proposed behavioural framework from social influence perspective would benefit tax administrator in understanding and mitigating the tax evasion phenomenon.

Keywords: Tax evasion, corruption, fairness, ethics, peer influence

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Paper ID: MYAF307

Determinants of Financial Reporting in Small and Medium Enterprises

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Abstract:

Objective: The aims of this study is to investigate factors that affect small and medium enterprises in financial reporting. These factors include the latest level of education, latest educational background, size of business, length of standing business, bank financing, and understand of accounting
Methodology: This research was conducted on small and medium enterprises engaged in the creative industry of advertising and digital printing in the city of Jambi, Indonesia. Data were collected using survey methods and analyzed using logistic regression test. **Results:** This study found that the larger the size of a business influences Small and Medium Enterprises to compile financial statements. Small and Medium Enterprises that have financing from banks will tend to make financial reports to expedite the loan application process. Financial statements are more likely to be compiled by Small and Medium Business owners who are more understand with accounting. The results of this study also show that high levels of education and educational background of business owners, as well as the length of standing business cannot affect Small and Medium Enterprises to compile financial statements. **Implication:** The results of this study have implications that there needs to be an increase in understanding of small and medium businesses regarding accounting so that it can affect the awareness and ability of Small and Medium Enterprises in preparing financial statements. Therefore, there needs to be assistance especially from the government and banking to help them improve their ability in accounting and financial reporting.

Keywords: Accounting Information, Creative Industry, Small and Medium Enterprises, Financial Reporting

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Paper ID: MYAF308

A Collaborative Action Research on Effect of Teaching Writing to the Spanish Speaking Students of an EFL Class at a Malaysian University College

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Abstract:

Out of the four universal language skills, writing is the most reliable instrument for assessing one's proficiency in a foreign language due to its challenge of production with a scope of reflection. So the writing samples of a learner can be a rich source of understanding their error patterns not only of performance but also of competence. The error patterns may be due to 'mother tongue interruption' as well as the learners' cultural/ethnic features and individual characteristics. However, the aim of this study is to look into the typical mistake patterns in Spanish speaking students' English writing to be considered by EFL/ESL teachers. It is based on the performance of a group of students from Equatorial Guinea with Spanish as their first language. Their essay samples in an English Communication course of a Malaysian university college are analysed and correlated with the consequent interviews with them. The paper identifies the respective weaknesses to be overhauled and strengths to be utilized in teaching writing to the Spanish speaking English language learners.

Keywords: Spanish Learners of English, ELT, Error Analysis, Teaching English Writing

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Paper ID: MYSC309

Eliciting Salient Beliefs about Use Intention of Digitized Manuscripts among Researchers in National Library of Malaysia: An Open-Ended Survey

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Abstract:

Purpose: The purpose of this study is to explore the salient beliefs of researchers at the National Library of Malaysia that may influence their intentions with regards to engagement in the use of digitized Malay manuscripts. The three constructs of Theory of Planned Behavior were used to identify the behavioral, normative and control beliefs that influence the decision to engage in the use of digitized Malay manuscripts. **Methodology:** An open-ended survey was developed based on the related literature. The survey was conducted through electronic mail to 25 researchers in May 2016. This elicitation study is to trigger their spontaneous responses with regard to various aspects of the use of digitized Malay manuscripts. **Results:** The results of data analysis have revealed that eight modal salient beliefs were identified that influenced whether or not respondents decided to use digitized Malay manuscripts. These included behavioral beliefs (remote access and download delay) normative beliefs (colleagues and supervisor) and control beliefs (image quality and old Malay language and script are obstacles to use the digitized Malay manuscripts). **Implication:** The National Library of Malaysia roadmap for ICT development targets on empowering digital library services through unrestricted access and optimizing the use of ICT to enhance the delivery of information services. Thus, technological interventions should target the salient beliefs explored in this study. Additionally, its findings should guide further theory-based quantitative research in this area when structuring closed-ended questionnaire items.

Keywords: Elicitation Study, Theory of Planned Behavior, Malay Manuscript, Digital Manuscript

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Paper ID: MYSC310

A Conceptual Study on the Impact of Human Resource Management Practices on Employee's Brand Supporting Behaviour

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Abstract:

Employee brand supporting behavior is one of the key sources of success of an organization. Gain competitive advantages is always related to what type of employees it has. Therefore, it is an essential and core value that the organization tries to keep good employees as assets. This conceptual paper is aiming to shade the light on the importance of employee brand supporting behavior within the organization. We suggest that human resource practices (HRP) can support the employee behavior towards their brand. This paper also speculates that understanding the brand will help employees to carry it professionally to the customer. Employees who are highly qualified and well trained will be more able to translate the brand into good value for the external customers resulting in enhancing the customer experience, brand loyalty. HRM is key toward the accomplishment of brand success and survival in the marketplace as the external branding and internal branding strategies are aligned.

Keywords: Keywords: Human Resource Practices, Employee Brand Supporting Behavior, Internal Branding, Jordan

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Paper ID: MYSC312

The Neo-Swadeshi Movement Behind Patanjali's Success: Applying Discourse Analysis

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Abstract:

Purpose: To apply Discourse Analysis to understand new meaning given to the word 'Swadeshi' [literal meaning: home-grown] and to demonstrate that religio-nationalist discourse employed by Patanjali has given a tremendous growth to its business. **Methodology:** Iterative data analysis applied in this paper is based on works of Laclau and Mouffe. In this qualitative research methodology, analysis of Long-Interviews of consumers, and Patanjali's marketing campaigns etc is done. **Findings:** Swadeshi-movement was started as an anti-colonial movement during later half of 19th Century. Later-on it was shaped by M. K Gandhi as Indian Nationalism movement that employed non-consumption of British goods. Seven decades after India's Independence, Swadeshi-movement has gained momentum again, pushed by Patanjali and its controversial founder and Yoga guru, who happens to be a proponent of Hindu right-wing. This research argues that meanings and practices of Swadeshi are religio-nationalist in nature and have impacted not only market-place but also politics of consumption practices. **Limitations:** Multiple counter-discourses are simultaneously present in society, challenging hegemonic discourses; however, this paper limits its scope to studying only dominant discourse, the neo-Swadeshi movement. **Practical implications:** Globally, the rise of populist right-wing has given rise to anti-consumption movements against foreign organizations and people. This paper helps in understanding their influences on businesses and helps us to think more from the perspective of political discourses. This paper helps in understanding consumption practices as a political actions undertaken by consumers. **Value:** Paper primarily helps us to understand political discourses affecting consumption of presumably non-political entities such as brands.

Keywords: Religio-nationalism, Laclau and Mouffe, Discourse analysis, Discourse theory, anti-consumption

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Paper ID: MYMA313

Analysing Purchase Intention and Behaviour towards Green Food Packaging for Achieving Environmental Goals in Malaysia

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Abstract:

Background/Objective: The study aims to analyse the green purchase intention and green buying behaviour towards the green food packaging in Malaysia based on the Theory of Planned Behaviour (TPB). With an increasing environmental concern, the food/drink companies are trying to contend people as they are becoming more aware. 3.5 billion people in the world's urban areas buy their food products which usually come packaged. Most of it comprises disposable plastic containers and plastic bags. The current research endeavour is to analyse the purchase intention and buying behaviour in Malaysia to promote green food packaging practices. **Methodology:** A structured questionnaire is developed and convenient sampling followed to record the responses in the 5-point Likert scale. Mean values of various categories (e.g. race and gender) achieved through the use of SPSS and 'One-Way ANOVA' are counted. **Results:** Indian population in Malaysia dominates equally by showing higher purchase intention and green buying behaviour towards green food packaging compared to others. No such significant difference is found in green buying behaviour across genders. The findings are expected to provide fruitful insights about the working and student population in Malaysia in terms of their existing behaviour pattern towards eco-friendly food packaging. **Implications:** The implications of this study on the green buying behaviour of the male and female consumers across different races not only serve as a benchmark for the food manufacturers and food marketers but also guide them to comply with 3R's (reduce, reuse, recycle) policies to achieve smart environmental goals in Malaysia.

Keywords: Green Food Packaging, Environmental Goals, Malaysia, Buying Behaviour

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Paper ID: MYSI314

National Saving-Investment Dynamics, Capital Mobility and Feldstein-Horioka Puzzle. Further Evidence From Emerging Asian Economies

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Abstract:

Given the importance of financial integration and capital mobility across the economies, this paper revisits the Feldstein-Horioka (FH) puzzle for a panel of nine emerging Asian economies by analyzing the national saving-investment relationship. The relationship between saving and investment is examined during pre-globalization as well as post-globalization periods. Applying the panel autoregressive and distributed lag model (Panel-ARDL), the study shows that there exists a close relationship between savings and investment during the pre-globalization periods. Whereas, such a relationship between domestic savings and domestic investment has significantly deteriorated during the post-globalization periods indicating a higher degree of capital mobility in these economies. In other words, our paper validates the FH puzzle by signaling a significant rise in capital mobility in the Asian economies in recent years.

Keywords: Capital mobility; Saving-investment correlation; Emerging Asia; Globalization

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Paper ID: MYEC315

Examining the Impact of National Culture on Pupils PISA Results: The Case of European Countries

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Abstract:

Objective: This paper aims at finding out whether the national cultural dimensions affect the quality of European education systems. The research question therefore focuses on whether and how large is the impact of national cultural dimensions on pupils' results measured by PISA results. **Methodology:** We used data on the national cultural dimensions from the GLOBE project and we used the PISA results for pupils' results. We did Structural Equation Model (SEM) for our empirical analysis. This model was preferred because it helped to establish the causal relationship between the cultural dimensions and pupil's performance. **Results:** Our results have demonstrated that: pupils' performance are influenced by some national cultural dimensions. PISA results correlate negatively with the cultural dimension values of Uncertainty Avoidance and Future Orientation, on the other hand PISA results positively correlate with performance Orientation values and Assertiveness values. **Implication:** This research presents and elucidates significant cultural factors that affect pupils' results. It gives an impulse to understanding the cultural formulas that apply in the learning process. This knowledge allows for the appropriate and timely implementation of effective learning methods that have a positive impact on pupils' results.

