1ST INTERNATIONAL RESEARCH CONFERENCE ON ECONOMICS BUSINESS AND SOCIAL SCIENCES

April 12-13, 2016

Venue 1: Holiday Inn Hotel Penang Malaysia
Venue 2: Bahauddin Zakariya University Multan Pakistan

CONFERENCE PROCEEDINGS
BOOK OF ABSTRACT

Co-hosted by:

Center for Sustainability Research and Consultancy Pakistan
School of Economics, Bahauddin Zakariya University Multan Pakistan

In Collaboration with:

School of Business Management, Universiti Utara Malaysia
Emerald Group Publishing UK
World Association of Business Schools in Islamic Countries (WAiBS)

University Press, Bahauddin Zakariya University Multan Pakistan
# Table of Contents

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>FOREWORD</td>
<td>2</td>
</tr>
<tr>
<td>MESSAGE FROM THE VICE CHANCELLOR OF BZU MULTAN</td>
<td>3</td>
</tr>
<tr>
<td>MESSAGE FROM THE VICE-CHANCELLOR OF UNIVERSITI UTARA MALAYSIA</td>
<td>4</td>
</tr>
<tr>
<td>MESSAGE FROM THE CONFERENCE CHAIR</td>
<td>5</td>
</tr>
<tr>
<td>MESSAGE FROM THE CONFERENCE CO-CHAIR OF BZU MULTAN</td>
<td>6</td>
</tr>
<tr>
<td>MESSAGE FROM THE CONFERENCE CO-CHAIR OF UNIVERSITI UTARA MALAYSIA</td>
<td>7</td>
</tr>
<tr>
<td>CORE SCIENTIFIC COMMITTEE</td>
<td>8</td>
</tr>
<tr>
<td>MEMBERS OF SCIENTIFIC COMMITTEE</td>
<td>8</td>
</tr>
<tr>
<td>KEYNOTE SPEAKERS</td>
<td>9</td>
</tr>
<tr>
<td>EDITORIAL BOARD MEMBERS</td>
<td>10</td>
</tr>
<tr>
<td>ORGANIZING COMMITTEE</td>
<td>11</td>
</tr>
<tr>
<td>CONFERENCE ORGANIZING COMMITTEE At Bahauddin Zakariya University Multan Pakistan</td>
<td>12</td>
</tr>
<tr>
<td>CONFERENCE ORGANIZING COMMITTEE At School of Business Management, Universiti Utara Malaysia</td>
<td>13</td>
</tr>
<tr>
<td>CONFERENCE BRIEF</td>
<td>14</td>
</tr>
<tr>
<td>Venue 1: Holiday Inn Hotel Penang Malaysia</td>
<td></td>
</tr>
<tr>
<td>CONFERENCE BRIEF</td>
<td>17</td>
</tr>
<tr>
<td>Venue 2: School of Economics, Bahauddin Zakariya University Multan Pakistan</td>
<td></td>
</tr>
<tr>
<td>DETAILED CONFERENCE PROGRAM</td>
<td>19</td>
</tr>
<tr>
<td>Venue 1: Holiday Inn Hotel Penang Malaysia</td>
<td></td>
</tr>
<tr>
<td>DETAILED CONFERENCE PROGRAM</td>
<td>36</td>
</tr>
<tr>
<td>Venue 2: School of Economics, Bahauddin Zakariya University Multan Pakistan</td>
<td></td>
</tr>
<tr>
<td>BOOK OF ABSTRACT</td>
<td>42-301</td>
</tr>
</tbody>
</table>
The Center for Sustainability Research and Consultancy (CSRC) Pakistan seeks to develop responsible leadership profile of researchers and academicians in emerging economies who are well equipped with required research knowledge, skills and attitude. Prime objective is to enhance academic collaboration and thus develop an inclusive academic community with global mindset to address challenges faced by developing economies. In order to achieve this objective, the center works closely with universities, research institutes and graduate students clubs to provide research forums, talk series, research and entrepreneurship training workshops to faculty members and research scholars in areas of social and behavioral sciences.