Keywords: Pupils' results, National cultural dimensions, Culture, Quality of education

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Paper ID: MYSC316

Integrated Robotics STEM Curriculum in Meeting the Education 4.0 Challenges

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Abstract:

Malaysia education system is increasingly emphasis on science, technology, engineering and mathematics (STEM) integration in high school classrooms. However, research in both science education and engineering education reveals that the truly STEM integration is facing challenges without a comprehensive STEM curriculum. The involvement of autonomous robots in the syllabus of Education 4.0 concept is very important in terms of being able to adapt to future technologies. This paper proposed an integrated robotics STEM curriculum for facilitating student application of math and science concepts while they engage in the practices of engineering and technology. Furthermore, this paper reports on a pilot study that examined the use of an integrated STEM curriculum based on robotics project-based learning to increase the achievement scores of secondary school students in an after-school program. The study examined and compared the pre-test and post-test scores of students using the robotics project-based learning with students in a control group. The results revealed that students in the robotics intervention had a significant increase in mean scores on the post-test and that the control group had no significant change in scores from the pre-test to the post-test. In addition, the results of the study indicated that the evaluation instrument used to measure achievement was valid and reliable for this study. With the relatively recent focus on STEM in Malaysia, it is important that educational systems implement robotics project-based learning in the curriculum that addresses the integration of curricular areas in an interdisciplinary setting.

Keywords: STEM, robotics, projet-based learning, education 4.0

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Paper ID: MYSC317

Misappropriation of Assets and Corruption: Explaining the Gap between Policy and Practice with Luder's Contingency Model

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Abstract:

Objective: This research is conducted to look at the missing link between policy implementation and practice considering generous strategies have been taken by the Federal Government to tackle the issues. **Methodology:** This research employed a combination of semi-structural interviews and open-ended questionnaires involving ninety-nine local authorities in Peninsular Malaysian. The responses from six semi-structured interviews and 201 open-ended questionnaires were tabulated and themed to capture the existing-experiences and descriptive data from the employees of local authorities. Luder's contingency model is adopted to help assist the authors to visualise the phenomenological causes that deter Federal Government inspiration to curb misappropriation of assets and corruption. **Results:** Three main challenges were identified as concerning factors regarding fraud awareness: inefficient leadership, weak enforcement, and attitude. It was further revealed that the attitude of employees and their ability to make decisions and discerning right from wrong were entirely dependent on their abstinence and the influence of peer groups. **Implication:** The findings have indicated that even though all participants were aware of corruption and misappropriation of assets occurring in their department, the cases were rarely reported. Subsequently, the perceived experiences of employees had become a daily routine. Despite the limitations of this study, the scope and findings may be helpful to provide further insight into these concerning matters for local authorities.

Keywords: Misappropriation of Assets, Corruption, Luder's Contingency Model, Local Authorities

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Paper ID: MYAF318

Peer-to-Peer Business Model: Navigating between Social and Economic Pressures

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Abstract:

Objective: Peer-to-peer business models enable exchange of goods, services and financial resources between individuals through a platform managed by a third party, an intermediary. Peer-to-peer business models is a relatively novel and under-researched phenomenon in strategic and business model literature. This paper explores cases of peer-to-peer business models in finance and hospitality industry in order to develop propositions that explicate the logic behind strategy process of peer-to-peer business models, and further suggest the common features of peer-to-peer business models that seem to hold for a variety of industries. **Methodology:** A case study analyses using 6 case companies in finance and hospitality industry was conducted. Within the case analysis over 30 in-depth interviews were carried out to gain the understanding of the logic behind the strategy process. **Results:** Propositions elaborate on the peer-to-peer business model mechanics and call for further in-depth study of peer-to-peer phenomena. **Implication:** This paper addresses the potential of peer-to-peer business models to successfully navigate between social and economic pressures that contemporary enterprises are exposed to. The topic and the results are highly relevant both for academics as well as practitioners interested in business model development.

Keywords: Business model, Peer-to-peer, Strategy process

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Paper ID: MYMA322

A Review of Autonomous Motivation and Controlled Motivation in Health Behaviour

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Abstract:

Introduction: Self-Determination Theory (SDT) emphasis the quality of motivation (i.e. autonomous motivation and controlled motivation) in influencing the behaviour. SDT offers explanations for the motivation of individual involvement in many areas, particularly the health behaviour. **Purpose:** This paper aimed to review the application of both autonomous and controlled motivation in predicting the health behaviour in the literatures. **Methodology:** Published journals or article consisting quantitative studies that applied either one or both autonomous and controlled motivation as the independent variables to predict the health behaviour were included in the review. The journals in the past ten years (from 2008 to 2017) were reviewed. The health behaviours are further categorised into illness treatment and recovery, reduce health risks and general health. **Findings:** Review results indicated that the autonomous motivation consistently related to various health behaviours, in contrast, controlled motivation either insignificantly or negatively related to the health behaviours. **Implication:** This paper is added to the understanding of the influences of motivation towards the health from the perspective of SDT. Besides, this paper also contributed to healthcare literatures by providing insights into the extent of the influences of both types of motivation on health behaviour.

Keywords: Autonomous motivation, controlled motivation, health behaviour, Self-determination Theory

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Paper ID: MYMA325

Perceived Usefulness of Knowledge, Effective Use, and Individual Impact: From the Perspective of Malaysia's Electronic Health Record System

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Abstract:

When the accuracy and completeness of health records raise usefulness of knowledge is generated from clinicians' experiences, competencies, opinions, shared best practices, prescriptions, clinical guidelines, and workflows into an electronic health record (EHR) system. This paper explores the influence of usefulness of knowledge as perceived by clinicians on their use of EHR systems. Previous IS models have not highlighted this imperative construct to cope with the functionality and complexity of an EHR system. Convenience sampling is employed for data collection among selected medical officers in three general hospitals for seven months. Power analysis is carried out to ensure adequate sample sizes and effect size. During partial least squares-structural equation modeling analysis, the measurement model indicates acceptable loadings, average variance extracted, and composite reliability for all indicators, thus confirming convergent and discriminant validity. In the structural model, all paths measured between the latent constructs are statistically significant. Perceived usefulness of knowledge in EHRs is found to have the strongest score for predicting individual impact with a large effect size. Hospital management and future researchers should consider knowledge usefulness and effective use when accessing their EHR systems. Indeed, clinical practitioners would benefit not only from the features, functions, and outputs of an EHR system but also from the embedded knowledge on patient care gathered from EHRs and clinical workflows, thereby increasing their task performance.

Keywords: Perceived usefulness of knowledge; effective use; individual impact; electronic health record system; clinicians

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Paper ID: MYMA326

Moderating Effect of Leadership Role on the Relationship Between Organization Politics and Informal Learning and Decision-Making Process

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Abstract:

The intention of this study is to examine the potential factors that might influence informal decision-making process among management of higher education institution at middle-belt region in Nigeria. Employing multistage sampling technique, a 260 top-level management of higher education institutions across middle-belt states in Nigeria was selected. Factors considered by earlier scholars vital for decision-making process were examined (leadership role and organization politics). The results present that these factors influence informal decision-making among top management personnel in higher education institutions in Nigeria; the findings also revealed that leadership style have no moderating effect on the relationship between organization politics and informal decision-making process among these personnel. Thus, the study concludes leadership role and organizational politics are vital factors to be considered when organizations choose to implement informal decision-making process. However, implementing such might be a difficult task because the top-level management might lose control over decision-making process.

Keywords: Leadership Role, Organizational Politics, Informal Learning and Decision-Making Process

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Paper ID: MYSC329

The Relationship between Job Engagement, Organizational Engagement and Technostress

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Abstract:

This cross-sectional study objective is to explore the relationship between organizational engagement, job engagement and technostress. The study employs a purposive sampling method and 419 individual working in the Nigerian banking sector was recruited for the study. Data were analyzed with smart PLS. Contrary to our proposed hypothesis that both job engagement and organizational engagement would have a negative impact on technostress, the result revealed a positive impact. This is an indication that both job and organizational engagement does not reduce the impact of technostress in the case of excessive technostress. Additionally, the study revealed a significant positive relationship between organizational engagement and job engagement, which means the higher the level of organizational engagement, the higher the level of job engagement. This study contributes substantially to the research on technostress because it is one of the first studies that has investigated the relationship between employee engagement and technostress.

Keywords: Technostress, Organizational Engagement, Job Engagement, Employee engagement, Banking employees

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Paper ID: MYMA330

An Examination on Factors to Pursue Professional Accounting Qualifications Among Undergraduates using Extended Theory of Planned Behaviour

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Izlawanie Muhammad, Universiti Sains Islam Malaysia

Norhazlina Ibrahim, Universiti Sains Islam Malaysia

Abstract:

Objective: The purpose of this paper is to examine the factors that influence the accounting undergraduates to pursue professional accounting qualifications. **Methodology:** An online questionnaire survey was administered to 3rd year accounting undergraduates in a public university in Malaysia. Data were analysed using Partial Least Square Structural Equation Modelling to examine the factors that influence undergraduates in pursuing professional accounting qualifications. **Results:** The findings suggest that attitude, subjective norms and interest are important in influencing accounting undergraduate to pursue professional accounting qualifications. On the other hand, Perceived behavioural control, salary and career prospect do not have positive significant influence in motivating students to pursue professional accounting qualifications. **Implication:** This study provides understanding on the factors that influence undergraduates' intention to pursue professional accounting qualifications and support to the Theory of Planned Behaviour in understanding human behaviour. The findings are useful for relevant parties to plan strategically in encouraging more accounting undergraduates to pursue professional accounting qualifications.

Keywords: Professional Accounting Qualifications, Theory of Planned Behaviour, Online Survey, Accounting Undergraduates.

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Paper ID: MYAF331

Households' Willingness to Pay for Water Service Attributes in Terengganu Malaysia: Application of Choice Experiment Method

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Roseliza Mat Alipiah, Universiti Malaysia Terengganu

Abstract:

Objective: This study aims to estimate willingness to pay (WTP) of consumer in Terengganu, Malaysia for improvement in domestic water services. **Methodology:** A questionnaire survey was administered to 1200 respondents. A series of stated choice experiments were used where the conditional (CL) model and mixed logit (ML) models were estimated to identify their willingness to pay based on the preferences of the consumers from attributes investigated; for improves water quality, reduce water service disruptions and improve water pressure. **Results:** Identifying the water service attributes and their values based on consumers' preferences **Implication:** The empirical evidence such as identifying the attributes and their values based on consumers' preferences is an important input into the managing process for establishing service levels and water tariffs, as well as useful planning information for agencies charged with finding cost effective ways of delivering services to the consumers.

Keywords: Keywords: Choice Experiment, Conditional Logit Model, Mixed Logit Model, Water Service, Willingness to Pay

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Paper ID: MYEC333

Crowdsourcing as an Option: Insights from Malaysian Manufacturing Organizations

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Abstract:

The global environment is transcending vigorously and becoming very pervasive. As such many organizations in Malaysia has changed the way they conduct their business. In order for the organizations to endure this rough economic landscape, they have considered crowdsourcing as an option to maneuver their business. However, crowdsourcing in Malaysia is still at its infancy stage and not properly structured. Therefore, this study attempts to understand the prevalence of crowdsourcing among manufacturing organizations in Malaysia. A sample of 16 manufacturing organizations participated in this study. A series of interviews were conducted among these organizations to probe into their insights of this concept and dwell further on their experiences (benefits and challenges) with crowdsourcing. The results showed that eleven of these organizations were involved in the crowdsourcing activities. They also highlighted the importance and impact of crowdsourcing in managing and operating their business enterprise. Some organizations reckon crowdsourcing as a key trend shaping the future of their activities in terms of reducing costs, increase efficiency, flexibility and performance. In sum, this study generates agenda for researchers to reach more conclusive evidence about the practice of crowdsourcing among manufacturing organizations in Malaysia.

Keywords: Crowdsourcing practices, manufacturing organisations, Malaysia

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Paper ID: MYMA334

Human Capital: State of the Field and Ways to Extend the Concept

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Abstract:

Objective: The paper critically examines the human capital concept that was developed in the realm of labour economics and economic growth and development, and that recently became an important way of thinking in education policy. **Methodology:** A qualitative analysis of the human capital concept is conducted. We consider alternative conceptualizations of the human capital that are present in economics and other social sciences noting that these alternative views may have different (and frequently opposing) implications for policy. **Results:** We indicate multiple rationales and logics of education and human capital investment, uncertain outcomes of the accumulation process, multiple dimensions and components of the human capital, the importance of the broader socio-economic context that shapes education investment and policy and sets prerequisites for policy, the complexities of the human capital formation process at policy level (competing political interests, but also values, philosophies and interpretations of policy problems), as well as at individual level (objective constraints to learning, varying learning outcomes and paths of human capital formation). It is also stressed that analysis of human capital would necessarily consider the costs and negative effects of particular forms of human capital, as well as capital depreciation issues. **Implication:** The paper forms basis for the formulation of alternative frameworks of human capital accumulation and education policy.

Keywords: Human Capital, Education Policy, Political Economy, Values

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Paper ID: MYEC335

The Impact of IFSA 2013 on Product Development Activities of Takaful Industry: A Systematic Literature Review

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Nur Syahirah Binti Kamaruddin, Universiti Sains Islam Malaysia

Abstract:

Objective: There are not many studies that gather and systematize the available knowledge about the impacts over Takaful mainly in product development activities due to the implementation of IFSA2013. The objective of this paper is to synthesize and assess the published literature relating to impacts of IFSA2013 towards product development activities in Takaful industry. **Methodology:** A systematic literature review (SLR) was conducted to obtain the most relevant papers from various platforms. Search terms used are Takaful, Islamic insurance, product development, product innovation, product engineering, issues and problems were used to achieve the significant articles. The literature between 1985 to 2018 was assessed and synthesized based on their impacts in various factors on product development activities in Takaful industry. **Results:** From the SLR, 78 publications were identified and analyzed. The method applied allowed us to identify the impacts towards Takaful product development activities which is divided into three major impacts; customer-orientation product development, conceptual-regime of product development and operational-directed of product development. These impacts were analyzed according to frequency in the published literature and thematically derived from repetition of the identified terms. This set of impacts can be used in future research to develop a enhanced understanding of each impact to Takaful product development activity. **Implication:** This research presents a structured output of the literature of rarely discussed issues in Takaful; i.e. on product development. The study is particularly useful for researchers and practitioners by identifying factors effecting Takaful product development activities hence making strategic directions in Takaful product development strategy.

Keywords: Takaful; IFSA2013; Product Development; Systematic Literature Review

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Paper ID: MYAF336

Potential of Crowdfunding as an Optimal Alternative Financing Model for Start-ups in India

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Abstract:

ABSTRACT: Different sources are explored to fund projects considering various factors like cost, risk, ease etc. Apart from traditional sources several alternatives are developed recently throughout the world. Crowd Funding is such an optimal platform for funding start-ups and MSMEs. In the current economic climate wherein banks as well as investors have become more risk averse to safeguard their investments, crowdfunding has emerged as an alternative tool of financing. It is a budding and innovative online platform for small businesses and start-up entrepreneurs that have the common problem of attracting outside capital for funding a new venture. This paper is an attempt to present the concept of crowd funding, an online fundraising option available to new start-ups. In spite of the fact that crowd funding has emerged as a successful online fund raising option in developed countries like US, it is yet at a very nascent stage in developing countries like India. The paper endeavours to explain different business platforms and models of crowd funding available universally. Since the concept is new, an attempt is also made to discuss the risks and benefits associated with the online funding option. Based on the available empirical data the paper discusses the economic relevance of crowd funding and its applicability to start-up financing and funding creative ventures and research projects. Eventually the scope of crowd funding is narrowed down to India, specifically. The paper concludes with the prospects and challenges that crowd funding have in Indian economy.

Keywords: Keywords: Crowdfunding, Alternative finance, Start-ups financing

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Paper ID: MYAF338

Sustainability and Viability among Small and Medium (SME) Shipping Companies in Malaysia

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Abstract:

Objective: The purpose of this paper is to investigate the challenges currently faced by small and medium (SME) shipping companies in Malaysia and how they are able to sustain their business in this challenging industry. This exploratory study will be able to explain how sustainability is perceived and practiced by industry players. **Methodology:** We conducted eight semi structured interviews with ship owners around the country. Thematic analysis was used in order to generate common theme among the data collected. **Results:** We found that shipping industry players are closely related. Joint venture is one of the way used by companies to sustain while many companies adopt diversification strategy in other ancillary services in order to sustain during down time in shipping market cycle. We also found shipping companies leverage very much on the supplier and customer relationships. All companies viewed environmental aspect as a non-issue to their sustainability because they already had to adhere to both local and international rules and regulations. **Implication:** The findings have implication on the policy makers as to how the government can help the industry to grow the industry for the future of our nation. The study gives valuable reference to potential and current shipping companies on challenges and way forward in achieving sustainability.

Keywords: Shipping, sustainability, viability, small and medium companies

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Paper ID: MYSI339

Quality Improvement Based on Statistical Methods in the Food Industry: Barriers, Enablers and Mapping it to Industry 4.0

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Abstract:

Objective: The purpose of this study is to identify critical barriers and success factors to the successful application of the quality improvement tools/method based on statistical approach such as Statistical Process Control (SPC), Design of Experiment (DoE) and Six Sigma as a strategic approach to managing food production operations. This paper also investigates the integration of quality management efforts with the industrial revolution 4.0. **Methodology:** A structured review from 50 journals selected from four database, was applied in investigating critical issues emerging in applying quality improvement tools/methods based on the statistical approach in the food industry. The data extracted based on the four stages of the literature review; planning, screening, analysing and reporting. **Results:** The study identified 10 barriers factors and 19 critical success factors (CSF) in implementing the quality tools/methods. Lack of effective training programme is found to be a critical issue and the resistance to change is the emerging issue for the food industry. This study has mapped the integration of quality management effort with the industrial revolution 4.0 through four categories; quality improvement, productivity improvement, calibration/testing time reduction, process monitoring, and food safety guarantee through the usage of big data, Internet of Things and cyber-physical systems. **Implication:** This research provides excellent resource for the researchers and industry stakeholders equally who are engaged in applications of quality improvement tools/methods such as SPC, DOE and Six Sigma in the food manufacturing industry and finally depict critical areas of quality management in the food industry integrated with industrial revolution 4.0.

Keywords: Quality improvement tools/methods, Statistical Methods, Industrial 4.0, Food Industry

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Paper ID: MYMA340

The Relationship between Financial Performance (FP) and Sustainability Disclosure (SD): Evidence from Malaysia and Singapore

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Abstract:

Sustainability is an as important issue that should be embraced by all companies to ensure the success of their business. The stakeholder is expecting company to develop in order to meet current need without compromising the ability of future generation need. Whereas firms in developing countries tend to place more emphasis on the level of profit before they can engage in social activities. Apparently, in developing countries, financial performance (FP) is likely to influence the level of sustainability performance. Hence, this study aims to examine the relationship between FP and SD of Malaysian and Singaporean Public listed company. This study also aims to compare relation with Singapore as a developing country which they did not emphasis on level of profit to engage in sustainability activities. The slack resource theory would be utilized to test the research framework. The theory argues that companies who are financially strong would have slack resources that would provide the opportunity for companies to invest in social activities such as community relations, employee relation, and environment. If slack resources are available, better FP would be a predictor for better SR. Sample of this study comprises of top 100 of highest market capitalisation in Malaysia and Singapore. SD will measure based on Global Reporting Initiatives (GRI). The result of the regression analysis is expected to provide a support for slack resource theory, that is, financially strong companies have a positive and significant relationship with sustainability performance that represent by sustainability disclosure.