Research Training Division of CSRC takes pride of its team of long-experienced and skilled academicians with a success track record delivers training sessions in various areas of research design, analysis and scientific writing. We are also honored to work in collaboration with Emerald Group Publishing UK to design and provide training and consultancy solutions at par with global standards.

The 1st International Research Conference on Economics, Business and Social Sciences has been co-hosted by School of Economics, BZU Multan Pakistan and CSRC in collaboration with College of Business, Universiti Utara Malaysia, Emerald Group Publishing UK, World Association of Business Schools in Islamic Countries to concurrently hold the conference at the two venues. The parallel sessions of the conference are going to take place at School of Economics, Bahauddin Zakariya University Multan Pakistan and Holiday Inn Hotel Penang, Malaysia.

We are thankful to all the participating universities and institutions for working with CSRS team to offer this unique academic opportunity to the research scholars and practitioners. The center intends to continue this international collaboration in its forthcoming conferences. We plan to make IRC as an ambassador of UUM to assist spreading its message of quality and contribution to society with help of postgraduate students and faculty members. The conference will serve as a networking and ideas-sharing forum for the academicians from developing countries especially from OIC countries.

On behalf of the CRSC fellows, members of scientific and organizing committee of 1st IRC 2016, we express our appreciation and gratitude to all the participants, sponsors, and attendees at both conference venues. We encourage the participants to get engaged in the academic dialogues and discussions at IRC 2016 and enjoy the taste of traditional hospitality.

CSRC TEAM
Message from the Vice Chancellor
Bahauddin Zakariya University Multan Pakistan

The 1st International Research Conference on Economics Business and Social Sciences is being co-hosted by School of Economics, Bahauddin Zakariya University Pakistan in partnership with Center for Sustainability Research and Consultancy (CSRC) with the collaboration of School of Business Management, Universiti Utara Malaysia, Emerald Group Publishing UK, and World Association of Business Schools in Islamic Countries (WAiBS). The conference will take place on April 12-13, 2016 at two venues simultaneously i.e. Holiday Inn Hotel Penang, Malaysia and School of Economics, Bahauddin Zakariya University Multan, Pakistan. Both venues will be connected through video conference link during plenary session yet parallel sessions will take place on both sides as per detailed conference schedule.

The conference theme ‘Research for Development in Developing Countries’ and is in line with the vision of the University to integrate academic research efforts with issues faced by the economy, businesses and society. This theme signifies Integration of knowledge creation process with the human welfare and societal problems through basic and applied research is the noblest virtue of the people involved.

I commend the role and efforts of the Center for Sustainability Research and Consultancy, the conference organizing committee, and members of scientific committee for bridging the academic institutions of brotherly countries for mutual academic excellence. School of Economics has been the forerunner of academic innovation and is aiming for even higher achievements with team efforts of Prof Dr Imran Sharif Chaudhry and other faculty members.

I appreciate and welcome the delegate from Emerald Group Publishing UK to the University for the Conference Support Services and look forward to more mutual cooperation in the areas of research publications and training.

City of Multan located in Punjab with a world class international airport is an exceptional location for the academic congress. Multan has always remained a center of excellence in education and has maintained its central position and centuries old cultural heritage and therefore suited ideally to become a center of learning. The University is located at a distance of 10 km from the city center and about 15km from the airport. The main campus is spread over 960 acres of land with buildings surrounded by trees and parks to motivate creative faculties of its incumbents.

I welcome faculty members and research scholars from around Pakistan and abroad to visit the University during IRC 2016 and be part of the endeavors of BZU Pakistan to become a university that serves society. I hope attendees will contribute scholarly insights through variety of conference sessions to discuss issues being faced by business and society and take advantage of powerful learning and networking opportunities.