Keywords: Sustainability reporting, financial performance, emerging economies

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Paper ID: MYSI341

Determinants of Use of Information Accounting by Creative Industries

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Abstract:

Objective: The purpose of this paper is to study determinants of the use of information accounting by creative industries for decision making. The factors include owner education, scale enterprises, company age and accounting training. **Methodology:** A questionnaire survey to business owner the creative industry of fashion in the city of Jambi and region of Sarolangun, Indonesia. Analyzed using logistic regression test were used to analyze the data and test the hypothese. **Results:** This research study found that the affecting the use of information accounting by creative industries The results of this study show that include owner education, scale enterprises and company age cannot affect the use of information accounting by creative industries and then company age and accounting training to affect the use of information accouting by creative industries. **Implication:** The research presents a conceptual supported to describe the significance of affect to the owner by creative industries to use information accounting for decision making. This study have implications that the use of information accounting by creative industries affecting of accounting training. So, the professional association, goverment and college of lecturer have a role for the increase the understanding of information accounting through accounting training for decision making

Keywords: Information accounting, creative industries and accounting training

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Paper ID: MYAF342

The Effect of Earnings Management Practices and Institutional Ownership on Investor Protection in Public Companies

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Abstract:

Objective: These research is expected to investigate the effect of earnings management and institutional ownership on investor protection.. **Methodology:** In these research are manufacturing companies listed on the Indonesia and Singapore Stock Exchanges. In the selection of samples, this study uses purposive sampling. This method requires selected samples based on certain criteria. The sample criteria in this study are companies listed on the Stock Exchange during the period 2010 -2015, the company is engaged in manufacturing and the company publishes annual financial reports from 2010-2015. **Results:** The results of the study show that real earnings management conducted by companies in Singapore is higher than in Indonesia. The results show that strong investor protection causes companies to reduce accrual earnings management practices to real earnings management. Institutional ownership has not proven to have a negative effect on real earnings management in Singapore and Indonesia. This is possible because institutional ownership is used using imediatrics ownership. **Implication:** This study does not look at other factors that might influence the opportunistic behavior of managers in terms of real earnings management. Subsequent research can include other factors that influence real earnings management

Keywords: Earnigs Management, Institutional Ownership and Investor Protection

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Paper ID: MYAF344

Corporate Governance, Risk Taking and Financial Performance of Islamic Banks

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Abstract:

In recent years, cases of dissatisfaction from shareholders in reflection and recording of corporate financial activities, this has given rise to importance of shariah, audit and risk management committee as one of the governance mechanism for companies. It has become very serious issues of fraudulent practices by management, hence the need for audit system to signal any form of information asymmetries as well as compliance on rules of Islamic laws in banks transactions and products. This paper is purely conceptual review of past articles on internal corporate governance mechanism (boards of directors and board committees) of Islamic banks. The conceptual framework on determinants of corporate governance (independence, female directors and financial expertise) is proposed for further study looking at return on assets and return on equity as measure of accounting performance and z-score to measure level of risk taking. In addition, the intervening effect of the risk taking on the relationship between corporate governance and banks financial performance.

Keywords: Corporate governance, financial performance, Islamic banks, risk taking

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Paper ID: MYAF345

The Effect of E-Government, Internet Financial Reporting, and Audit Opinion in Order to Realize Good Public Governance

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Abstract:

Objective: This study aims to analyze the effect of the implementation of e-government, internet financial reporting, and audit opinions on the financial statements in improving good public governance in local governments. **Methodology:** This study was conducted in 52 districts/cities in Indonesia. Data were analyzed using multiple regression methods. **Results:** The results of this study found that the implementation of e-government can influence the improvement of good public governance in local governments. Local governments that publish more financial report document items on their official sites (internet financial reporting) will further improve good public governance. The results of this study also show that audit opinions on local government financial statements cannot influence the application of good public governance. **Implication:** This study presents e-government practices that are applied to local governments so that this study advises local governments to further improve e-government implementation especially in information and public services. This study also identifies that there are still local governments that have not fully published their financial statement documents through the internet so that the central government needs to be more assertive in encouraging local governments to publish their financial report documents on their official website in accordance with applicable regulations.

Keywords: E-government, internet financial reporting, audit opinion, good public governance

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Paper ID: MYAF347

Service Quality, Arsenal for Customer Retention in Malaysia Commercial Banks

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Abstract:

This conceptual paper is about the contribution of service quality provided by the banks to influence customer retention. Customer is the core factors to any business industry and there is no exception for the banking industry. Customers only retain with the same bank provided there is a quality service. Service comes in the form of how the bank's employee treats the customers. Service also can be the location of the branch and the equipment used for banking transaction. Contribution of service quality is indefinite and without it, firm's business possible lose out to other banks. Bank not only compete with other banks but bank's branches as well. Furthermore, banking business has contributed to Malaysia Gross Domestic Products in term of service industry. Services is not similar with goods or physical products. Service is intangible and only can be experienced during the process of selling or buying. Good quality service in term of human interaction must be prioritized in helping retaining customers even with the Industrial Revolution 4.0 where it is "a mechanism that is controlled or monitored by computer-based". Contribution of human capital which is cannot be separated in term of knowledge, friendly approach and ethical help in delivering quality service. One of the methods can be applied by the bank is the commitment of monitoring and servicing customer requirements to deliver high levels of service quality for total customer satisfaction.

Keywords: Customer Retention, service quality, commercial banks, satisfaction

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Paper ID: MYSC349

The Behaviour of Using SIM Card in Indonesian Border Area

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Abstract:

Digital life is also exist in border area. The cellphone is a part of daily life. Signals from many telecommunication service providers, both Indonesia and foreign, are captured. The problem is when foreign signals captured, then the roaming rate charged. Some people avoid it by switching their simcard to local simcard. Some people in border area using local simcard (from Indonesian service providers) some use foreign simcard, and other use mixed of them (local and foreign). Knowing about border crosser behavior in using simcard is important not only for the telecommunication service provider but also for the government. The aim of this study is to estimate the number of border crosser based on their behavior in using simcards when entering Indonesia. This study uses data from Survey of Foreign Tourist Based on Mobile Positioning Data conducted by Statistics Indonesia in 2017. Based on that survey, there were 28.305 of border crosser having cellphones. The method of analysis is multinomial logistic regression. The response variable is the behavior of using simcard with 3 categories; foreign, local, and mixed. The model fit the data well. The result show that 53,8 percent of border crosser are foreigners most of them entering Indonesia through Kalimantan. The use of simcard in the boundaries area is significantly influenced by sex, age, pupose to visit Indonesia, and region. There are 7,3 percent of foreigner use mixed cards and only 1,4 percent use local cards. For border crossers from Indonesia, there is 99,7 percent use local cards while the other 0,3 percent use mixed cards and no one uses foreign cards.

Keywords: Cellphone, simcard, logistic regression, border area

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Paper ID: MYEC351

Mediating Effect of Logistics Integration in the Relationship between Strategic Supplier Partnership and Supply Chain Performance in Telecommunication Industry in Malaysia

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Abstract:

Objective: The purpose of this paper is to investigate the Mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance in telecommunication industry in Malaysia. **Methodology:** A questionnaire survey was administered to telecommunications service operator firms in Malaysia. MCMC, officially, listed 21 telecommunication operators firms in Malaysia for year 2015. 361 respondents answered the questionnaires. PLS-SEM used to analyse the data. **Results:**The mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance was found to be significant and positive. **Implication:**. The contribution of this research framework could add to a better understanding of strategic supplier partnership and performance in telecommunication industry and the effect of logistics integration as a mediator in telecommunication industry in Malaysia. The result of this research, such as framework, model and proposed guideline would help the telecommunication's manager in establishing the effective strategic supplier partnership.

Keywords: Strategic supplier partnership, supply chain performance, telecommunication industry

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Paper ID: MYMA352

Mediating Effect of Logistic Integration in the Relationship between Customer Relationship and Supply Chain Performance in Telecommunication Industry in Malaysia

Noraini Ahmad, Universiti Utara Malaysia*

Abstract:

Objective: The purpose of this paper is to investigate the mediating effect of logistics integration in the relationship between customer relationship and supply chain performance in telecommunication industry in Malaysia. **Methodology:** A questionnaire survey was administered to telecommunications service operator firms in Malaysia. MCMC, officially, listed 21 telecommunication operators firms in Malaysia for year 2015. 361 respondents answered the questionnaires. PLS-SEM used to analyse the data. **Results:**The mediating effect of logistics integration in the relationship between strategic supplier partnership and supply chain performance was not significant. **Implication:.** The contribution of this research framework could add to a better understanding of customer relationship and performance in telecommunication industry and the effect of logistics integration as a mediator in telecommunication industry in Malaysia. The result of this research, such as framework, model and proposed guideline would help the telecommunication's manager in establishing the effective customer relationship.

Keywords: Customer relationship, supply chain performance, telecommunication industry

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Paper ID: MYMA353

Authoritarian Nature of the Peoples Democratic Party on Federal Radio Corporation of Nigeria in the Fourth Republic (1999-2015)

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Abstract:

This article empirically discusses the Authoritarian nature of the ruling Peoples Democratic Party (PDP) on Federal Radio Corporation of Nigeria (FRCN) in Nigeria's Fourth Republic between 1999-2015. It employed qualitative method as a means of data collection and analysis. The primary data was generated via in-depth Interview with relevant stakeholders who were purposively selected. Secondary data was also utilized. The article is written within the purview of the Authoritarian theory of communications and it was found that FRCN between the periods under study has been dominated, controlled and dictated by the ruling PDP, reporting issues unethically. The outfit was mostly dancing to the tune of the party in power (PDP). It is recommended that FRCN should not be directly controlled by the government or party in power. Also, a law should be put in place to make it discharge its responsibility of communicating vital, truthful and objective information fairly for the people to be equipped with factual information capable of bringing the needed informed decision particularly during elections.

Keywords: Authoritarian, Elections, FRCN, Media, Nigeria

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Paper ID: MYSC358

Barriers to Implement Continuous Improvement Activities in Malaysian Automotive Part Manufacturers SMEs

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Suhaila Binti Abdul Hamid, Universiti Sains Islam Malaysia

Abstract:

Objective: The purpose of this paper is to analyse barriers to implement continuous improvement (kaizen) among automotive part manufacturers SMEs in Malaysia. This research used a qualitative method which explore the experience of the employees involved in the kaizen activities among the Malaysian automotive SMEs companies located in Selangor and Pahang. **Methodology:** Ten participants from five SMEs who have implemented continuous improvement activities for at least one year in their organization have participated in this qualitative research. Semi structured interviews were used in this study for data collection purpose. The interview questions were formed based on the research questions, auto-recorded, transcribed and coded to find patterns and recurring themes. **Results:** The study reveals that there are five barriers to implement continuous improvement activities as reported by the participants. They are lack of financial resources, employee resistance to change, lack of management support, lack of manpower with knowledge and skill, and lack of resources. **Implication:** This research adds to the understanding of the challenges faced by the Malaysian automotive part manufacturers SMEs in conducting the continuous improvement program. The findings from this research can be a guideline for organizations who wanted to start or sustain their continuous improvement activities. Furthermore, the findings are also useful for the relevant government agencies to plan strategies in helping manufacturing companies particularly in the automotive industry to develop their kaizen programmed.

Keywords: Continuous improvement, kaizen, barriers, SMEs, qualitative, automotive

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Paper ID: MYMA359

The Influence of Job Involvement, Job Satisfaction and Job Stress on Quality of Work Life among Generation Y Employees in Klang Valley, Malaysia

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Chek Wai Yian, Asia Pacific University of Technology and Innovation Malaysia

Lee Leong Weng, PhD Scholar, Asia E-University Malaysia

Abstract:

Objective: The purpose of this paper is to investigate the influence of job involvement, job satisfaction and job stress on quality of work life among Generation Y employees in Malaysia. A conceptual model is proposed and empirically tested where quality of work life is influenced by job involvement, and job satisfaction but not job stress. **Methodology:** A questionnaire survey was administered to 172 Generation Y employees in Selangor and Kuala Lumpur companies. Pearson's correlation coefficient and regression analysis as statistical tools were used to analyze the data and test the hypotheses that quality of work life is impacted by job involvement and job satisfaction except job stress. **Results:** The postulated relationships were found supported by the data. The research found that job involvement and job satisfaction have significant and positive impact on quality of work life of Generation Y employees. **Implication:** This research presents a conceptually yet empirically supported framework to describe the significance of job involvement and job satisfaction relationships on quality of work life among the Generation Y employees. The study is particularly useful for practitioners and valuable reference to human resource managers and employers to consider the programs and company activities that promote job involvement and job satisfaction among Generation Y employees in Klang Valley, Malaysia.

Keywords: Quality of work life, Job involvement, Job satisfaction, Job stress

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Paper ID: MYMA361

Supply and Demand of the Entry-Level Job Competencies in the Hotel Industry

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Abstract:

Objective: This study aimed is to discover the supply and demand of entry-level job competencies, particularly from the perceptions of human resource managers in 4- and 5-star hotels. Besides, the gap between the supply and demand was also identified. **Methodology:** This study applied the qualitative approach through a semi-structured interview and analyzed using thematic analysis. **Results:** It is found that the competencies of fresh graduates supplied to the hotel industry were communication, technical skill, cognitive skill and interpersonal skill. The supplied competencies were perceived by the managers in both positive and negative views. On the other hand, the critical competencies demanded in the hotel industry for the entry-level job were interpersonal skill, communication, technical skill, leadership, information management, teamwork and cognitive skill. Out of the seven competencies demanded by the industry, the employers perceived only one positive competency that was supplied to them and the other three were regarded as insufficient. It can be concluded that the employers were not satisfied with the fresh graduates' competencies due to the gap between the competencies supply and demand. **Implication:** It is anticipated that the findings obtained from this study may enhance the collaboration between the hospitality industry and universities to bridge the competencies gap of fresh graduates. Program coordinators and undergraduates may also have a deep understanding of what is expected to be hired.

Keywords: Entry-level job, Supply and demand, Competencies, Fresh graduate, Hotel industry

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Paper ID: MYMA362

Effect of Gender and Education of Farmers on Learning Facebook

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Abstract:

Information Communication Technology, considered as key action line in agriculture has different tools and social media is one of them. Illiterate farmers with majority woman is considered as major challenge for development of it. Promoting use of ICT, need to teach those farmers about operating social media will help to cope that problem. So, an experiment was conducted in Rupandehi district to assess the effect of gender and education in learning social media. Experiment was conducted in two factor viz. sex i.e. male and female; and education i.e. literate and illiterate, RCB design replicating in 5 adjacent villages. Literacy of farmers have significant effect in all parameters viz. time taken for login, attempts to login, interest in using and success in operating while learning Facebook and gender affected three parameters leaving attempts to login. However, interaction of gender and literacy has no effect during learning Facebook. Research provide essential information for promoting social media for agriculture in rural area of developing countries. Since use of social media in agriculture is seen significant research helps to choose farmers for teaching social media increasing agriculture production and marketing. Also, this research provide information that there is need of different teaching methods for elaborating social media in those areas.

Keywords: Agriculture, Information Communication Technology, Learning, Social media, Gender

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Paper ID: MYSC364

Antecedents of Philanthropic Attitude in Violence and Conflict: What Really Matters?

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Abstract:

From its wide definition, philanthropy can be defined as various actions for the public goods. Not limited to donations, philanthropy represents a tool for the individual behavior in order to solve different social issues. While addressing and understanding how philanthropy can be explained in developing and stable context, a big gap may still be existing in examining this phenomenon in conflict context, where social issues are even massive and the need for philanthropy might be more crucial. Yet many researches record positive legacy of the conflict through high participation in the benefit of the public. In a world where conflict can feature the era with huge number of refugees and humanitarian concerns, understanding and analysing philanthropy may appear to the surface more than before. This paper aims to conceptualize the concept of philanthropic attitude in the Syrian conflict, one of the most recent severe conflict that results catastrophic portions of fatalities, refugees, internally displaced people and numbers still count. Basically, this paper tries to propose a framework that may help in understanding the antecedents of philanthropic attitude by digging in many theoretical bases in term of shape a solid conceptual understanding that represents a basic step for further researches and examinations. The paper provides a mixture of antecedents from psychological disciplines (personal values and religiosity) and sociological disciplines (subjective norms and trust). Testing the proposed framework in the Syrian conflict or any other conflict may produce more theoretical and contextual contributions to the knowledge in this underdeveloped area of research.

Keywords: Philanthropy, Philanthropic attitude, Conflict, Syria

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Paper ID: MYSC366

Semantic Grid: A Semantically Enabled E-Health System

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Abstract:

Healthcare system is evolving to provide faster, safer, better, and more secure access to medical information systems. The term e-health alternatively used for healthcare practices supported by electronic processes and communication. It provides a new way to utilize health resources. As the data in the e-health system growing day by day, it also very challenging to extract useful information from this gigantic amount of data as it is very complex and distributed. We can say that size of data is directly proportional to the nature of data. Semantic web technologies offer solutions in data integration, knowledge representation and analysis, cataloguing services, improving search algorithms and methods, social networks, medical information systems , etc. Combining health care web pages to generate an optimal diagnosis, doctor and ambulance services could be a rather loose coupling of text pages matching illness descriptions between doctors, diagnosis and patient as well as address information between patient and doctor. A more technical review describes the Semantic Web as an approach to distributed artificial intelligence with tools to both generate the metadata attached to “web pages” (resources) and to reason about their significance especially when different resources are combined and the individual metadata can guide both what to combine and the significance of their combination. Therefore it is concluded that healthcare systems are more sensitive than any other system as it’s a matter of life and death. Therefore need of high accuracy, reliability, and interoperability that can enhance and improve the efficiency and effectiveness of the system.

Keywords: E-Health, semantics, integration, healthcare

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Paper ID: MYSC367

The Level of Information Technology Adoption and its Factors in Micro, Small, and Medium Enterprises in Jambi City Indonesia

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Abstract:

Objective: This study aims to analyze the conditions and the level of information technology adoption in MSMEs in Jambi City and its factors. **Methodology:** The data was obtained by carrying out a sample survey on MSMEs in Jambi City. The study uses descriptive analysis and Structural Equation Modeling-Partial Least Square (SEM-PLS). **Result:** The results of the study found that: 1) the level of IT adoption in MSMEs in Jambi City is still relatively low. About one third of MSMEs is still using IT only for internally oriented functional integration. On the contrary, only 1.89 percent of MSMEs have been in the stage of business scope redefinition under influence of information technology; 2) Behavior intention has a significant effect on the level of IT adoption in MSMEs. Furthermore, there are five variables that influence behavioral intention of MSMEs related to the use of IT. Those are Effort Expectance, Social Influence, Hedonic Motivation, Price Value, and Habit. **Implication:** It is necessary to interence in enhancing the factors influencing behavioral intention of MSME actors in order to increase the usage of IT in MSMEs. For further research, in the development of the model, other individual characteristics that can be assessed have to be explored and included in the model of factors influencing IT adoption in MSMEs that are more appropriate for Indonesia's conditions.

Keywords: MSMEs, Information Technology, Adoption

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Paper ID: MYEC368

Workplace Deviance: Can it be Reduced through Workplace Spirituality and Organizational Commitment?

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Abstract:

Workplace deviance is a behavior which intentionally violates norms of organization, becoming a trending topic among practitioners and academics. The image of the Indonesian civil servants (ASN) who is widely regarded as being undisciplined in time, slow responses in services, lack of motivation, being frequently absent and various other negative behavioral images are examples of frequently heard workplace deviance. When these negative behaviors are neglected, they will have an impact on the state's losses both financially and non-financially. This study aims to examine the model for reducing the workplace deviance through the improvement of workplace spirituality and organizational commitment. Using quantitative research methods, a number of questionnaires were distributed to 400 civil servants of various government agencies in the City of Jambi. The data were then processed using Structural Equation Model (SEM) of AMOS (Analysis of Moment Structures) software version 22. The results show that workplace spirituality can significantly reduce workplace deviance when mediated by organizational commitment.

Keywords: Workplace spirituality, organizational commitment, workplace deviance, civil servant.