PROFESSOR DR. TAHIR AMIN
Message from the Vice-Chancellor
Universiti Utara Malaysia

It gives me great pleasure to warmly welcome all the distinguished guests, eminent keynote speakers, and participants who have come to lend vim and vigour to the 1st International Research Conference on Economics, Business and Social Sciences 2016. It is indeed a great honour for Universiti Utara Malaysia (UUM), through its School of Business Management, to have had the opportunity of co-organising this inaugural conference with esteemed academic confreres, namely, the Centre for Sustainability Research and Consultancy (CSRC), Pakistan; the School of Economics, Bahauddin Zakariya University (BZU), Pakistan; Emerald Group Publishing, UK; the World Association of Business Schools in Islamic Countries (WAiBS); and the UUM-Postgraduate Scholars Society.

I am pleased to note that the conference, with its theme Research for Development in Developing Countries, is essentially the fruit of the toil invested by the postgraduate students and faculty members of UUM and the BZU, Pakistan, under the flagships of the CSRC. My heartfelt gratitude goes to the management and the organizing committee at the CSRC for serving as the vital bridge for the effective academic partnership and collaboration of the two academic institutions. I also commend the efforts of Associate Professor Dr. Abdul Halim Abdul Majid, from the School of Business Management, and Associate Professor Dr. Sallahuddin Hassan, from the School of Economics, Finance and Banking, in serving as Conference Chair and Co-Chair, respectively, and leading the conference organizing committee and the scientific committee. My gratitude and appreciation also go to the College of Business, UUM, under the able leadership of Professor Dr. Rushami Zien Yusoff, for taking the crucial steps towards this international collaboration.

I thank and congratulate the Vice-Chancellor of Bahauddin Zakariya University, Multan, Pakistan, and the leadership at its School of Economics for sparing the time and resources for this wonderful research and networking forum, and look forward to greater academic collaboration in the future. I appreciate the effort of the delegate from Emerald Group Publishing, UK, for the pre-conference workshop entitled Guide to Getting Published, which will equip the participants with the essential skills for getting published in high impact journals issued by the Emerald Group.

Since this conference will showcase the singular feat of hosting parallel sessions at two venues in two different countries, i.e. Holiday Inn Hotel in Penang, Malaysia, and the School of Economics at the Bahauddin Zakariya University, Multan, Pakistan, my sincere appreciation also goes to the members of the organizing committees at both conference venues for their diligence and dedication towards making this collaborative undertaking a palpable reality.

I hope that each future edition of this conference will also have a decidedly ambassadorial function for UUM and serve as a prominent platform where academicians and researchers from developing countries can gather, initiate wider networking and new collaborations, and seal lasting friendships. Lastly, I wish you all a successful and satisfying conference amidst an enjoyable feast of sights, sounds, and tastes in Penang, the celebrated Pearl of the Orient.

PROFESSOR DATO’ SERI DR. MOHAMED MUSTAFA ISHAK
Message from the Conference Chair

The real conferences worthy of your pursuit for academic and research excellence are always backed by universities and research institutes. It is hoped that this conference, the 1st International Research Conference on Economics, Business and Social Sciences is one of its kind. The Center for Sustainability Research and Consultance (CSRC) has collaborated with the School of Economics, Bahauddin Zakariya University, Multan Pakistan, Emerald Group Publishing United Kingdom, World Association of Business Schools in Islamic Countries (WAiBS) and the School of Business Management, College of Business (COB) Universiti Utara Malaysia in organizing this event, together with few prominent sponsoring journals. This is truly your gateway to global academic and research excellent.

In 2016, we have chosen a theme ‘Research for development in developing countries’ and strategized that keynote speakers and paper presenters to network and discuss current issues related to the economics, business and social sciences. The main aim is to offer the conference as a hub of academic and research collaboration among top ranked universities and research institutes in Asia and neighboring regions. Besides that, it is also aims to discuss indigenous approaches and methods to contribute to global knowledge exploration that may benefit business and society.