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Paper ID: MYMA369

The Influence of Socioeconomic Characteristics and Family Support on the Quality of Life and Well-being of the Elderly in Jambi Province Indonesia

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Abstract:

This study aims to analyze: 1) family support for the elderly in Jambi Province; 2) the quality of life and subjective well-being of the elderly; 3) the influence of socio-economic factors and family support on the quality of life and welfare of the elderly in Jambi Province. The data used is primary data based on interviews with selected elderly respondents. Family support, quality of life and subjective well-being of the elderly were measured quantitatively using a Likert scale and they were analyzed descriptively. The influence of socioeconomic factors and family support on the quality of life and welfare of the elderly were analyzed using structural equation modeling partial least square (SEM-PLS). The study found that: 1) Family support for the elderly was relatively good. The most common type of support is appreciation/recognition, while the least common is financial support; 2) the quality of life of the elderly in Jambi Province is relatively good. The social relationships has the highest quality score, while psychological aspek has the lowest quality score; 3) Socio-economic characteristics of family of the elderly (KKL) and the socio-economic characteristics of elderly (KIL) has a significant effect on family support for the elderly (DKL). The quality of life of the elderly (KHL) is directly influenced by DKL. Furthermore, the elderly welfare (KSL) is directly influenced by KHL, DKL and KIL.

Keywords: elderly, family support, quality of life, well-being

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Paper ID: MYSC370

Investor Sentiments and Trading Volume's Asymmetric Response, a Non-Linear ARDL Approach Tested in PSX

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Abstract:

The research paper entitled “Investor sentiments and trading volume’s asymmetric response, A non linear ARDL approach tested in PSX” is an attempt to investigate the dynamic linkages between trading volume and investor sentiments for the PSX 100 index. There are two sentiments indicators which have been used in order to explain the linkages. These indicators are overconfidence and net optimism and pessimism. Non-Linear Asymmetric Autoregressive Distributed Lag (NARDL) as well as Dynamic Conditional Correlation (DCC) Garch have been used to explain the dynamic linkages between trading volume and investor sentiments. Empirical findings suggested an asymmetric long term market liquidity reaction to investor sentiment as well as upcoming three years correlation have been forecasted between the trading volume and investor sentiments. Trading volume has been used as a proxy for the measurement of market liquidity. In short term stock market liquidity react rapidly and asymmetrically to changes in overconfidence sentiment while the net optimism and pessimism sentiment has insignificant short-term impact on trading volume.

Keywords: Investor, sentiments, trading, ARDL approach,PSX

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Paper ID: MYAF371

The Effectiveness of Enterprise Resource Planning System on Organizational Performance among Medium Sized Enterprises

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Abstract:

Purpose: The purpose of this study is to determine the effectiveness of the adoption of the ERP system by medium sized enterprise firms, including communication process, information technology readiness and information access. The study also applied resource based value and contingency theories to explain the effectiveness of ERP system adoption. **Methods:** This study proposes a theoretical framework based on developed survey questionnaire. The questionnaires were distributed to 126 medium sized enterprise firms in Ekiti State, Nigeria. Chief Executive Officers/Managing Directors and managers were selected as the key respondents of the questionnaire. The empirical data were analyzed using the Partial Least Squares Structural Equation modeling. **Results:** The empirical evidence obtained reveals that both communication process and information access are significantly influenced the adoption of the ERP system to improve performance of medium sized enterprises firms. Meanwhile, information technology readiness has less significant effects on ERP system adoption. **Conclusions:** The study is limited to the targeted medium sized enterprises in Ekiti Nigeria and hence, it has a limited scope. The results are quite encouraging with very good response from the medium sized enterprises. Therefore, this paper contributes to enhancing the understanding of the effectiveness influencing the performance and evolution of enterprise resource planning system among medium sized enterprise firms. In this light, future research can focus on evolution of large companies. The originality of the paper is supported by its theoretical approach.

Keywords: Enterprise resource planning, Communication process, Information technology readiness, Information access, Medium sized enterprises firms.

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Paper ID: MYSC373

Analysis of Socioeconomic-demographic Characteristics, Social Capital and Economic Coping Strategies to Improve Food Security for Poor Urban Households in Jambi Province Indonesia

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Abstract:

Objectives: This study aims to analyze: 1) socio-economic-demographic characteristics of family, social capital and economic coping strategies for urban poor households; 2) the level of food security of urban poor households; 3) the influence of socio-economic-demographic characteristics of family, social capital and economic coping strategies on food security in urban poor households.

Methodology: Data were collected from surveys in four urban areas in four regencies/cities in Jambi Province, i.e. Jambi City, Tanjung Jabung Timur Regency, Sungai Penuh City and Sarolangun Regency. Analysis was carried out descriptively and using SEM-PLS model.

Result: The study found that: The study found that: 1) Urban poor households in Jambi Province were characterized by an average age of 44.54 years old and low level of formal education. The average number of household members is 4.08 persons. The proportion of men and women in a household are relatively balanced in number, almost one third are in productive age and almost half are working. The average family income is IDR. 423,391 /capita / month; 2) in fulfilling their daily needs, households have implemented various strategies, both for generating additional income and cutting back expenses; 3) Overall the social capital of poor households is categorized as being moderate. Based on the element of social capital, it appears that elements of social norms are categorized high. On the contrary, the trust and social network element is categorized as being moderate; 4) only 7.50 percent of urban poor households in Jambi Province are categorized as food secure. The rest are mostly categorized as food insecure (56.50 percent); 5) Family characteristics have a significant effect on the level of family food security. Social capital (SC) has a significant direct effect on economic coping strategies (EC). However, SC doesn't have significant direct effect on FS. Although economic coping strategy has a significant effect on food security, it has a negative direction. It shows that the economic coping strategy for survival carried out by urban poor communities worsens the condition of household food security.

Keywords: coping strategy, food security, cutting back expense, generating additional income, social capital

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Paper ID: MYSC374

Investment Pattern in Indonesia: Islands and Economic Sectors Based Studies

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Abstract:

Objective: This studies is aimed at analyzing (1) Pattern of investment in Indonesia based on islands and economic sectors and, (2) Causality relationship between Foreign and Domestic invesment in Indonesia. **Methodology:** using quantitative and qualitative methods and data from 2010 to 2016. The tools of analysis used are descriptive and Granger Causality Analytic. **Result:** The result showed that Pattern of investment in Indonesia both Foreign and Domestic invesment were still concentrated in Java with the the average concentration 52,18% and 57,07% of all Foreign and Domestic investment in Indonesia. The pattern of investment in Indonesia both Foreign and Domestic invesment also were concentrated on secondary sectors with the concentration average 47,13% and 64,09% of the average of all oth Foreign and Domestic invesment realization in Indonesia. There was a shifting of foreign investment pattern, in which, it used to be in tertiary sector shifted to secondary one, but it was not followed by domestic investment. There was causality relationship between Foreign and Domestic investment mainly at lag 2 and 3. **Implication :** Prudent fiscal policy and monetary policy are indispensable in order to increase the flow of foreign direct investment including domestic investment, especially to finance the construction of basic infrastructure in various sectors and in various regions in order to encourage inclusive and sustainable investment improvement, so that investment concentration is not only dominated by Java Island.

Keywords: Investment, Foreign and Domestic investment, Investment pattern and Causality.

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Paper ID: MYEC376

The Effect of Knowledge Management Practices on Organizational Performance

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Abstract:

This research intends to study the relation between knowledge management practices and organizational performance. Theoretical relations are tested through an empirical study carried out on 235 Pakistani firms in the FMCG and distribution industries. This research shows how the firms that adopt knowledge management practices achieve better results as compared to their competitors. The subject of principles has not been considered a dimension of knowledge management. New avenues of inquiry are opened considering this dimension. It determines practices that have a positive incidence on organizational performance. The conceptualization of knowledge management practices represents a theoretical innovation. This scale can be used in other knowledge-intensive industries. The research concludes, that these practices have a positive impact on organizational performance.

Keywords: Knowledge management (KM), organizational performance

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Paper ID: MYSC377

Impact of Factors Influencing Use of E-Commerce on Performance of Malaysian SMEs: A Comparison of Click-and-Mortar and Pure-Play

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Abstract:

The performance of Small and medium enterprise (SME) in Malaysia has not been in tandem with the pace of other nations. In this light, e-commerce offers the resolution to improve the SME performance. This research focuses on SMEs' adoption of technology and its impacts their performance. There have been a few researches studying e-commerce adoption by the SMEs, but not much is known about adoption trait comparison among two types of e-commerce adoption, namely, click-and-mortar and pure-play e-retailer. We address the important findings of researching the issue through an empirical analysis that produces a very different trait compared with previous researchers who have not differentiate the type of the e-retailers. This research compares their behaviour by examining the relationships among performance expectancy, effort expectancy, social influence, facilitating condition, perceived risk, use of e-commerce and SME performance. The research framework has been developed based on Resource-Based View (RBV) and Unified Theory of Acceptance & Use of Technology (UTAUT). The research data were collected from Malaysian SMEs operators who adopted e-commerce. Online questionnaires were distributed and 205 questionnaires were returned. This research used convenient sampling technique while the data were analyzed by using the SPSS 20 and SmartPLS 3.0 to examine its measurement model and structural model. The results showed that among these two categories of businesses had a very different trait in adopting the e-commerce.

Keywords: Click-and-mortar, pure-play, use of e-commerce, SME performance, RBV, UTAUT, perceived risk, SMEs.

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Paper ID: MYMA378

Financial Behavior of SMEs' Owner Managers: A Critical Literature Review

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Abstract:

In this study, the systematic review of literature has been done on financial behavior of SMEs owner-manager. In particular, researcher highlighted that which factors influence SMEs owner-manager decision making towards adoption of formal financial products within emerging economies. Study find that various psychological, cultural and social factors influence the financial behavior of owner-managers. Study contextualize the findings from the review in current theoretical framework of behavioral intention, and emphasize that how socio-psychological factors in emerging economies influence SMEs owner-manager financial behavior.