Further, in offering a more strategic logistics, this present conference takes place at two venues (i.e., Penang Malaysia and Multan Pakistan) simultaneously. Thus, speakers and paper presenters can save lots of time and money for travelling, yet still benefits from all and the same via tele-conference connecting both venues. All in all, we wish to sincerely thank you all, who have directly or indirectly contribute in ensuring this conference a success, memorable and impactful one.

ASSOC PROF DR ABDUL HALIM ABDUL MAJID
School of Business Management
Universiti Utara Malaysia
Message from the Conference Co-Chair
Bahauddin Zakariya University Multan Pakistan

It is an honor and pleasure for me to welcome you all on the 1st International Research Conference on Economics Business and Social Sciences hosted by School of Economics, Bahauddin Zakariya University Multan Pakistan. School of Economics has a long history of contributing to theoretical and empirical insights and policy debate in Pakistan on various economic issues of local, national and international significance. With keen interest and patronage of the worthy Vice Chancellor, Prof Dr Tahir Amin, 1st IRC 2016 is part of our endeavors to achieve academic excellence at the University and contribute to the nation. The parallel sessions of the conference are organized at two venues simultaneously i.e. Holiday Inn Hotel Penang, Malaysia and BZU Pakistan. There is also a co-conference workshop through video conferencing on Research Writing and Publication coordinated by Emerald Group Publishing UK and editors of reputable journals in Pakistan to enable better understanding by faculty and young scholars about getting their research work published.

I also take the pleasure to thank Center for Sustainability Research and Consultancy team for pivotal contribution and coordination in this Conference and other international institutions and organizations which collaborated in the successful planning and execution of this truly international and academically valued event. My special thanks to the Vice Chancellor of Universiti Utara Malaysia and Dean of School of Business Management, UUM for facilitating this initiative. I look forward to greater academic and research collaboration between both institutions in future. Special gratitude and appreciation is due to the Conference Chair, Assoc. Prof Dr Abdul Halim Abdul Majid, keynote speakers, track chairs and reviewers at both conference venues who contributed mindfully to this research conference. I am thankful to World Association of Business Schools in Islamic Countries (WAiBS), Emerald Group Publishing UK, Universiti Malaysia Kelantan for extending their support and facilitation to enable this academically worthy conference. The successful organization of IRC 2016 has required the talents, dedication and time of many volunteers and strong support from colleagues at various department of the university. I offer special thanks to the conference secretary, Dr Khwaja Khalid for supporting immensely in coordinating the organizing activities. I take pride in mentioning and thanking my peers, colleagues, research students and support staff who together worked as a strong team during this conference.

We do hope that you will find the Conference both enjoyable and valuable. Enjoy the architectural, cultural and natural beauty of BZU Pakistan and historical Multan city. The well cooked and delicious food coupled with cultural night would surely magnify your experience at IRC 2016. I look forward to locally relevant research topics and brainy discussions during various conference tracks by all participants.

PROF DR IMRAN SHARIF CHAUDHRY
Director
School of Economics,
Bahauddin Zakariya University Multan Pakistan.
Message from the Conference Co-Chair
Holiday Inn Hotel Penang Malaysia

The 1st International Conference on Economics, Business & Social Science serves as a platform that aims to help the scholarly community specially in emerging economies to explore the critical role of multidisciplinary innovations for sustainable growth of human societies.

This conference provides opportunity to the academicians, practitioners, scientists, and scholars from across various disciplines to discuss avenues for interdisciplinary innovations and identify effective ways to address the challenges faced by our societies globally. The research ideas and studies that we received for this conference are very promising, unique, and impactful. I believe that these research studies have the potential to address key challenges in various sub-domains of economics, business and social sciences.

I am really thankful to our honorable scientific and review committee for spending much of their time in reviewing the papers for this event. As a conference co-chair, I know that the success of the conference depends ultimately on the many people who have worked with us planning and organizing both the technical program and supporting social arrangements. My sincere thank should go to Center for Sustainability Research and Consultancy Pakistan for organizing this international event in Malaysia in collaboration with Universiti Utara Malaysia and Bahauddin Zakariya University Multan Pakistan along with other reputable institutions.