Keywords: Financial behavior, SMEs' owner managers, emerging economies

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Paper ID: MYSC379

Crafting a Green Purchase Decision Making Process: Do Social Influence and Environmental Concern Matter?

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Abstract:

Purpose: The green purchase behavior among customers appears to be one of the best ways to reduce the negative effect of purchase behavior on the environment. Surprisingly, research relating to green purchase behavior in developing nations such as Malaysia is relatively scanty. Therefore, understanding customer behavior to purchase green products in Malaysia is of utmost importance and it is the main concern of this study. The study has employed the Theory of Reasoned Action (TRA) and further substitute attitude with environmental concern and subjective norm with social influence. **Methodology:** A total of 60 responses from Geomatika University College (GUC), Malaysia were collected with the help of questionnaire survey using the convenience sampling approach. Statistical Package for the Social Sciences (SPSS) was used to investigate the relationship among constructs. **Results:** The results suggest that social influence is the most influential and relevant driver of customer green purchase behavior. Interestingly, environmental concern does not significantly influence customer's green purchase behavior. **Research limitation:** The generalization should be exercised with cautious because the study employed a non-probability sampling technique to draw sample from GUC. **Implication:** The study has proposed and empirically tested a model that describes the green purchase behavior decision making process through SPSS approach. The model integrates environmental concern and subjective norm into TRA, is regarded to be an unprecedented model specifically in the context of green marketing in Malaysia. Practically, the study expands practitioners' knowledge and understanding about the customers' green purchase behavior in the Malaysian context.

Keywords: Environmental concern, social influence, green purchase behavior

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Paper ID: MYSC380

Business Model Of Tourism Development in Jambi Province, Indonesia

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Abstract:

The present study aimed to establish the strategies of creative industry-based tourism development; synergize, and integrate it with business model canvas. The main target the model canvas is to present an overview of tourism and the main creative industry in the Province of Jambi, Indonesia. The sector has the potential to be well developed into tourism industry which is synergized with creative industry so as the business can develop in the region to anticipate the changes in the tourism industry. The study used sampling methods to gather primary data by distributing 150 questionnaires to the visitors, tourism managers and players of creative industries and subsequently the data were ranked using factor analysis and analyzed with descriptive statistics. The results of this study were classified into nine elements of business model canvases (BMCs), consisting of customer segments, value propositions, channels, customer's relationships, revenue streams, key activities, key resources, key partnerships, and cost structures. By doing so, the model of tourism industry can then developed to enhance the added value for visitors. It is expected that the study results are resourceful for the central, provincial as well as district governments in preparing development master plan and regional regulations. It is also aimed that the results will optimize the role of distribution channels, facilities and infrastructure, such as transportation, hotels and tourism agents or other media.

Keywords: Keywords: Model business, development, tourism.

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Paper ID: MYMA381

Impact Analysis of the Provision of Micro Financing on the Development of Customer MSMEs at PT Bank BRISyariah Jambi Branch

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Rahma Nurjanah, Universitas Jambi Indonesia

Abstract:

Objective: The purpose of this study was to analyze the characteristics of customers and business characteristics of MSMEs that received BRISyariah financing, to analyze differences in customer business sales turnover between before and after receiving micro financing assistance from Bank BRISyariah, to analyze the frequency of microfinance, length of business, amount of microfinance, education, the amount of labor and total assets simultaneously and partially towards the development of Micro and Small and Medium Enterprises after obtaining microfinance.

Methodology: This study uses primary data with descriptive and quantitative methods with multiple regression analysis tools.

Result: The results of the study show that the average sex of the customer is male, the average age of the customer is 43.8 years and the average level of education is graduating from high school. The average business characteristics of the customer based on the type of business of the customer is the culinary business, the average size of the business capital is IDR 4,148,361 and the customer's average business duration is more than 10 years. The difference in sales turnover of customers' businesses between before and after receiving microfinance assistance from BRISyariah banks shows that sales turnover after obtaining financing is greater than before getting financing. Simultaneously the variables of microfinance frequency, length of business, amount of microfinance, length of education, number of workers and total assets affect the development of micro, small and medium enterprises after obtaining micro financing. Partially, the variable duration of business, the amount of microfinance and the number of workers has a positive and significant effect on the development of micro, small and medium enterprises after obtaining microfinance.

Keywords: Micro Financing, Business Development and MSMEs

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Paper ID: MYEC387

Profile and Development Model of Micro, Small and Medium Enterprises (MSMEs) in Jambi Province Indonesia

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Erida, Universitas Jambi Indonesia

Abstract:

Objective: The purpose of this study is 1) To analyze the profile of MSMEs that are spread in the Regency / City of Jambi Province; (2) Analyzing the current conditions of the development of MSMEs in Jambi Province from the side of internal factors as well as external factors which become strengths, weaknesses, opportunities and threats (SWOT); (3) Formulating the MSME Development model in Jambi Province.

Methodology: This study uses secondary data and primary data with descriptive analysis tools and SWOT analysis tools.

Result: The results show that the products produced are still somewhat less varied, appearance that is less attractive to consumers, with a less extensive marketing place both in terms of direct marketing and using marketing channels and sales promotions that are still lacking. The products produced must be able to compete by making this product more attractive both in terms of packaging and brand. In addition, marketing must be expanded with various promotional channels used. Institutions and related parties must contribute and greater coordination in the development of SMEs in Jambi Province. The average product produced from processed marine fish is 33% salted fish, with a workforce of 1-5 people as much as 91%, with sources of raw materials buying as much as 67%, with production costs of 30,000-630,000 as much as 80%, and with net income of 140,000-2,940,000 as much as 80%. The average product produced by the potato industry is dodol potatoes as much as 90%, with the quality of products that use technology as much as 89%, with direct marketing marketing distribution channels by 70%, with social media promotion channels as much as 100%, and with distribution channels marketing intermediary with 56% mini retail. The resulting product still has a look and brand that is less attractive to consumers, with a less extensive marketing place both in terms of direct marketing and using marketing channels and sales promotions that are still lacking. The products produced must be able to compete by making this product more attractive both in terms of packaging and brand. In addition, marketing must be expanded with various promotional channels used.

Keywords: MSMEs, Superior Commodities, Profiles, and SWOT Analysis
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Paper ID: MYEC388

Strategy for Developing Water Tourism on Lake Sipin, Jambi City Indonesia

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Dwi Hastuti, Universitas Jambi Indonesia

Abstract:

Objective: This study aims to find the right strategy for the development of water attractions in Lake Sipin, Jambi City. **Methodology:** The data used for the analysis are primary and secondary data. The data used for analysis are primary and secondary data. Primary data collected through questionnaires with respondents are government officials, visitors / tourists, communities around the lake, and members of parliament. The data were analyzed by using SWOT analysis to know strengths, weaknesses, opportunities and threats of development of water tourism in Lake Sipin. **Result:** Based on the results of SWOT show that water recreation especially marine tourism and nature tourism as prioritized strategy with development of jogging track as the initial stage. Along with this strategy, the development of water tourism in Lake Sipin needs to be done through the application of modern technology to build architectural designs for water tourism. **Implication:** In addition to preparing various facilities for tourism activities, to develop tourism in Lake Sipin Jambi, the government needs to increase promotion both domestically and abroad.

Keywords: Water tourism, SWOT Analysis, Modern technology

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Paper ID: MYEC389

Effect of Micro, Small and Medium Enterprises (MSMEs) Credit on Entrepreneurial Credit in Jambi Province Indonesia

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Abstract:

Objective: The problem of limited capital is often faced by Micro, Small and Medium Enterprises (MSMEs) in developing their businesses. There are several obstacles faced by the MSMEs group in accessing capital from banks both internally and externally. For this reason, the role of the banking sector and other financial institutions are needed in the provision of MSMEs capital. Bank credit is still an alternative source of capital for MSMEs. In addition to capital issues, MSMEs players are also still very limited who have an entrepreneurial spirit, this can be seen from the number of entrepreneurs less than 2% of the population. The existence of MSMEs credit is expected to encourage MSMEs to expand their businesses and increase their production through creativity and innovation. This study aims to describe and analyze: 1) Entrepreneurial behavior of SMEs. 2) The Influence of MSMEs Credit on entrepreneurial behavior of MSMEs in Jambi Province.

Methodology: This study uses primary data with a population of all MSMEs actors who have obtained MSMEs credit from financial institutions in Jambi Province. The number of samples used in this study were 187 respondents of MSMEs. Sampling was carried out based on regional representation by using purposive sampling method. Descriptive analysis is used to analyze entrepreneurial behavior. Furthermore, to analyze the influence of MSMEs credit on entrepreneurial behavior in MSMEs in Jambi Province, SEM-PLS analysis tools were used with the help of WarpPLS 5.0 software

Results: Based on the results of the study concluded that the MSMEs credit variable has a positive and significant influence on entrepreneurial behavior in MSMEs in Jambi Province.

Implication: it needs support and participation from the government in facilitating the funds fulfillment as a venture capital through bank credit for SME entrepreneurs. Related to entrepreneurship, it necessary to develop MSMEs wich aim to develop entrepreneurs without time limits, class boundaries, and educational background limits.

Keywords: MSMEs, MSMEsCredit, Entrepreneurship, SEM-PLS

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Paper ID: MYEC390

Malaysian Corporate Directors' Perception on Gender Boardroom Quotas

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Abstract:

The government of Malaysia, in 2011, introduced the policy of having at least 30 percent women on corporate boards. This study seeks the opinion of corporate directors on whether they are supportive of the policy. In addition, it examines if the characteristics of the respondents influence the directors' opinion. A questionnaire survey was conducted on a sample of 84 directors who sit on the boards of listed companies in Malaysia. A majority of the respondents believe that there should not be any quota for both genders. Some of the respondents comment that it is not gender that matters; what is more important is the quality of individuals who sit on the board. We find that women are indifferent, while a majority of the men do not agree with the policy. In addition, directors who have a family relationship with any other directors tend not to favour the policy, compared to those who do not have any family relationship. We also find that a majority of the respondents do not agree that women directors could enhance firm financial performance and social responsibility activities; neither do a majority of them agree that women could curb unethical conducts. This study is important to the policymakers in that the results provide insights on the issue of whether the 30 percent quota is necessary.