I am also thankful to all the participants for being here with us to create an environment of knowledge sharing and learning. We, the scholars of this world, belong to the elite educated class of this society and we owe a lot to return back to it. Let’s break all the discriminating barriers and get free from all minor affiliations. I am hopeful that the scientific committee and participants will engage at this forum to contribute to betterment of society and welfare of humanity to bring prosperity, peace and harmony in this world through academic dialogue and responsible innovations.

ASSOC. PROF. DR. SALLAHUDDIN HASSAN
School Of Economics Finance And Banking
Universiti Utara Malaysia
Core Scientific Committee

ASSOC PROF DR ABDUL HALIM ABDUL MAJID
CONFERENCE CHAIR
School of Business Management,
Universiti Utara Malaysia

PROF DR IMRAN SHARIF CHAUDHRY
CONFERENCE CO-CHAIR
School of Economics,
Bahauddin Zakariya University, Pakistan

ASSOC PROF DR SALLAHUDDIN HASSAN
CONFERENCE CO-CHAIR
School of Economics, Finance and Banking
Universiti Utara Malaysia

MEMBERS OF SCIENTIFIC COMMITTEE

Prof Dr Rushami Zien Yusoff  
School of Business Management  
Universiti Utara Malaysia

Prof Dr Shahizan Hassan  
OYA Graduate School of Business  
Universiti Utara Malaysia

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

Prof Dr Wan Nordin Wan Hussin  
OYA Graduate School of Business  
Universiti Utara Malaysia

Assoc Prof Dr Ismail Bin Lebai Othman  
School of Business Management  
Universiti Utara Malaysia

Assoc Prof Dr Chandrakantan Subramaniam  
College of Business  
Universiti Utara Malaysia

Prof Dr Rosna Awang Hashim  
School of Business Management  
Universiti Utara Malaysia

Assoc Prof Dr Noor Azniza Bt. Ishak  
School of Social Development  
Universiti Utara Malaysia

Prof Dr Ajay Chauhan  
Ex-Professor, OYA Graduate School of Business  
Universiti Utara Malaysia
Keynote Speakers

Venue 1: Holiday Inn Hotel Penang Malaysia

PROF DR KUPERAN VISWANATHAN
OYA Graduate School of Business,
Universiti Utara Malaysia

PROF DR RAJA SUZANA BINTI RAJA KASIM
Professor of Entrepreneurship,
Universiti Malaysia Kelantan

PROF DR SALIM RASHID
CIMB Chair,
Universiti Utara Malaysia

PROF DR SHAHIZAN HASSAN
DEAN, OYA Graduate School of Business,
Universiti Utara Malaysia

Venue 2: School of Economics, Bahauddin Zakariya University Multan Pakistan

PROF DR TAHIR AMIN
Vice Chancellor, Bahauddin Zakariya University Multan Pakistan

PROF DR HAYAT MUHAMMAD AWAN
Director Air University Pakistan, Multan Campus

DR ZULFIQAR ALI SHAH
Director Research, International Islamic University, Islamabad Pakistan
Editorial Board

ASSOC PROF DR ABDUL HALIM ABDUL MAJID
School of Business Management
Universiti Utara Malaysia

PROF DR IMRAN SHARIF CHAUDHRY
School of Economics
Bahauddin Zakariya University Multan Pakistan

ASSOC PROF DR SALLAHUDDIN HASSAN
School of Economics, Finance and Banking
Universiti Utara Malaysia

PROF DR RUSHAMI ZIEN YUSOFF
School of Business Management
Universiti Utara Malaysia

PROFESSOR DR GHULAM SHABIR
Department of Communication Studies
Bahauddin Zakariya University Multan Pakistan

DR KHWAJA KHALID MAHMOOD
Institute of Management Sciences
Bahauddin Zakariya University Multan Pakistan

ABDULSALAM MAS’UD
Hussaini Adamu Federal Polytechnic, Jigawa State, Nigeria

MOHAMMED YUSUF ALKALI
Waziri Umaru Federal Polytechnic Birnin, Nigeria

ABID RASID GILL
The Islamia University of Bahawalpur Pakistan

PUNITHA A/P CHANDRA
Universiti Utara Malaysia

RABIA RASHEED
Universiti Utara Malaysia
Apex Organizing Committee

Assoc Prof Dr Abdul Halim Abdul Majid
Conference Coordinator
School of Business Management
Universiti Utara Malaysia

Prof Dr Imran Sharif Chaudhry
Conference Coordinator,
At Bahauddin Zakariya University Multan Pakistan

Abdul Shakur Abdullah
Manager, WAiBS
Universiti Utara Malaysia,

Sulaman Hafeez Siddiqui
Conference Convener
Center for Sustainability Research and Consultancy Pakistan
Conference Organizing Committee
At Bahauddin Zakariya University Multan Pakistan

Following have been nominated by the Worthy Vice Chancellor of BZU Pakistan as members of Conference Organizing Committee at its venue.

Conference Secretary Dr Khawaja Khalid Mehmood
Member       Prof Dr Azra Asghar Ali (Gender Studies)
Member       Prof Dr Saiqa Imtiaz Asif
Member       Prof Dr Shahnaz Tariq (Political Science)
Member       Prof Dr Ghulam Shabir (Communication Studies)
Member       Prof Dr Muhammad Shafique (History)
Member       Dr Muhammad Zahir Faridi (School of Economics)
Member       Dr Muhammad Javed Akhtar Salyana (Pakistan Studies)
Member       Dr Muhammad Nauman Abbasi (Management Sciences)
Member       Dr Nadeem Ahmed Sheikh (Management Sciences)
Member       Dr Rehana Kousar (Commerce)
Member       Dr Zeeshan Mahmood (Commerce)

Accommodation Committee
Dr Muhammad Hassan Bucha (Management Sciences)
Mr Raheel Abbass (Economics, Sub Campus Layyah)
Ms Salyha Zulfiqar (School of Economics)

Transport & Food Committee
Mr Imtiaz Ahmad Warraich (Department of Sociology)
Mr Adeel Akhtar (Department of Commerce)
Dr Muhammad Omer Chaudhry (School of Economics)
Dr Muhammad Ramzan Sheikh (School of Economics)
Mr Sajid Tufail (Management Sciences, Sub-Campus Sahiwal)

Multimedia & IT Committee
Dr Urooj Pasha (School of Economics)
Mr Muhammad Tariq (Economics, Sub-Campus Vehari)
Conference Organizing Committee
At School of Business Management, Universiti Utara Malaysia

Following have been nominated by the School of Business Management and Center for Sustainability Research as members of Conference Organizing Committee at its venue.

Conference Secretary    Ms Otega Okinono (otegaokinono@gmail.com)
Member                  Dr Abdul Shukor Shamsudin, School of Business Management, UUM
Member                  Mr Shahrizal Badlishah, School of Business Management, UUM

Multimedia & IT Bureau
Dr Arfan Shahzad
Mr Naseer Sanni Ajoge - PhD Scholar UUM

Review & Track Chairs Bureau
Mr Abid Rashid Gill - PhD Scholar UUM
Mr Kashif Akram - PhD Scholar UUM
Mr Abrar ul Haq – PhD Scholar UUM
Mr Rana Zain ul Abidin - PhD Scholar UUM

Documentation & Treasurer Bureau
Ms Linda A/P Seduram - PhD Scholar UUM
Ms Sana Fayyaz - PhD Scholar UUM
Ms Punitha A/P Chandra - PhD Scholar UUM

Publications Support Bureau
Mr Abdulsalam Mas ud - PhD Scholar UUM
Mr Rana Qaisar Ijaz Khan - PhD Scholar UUM
Ms Rabia Rasheed - PhD Scholar UUM