Keywords: Gender boardroom quota, women directors, women on boards, gender diversity

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Paper ID: MYAF391

Green Information Technology Adoption Drivers

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Abstract:

Green Information Technology (GIT) has been adopted in developed countries, as a strategic initiative consideration for developing sustainable business practices, through the balancing economic and environmental performance of an organization. However, there is still a low adoption in developing countries like Malaysia, and a limited empirical research on the Green IT adoption, despite it being a necessity even though numerous government incentives were provided to adopt the Green IT in Malaysia. The aims of this research are to develop a conceptual framework to determine the relationship between organizational learning, innovation capability, and government incentives as drivers toward GIT Adoption (GITA). In order to develop the GITA's antecedents' relationships in Malaysia, this research will rely on some technology adoption theories such as Technology-organization-environment (TOE), Resource-based theory (RBT), Institutional theory (IT), the Unified Theory of Acceptance and the Use of Technology (UTAUT). Based on previous literatures, there is a relationship among GITA with Organizational learning, innovation capabilities, and government incentives, but in a scattered manner. Furthermore, this research will provided suggestions for companies, how they can start their green initiatives to cope with requirements in a new era. Also, it will highlight the related factors should be considered in future researches.

Keywords: Green information technology, sustainable business strategies, organizational learning

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Paper ID: MYMA392

Selfie Marketing and Customer Loyalty: Mediating Role of Experiential Shopping

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Abstract:

Objective: The purpose of this study was to analyze: 1) selfie marketing; 2) customer loyalty; 3) customer loyalty; 4) the effect of selfie marketing and customer loyalty with experiential shopping as an intervening variable. **Methodology:** Design research using quantitative methods with the approach of the survey. Sample consumer research is the modern method of stalls that add up to 150 people. Sampling method using judgement sampling. The tools of data analysis using the method PLS. **Result:** Results indicate that experiential shopping is the mediation between the selfie marketing variable and customer loyalty. **Implication:** In order to increase customer loyalty, companies should be able to increase the convenience of shopping so that consumers get a pleasant shopping experience for consumers to shop.

Keywords: Selfie marketing, experiential shopping, customer loyalty

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Paper ID: MYMA394

Strategy for Developing Small and Medium Micro Enterprises in Accelerating the Development of Lake Sipin Tourism Objects in Jambi City Indonesia

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Abstract:

Objective: This study aims to: 1) identify the problems of MSMEs in Lake Sipin Tourism Object; 2) determine the development model of MSMEs in Lake Sipin Tourism Objects in order to support the development of competitive tourism objects. **Methodology:** This study uses primary data sourced from the results of interviews and observations on SMEs. The number of samples was set as many as 30 MSMEs, taken using purposive random sampling method. The data obtained were analyzed using SWOT analysis. **Result:** The SWOT analysis shows “that the rapid growth strategy” is a strategy that is considered to have high priority and urgency to implement. The strategy is in the form of developing water tourism, especially marine tourism and natural tourism through the construction of an information center (website) to facilitate visitors in seeking information, increasing human resources, complementing tourism infrastructure and facilities. Support is expected from business associations, universities and related institutions in Jambi City. Government policy is also needed to encourage the development of MSMEs. **Implication:** To ensure the acceleration of the development of Lake Sipin attractions in the city of Jambi, coordination between government agencies is needed, especially in financing various activities in the location.

Keywords: Strategies, MSME, Tourism, Development

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Paper ID: MYEC396

Moderating Role of Social Media Marketing in the Relationship Between Market Communication and Brand Image of Luxury Products

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Abstract:

The social media has emerged as an opportunity for of marketing communication, and an easiest cheapest way of advertising products and services. Social media provides a platform where, a company or firm can target the diverse audience and can create an effective communication strategy. The Branding has emerged as a key as well as a sensitive issue for the global as well as local organizations. Similarly, brand image is one of the key factors of sustainable competitive advantages. The social media for many firms has emerged as a major outlet of internal and external corporate communication for sustainability. The uniqueness of social media is that, it not only conveys message rather it also provides an opportunity of direct feedback from users. Therefore, the current study has discussed the moderating role of social media in the relationship between market communication and brand image of luxury goods.

Keywords: Social Media, Corporate Communication, Sustainability Performance, Brand Image

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Paper ID: MYMA397

Impact of Export to East Asia on Unemployment in Indonesia

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Abstract:

The development of the company's economy is currently viewed from the company in producing goods and services that compete with other countries. Therefore, the purpose of this research 1) To know the development in Asia and Indonesia in 2000-2016 and 2) To know and analyze exports to East Asia on the unemployment rate in Indonesia. This study uses secondary data and some countries as the destination of Indonesian exports such as Japan, Hong Kong, South Korea, Taiwan, China and Others. The method of analysis used in this researchers are quantitative and quantitative descriptive. The results of this study show the average export of Asian countries during the period 2000-2016 amounted to 59,328 thousand US \$. In addition, export and unemployment relationships have a positive and negative relationship. State export variables that have positive and significant impact on unemployment are South Korea and other Asian exports. Meanwhile, exports of countries that have negative and significant impact on unemployment are exports of China and Hong Kong. There is also an insignificant state affecting unemployment such as Japan although high export and Taiwanese countries with higher export rates than Hong Kong.

Keywords: Export, Unemployment, Economic Growth

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Paper ID: MYEC398

Labor Supply Analysis in the Informal Sector in Indonesia

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Abstract:

Objective:The purposes of this study are to analyze, 1) The role of the informal sector in providing Indonesian employment opportunities; 2) The factors that influence labor supply in the informal sector in Indonesia. **Methodology:** The data used is micro data of the National Labor Force Survey (SAKERNAS) of Jambi Province 2016. Multiple Analysis regression analysis and as statistical tools were used to analyze the data and test the hypotheses that factor influence labor supply in the informal sector. **Results:** 1) A total of 57.75 percent of the labor force working in Indonesia works in the informal sector, while the remaining 42.25 percent work in the Formal sector. 2). The results of multiple regression estimation show, that a number variables like population, education of the labor force, unemployment rate, per capita income, average wage, urbanization, poverty level, and regional typology have a significant effect on the supply of informal sector labor. **Implication:** This research confirms the influence of the condition of human resources and the still high employment opportunities in Informal sector in Indonesia. The study can be the government to formulate policies in an effort to improve the quality of human resources and carry out coaching in informal sector.

Keywords: Labor supply, informal sector.

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Paper ID: MYEC400

The Effects of Energy Price on Exchange Rate and Stock Market Volatility in Malaysia

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Abstract:

The study analysed the time varying correlation between energy price, exchange rate and stock market return for the period 2000-2017 in Malaysia. Given the volatile nature of energy price in Malaysia and global market in general, the study attempts to determine the time varying correlation and volatility spillover between the variables of the study using a variant of the Multivariate Generalised Autoregressive Conditional Heteroskedasticity (MGARCH) Models. Evidence from the correlation coefficient shows weak negative and insignificant correlation between energy price and exchange rate and energy price and stock market return. Furthermore, the study provides evidence of volatility spillover among all the variables of the study. From the findings of the study, it is recommended that, to mitigate the effect of fluctuations of energy price on exchange rate and stock markets return in Malaysia, policy makers and investors should hedge against financial loss or other adverse circumstances coursed by the variable especially during oil price shock and financial crisis.

Keywords: Energy price, exchange rate, stock market, DCC model

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Paper ID: MYEC408

Intention to Adopt Electric Vehicle Using the Theory of Planned Behavior Model: Evidence from Jordan

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Abstract:

The use of electric vehicles (EVs) is indispensable for the reduction in fossil fuels consumption which are the main cause of carbon emission. However, research investigating the Intention to adopt electric vehicle from developing countries perspective is limited. To fill this gap, this study used TPB model to study the effect of Attitude towards adoption EV, Subjective norm, and Perceived behavioral control on Intention to adopt electric vehicle. The conceptual framework of the study hypothesized several relationships and for that the data was collected through a close ended survey questionnaire from a sample of 250 individual in Jordan. Results show that Attitude towards adoption EV, Subjective norm, and Perceived behavioral control have a positive influence on EV adoption intention. The findings lead towards the important implications that will help understanding consumer behavior towards adoption of EVs.

Keywords: Key words: Attitude towards adoption EV, Subjective norm, perceived behavioral control, adoption intention, electric vehicle EV.

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Paper ID: MYSC409

Sustainable Business Development in the Vision of Europe 2020 Strategies and Growth of Urban Economies

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Abstract:

New policies and rules oblige the European markets to enroll as one single unit. Improving each market unit increases the competitiveness of the European unit market to compete globally and to attract international investors. Investors' criteria has changed within the selection of place. Now investors are looking for cities and not countries; they are escaping from the high investing cost of London and Paris, to benefit the young talent of human resources, and lowest rentals are at Lisbon. Europe market is based on cities rather than countries, investors are focusing on urbans where there are no competitors, and logistics are available.

Keywords: Sustainable, SWOT, TOWS, Europe 2020, Digital service, Urban growth, sustainable economy development.

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Paper ID: MYMA410

The Impact of Financial Development on the Economic Growth of ASEAN Countries: A panel Co-integration Approach

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Abstract:

This paper investigates the impact of financial development on the economic growth of the ASEAN countries, namely Indonesia, Malaysia, Philippines, Thailand, and Vietnam for the period 1992 to 2015. It employs panel co-integration approach to test the existence of long-run relationship between the financial development and economic growth. In addition, the paper uses FMOLS technique to determine the estimates of the long-run relationship of financial development, human development index (HDI), and gross fixed capital formation (GFCF) with the economic growth of the countries. The results show that financial development and HDI have significant influences on economic growth of these countries in the long run. The study also finds that trade openness and GFCF have significant negative influence on the economic growth. The results suggest that, in order to realize sustainable economic growth, ASEAN countries should employ measures to enhance financial sector and human development.

Keywords: Financial development, Economic growth, Panel Co-integration, FMOLS, ASEAN

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Paper ID: MYEC415

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