Logistics & Protocol Support Bureau
Mr Muhammad Yusuf Alkali - PhD Scholar UUM
Mr Muhammad Amsal Sahban - PhD Scholar UUM
Mr Muhammad Atif Gill - PhD Scholar UUM
Ms Sadaf Khan - PhD Scholar UTM
1ST INTERNATIONAL RESEARCH CONFERENCE ON ECONOMICS BUSINESS AND SOCIAL SCIENCES

APRIL 12-13, 2016
Holiday Inn Hotel Penang, Malaysia

IDEAS 2016
MAKING RESEARCH WORK FOR PEOPLE AND PLANET

The core of sustainable business and society lies in integrating research with practice and inter-generational humans development. IRC 2016 enables gathering of great minds in academia to address cutting edge issues being faced by the globe and suggest the responsibility of research scholars and academicians towards next generation. Center for Sustainability Research reaffirms its commitment to bring responsible solution for business and society.

SUMMIT ON PEOPLE & PLANET

ENTREPRENEURSHIP AND INNOVATION BY THE PEOPLE FOR THE PEOPLE

- Social entrepreneurship
- Inclusive innovation
- Business dynamics in marginalized communities
- Project displays by successful entrepreneurs

Prof Dr Raja Suzana Kasim
Universiti Malaya Kelantan

Center for Sustainability Research and Consultancy Pakistan.
www.sustainabilitycenter.my
CONFERENCE BRIEF

Venue 1: Holiday Inn Hotel Penang Malaysia

TUESDAY, APRIL 12 (DAY 1)

REGISTRATION: 08:00 – 08:45

PLENARY SESSION: 09:00 – 11:00

NETWORKING & TEA BREAK: 11:00 – 11:15

EMERALD’S PRE-CONFERENCE WORKSHOP: GUIDE TO GETTING PUBLISHED 11:15 – 12:30

LUNCH BREAK 12:30 – 01:30

SESSION I (DAY 01)
ISSUES IN BUSINESS AND ECONOMY IN DEVELOPING COUNTRIES 01:30 – 03:00
Parallel Session 1.01: Issues in Accounting & Finance
Parallel Session 1.02: Issues in Management
Parallel Session 1.03: Issues in Economic Theory and Policy
Parallel Session 1.04: Issues in Technology Management

NETWORKING & TEA BREAK 03:00 – 03:15

SESSION II (DAY 01)
ISSUES IN BUSINESS AND SOCIETY IN DEVELOPING COUNTRIES 03:15 – 04:45
Parallel Session 2.01: Issues in Accounting & Finance
Parallel Session 2.02: Psychology, Sociology and Social Development
Parallel Session 2.03: Issues in Public Policy and International Relations
Parallel Session 2.04: Issues in Management

NETWORKING & TEA BREAK 04:45 – 05:00

SESSION III (DAY 01)
SPECIAL TRACK: SUMMIT ON PEOPLE AND PLANET 05:00 – 06:30
Keynote Speakers: Prof Dr Kuperan Viswanathan
Prof Dr Shaista E. Khilji (video conferencing)
Special Track Session 3.01: Environment-friendly Economic and Business Strategies
Special Track Session 3.02: Community Development through Markets - I
Special Track Session 3.03: Community Development through Markets - II
Special Track Session 3.04: Community Development through Markets - III
### SESSION IV (DAY 02)
#### ISSUES IN BUSINESS AND ECONOMY IN DEVELOPING COUNTRIES
09:00 – 10:30
- Parallel Session 4.01: Issues in Accounting and Finance
- Parallel Session 4.02: Issues in Economic and Financial Policy
- Parallel Session 4.03: Issues in Management
- Parallel Session 4.04: Issues in Marketing

#### NETWORKING & TEA BREAK
10:30 – 10:45

### SESSION V (DAY 02)
#### SPECIAL TRACK: SUMMIT ON INCLUSIVE ENTREPRENEURSHIP
10:45 – 12:30
- Keynote Speakers: Prof Dr Raja Suzana Raja Kasim
  Prof Dr Shahizan Hassan
- Special Track Session 5.01: Entrepreneurship and SMEs
- Special Track Session 5.02: Entrepreneurship and Youth Affairs in Marginalized Communities
- Special Track Session 5.03: Entrepreneurship and SMEs
- Special Track Session 5.04: Entrepreneurship and SMEs

#### LUNCH BREAK
12:30 – 01:30

### SESSION VI (DAY 02)
#### CONTEMPORARY ISSUES IN BUSINESS AND SOCIAL SCIENCES
01:30 – 03:00
- Parallel Session 6.01: Issues in Education and Learning
- Parallel Session 6.02: Issues in Marketing
- Parallel Session 6.03: Issues in Education and Learning
- Parallel Session 6.04: Issues in Management

#### NETWORKING & TEA BREAK
03:00 – 03:15

### SESSION VII (DAY 02)
#### CONTEMPORARY ISSUES IN SOCIAL AND BEHAVIORAL SCIENCES
03:15 – 04:45
- Parallel Session 7.01: Issues in Management
- Parallel Session 7.02: Issues in Management
- Parallel Session 7.02: Issues in Public Policy and International Relations
- Parallel Session 7.03: Entrepreneurship and SMEs

#### NETWORKING & TEA BREAK
04:45 – 05:00

### SESSION VIII (DAY 02)
#### CONTEMPORARY ISSUES IN BUSINESS AND SOCIAL SCIENCES
05:00 – 06:30
- Parallel Session 8.01: Issues in Management
- Parallel Session 8.02: Issues in Social and Behavioral Sciences
- Parallel Session 8.03: Issues in Social and Behavioral Sciences
- Parallel Session 8.04: Issues in Accounting and Finance
## CONFERENCE BRIEF

### Venue 2: School of Economics, Bahauddin Zakariya University Multan Pakistan

**TUESDAY, APRIL 12 (DAY 1)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>10:00 AM – 11:00 AM</td>
<td><strong>REGISTRATION:</strong></td>
</tr>
<tr>
<td>11:00 AM – 01:00 PM</td>
<td><strong>PLENARY SESSION:</strong></td>
</tr>
<tr>
<td>01:00 PM – 02:00 PM</td>
<td><strong>NETWORKING, PRAYER &amp; LUNCH BREAK:</strong></td>
</tr>
</tbody>
</table>

### SESSION IX (DAY 1)

**ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES**

- Parallel Session 9.01: *Issues in Management*
- Parallel Session 9.02: *Issues in Social Sciences*
- Parallel Session 9.03: *Issues in Economic Theory and Policy*
- Parallel Session 9.04: *Issues in Accounting & Finance*

### SESSION X (DAY 1)

**ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES**

- Parallel Session 10.01: *Issues in Management*
- Parallel Session 10.02: *Issues in Social Development*
- Parallel Session 10.03: *Issues in Development Economics and Policy*
- Parallel Session 10.04: *Issues in Education*
- Parallel Session 10.05: *Issues in Social Sciences*

### SESSION XI (DAY 1)

**ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES**

- Parallel Session 11.01: *Issues in Management*
- Parallel Session 11.02: *Issues in Social Sciences – I*
- Parallel Session 11.03: *Issues in Finance*
- Parallel Session 11.04: *Issues in Communication Studies*
- Parallel Session 11.05: *Issues in Social Sciences – II*

### DINNER & MUSICAL CULTURAL NIGHT

**08:30 PM – 11:00 PM**
WEDNESDAY, APRIL 13 (DAY 2)

EMERALD GROUP PUBLISHING’S WORKSHOP: 10:30 AM - 12:00 PM

GUIDE TO GETTING PUBLISHED

Moderators:
Ben Sng, Emerald Representative (Video Conferencing)
Dr Nira Hariyatie Hartani
Prof Dr Rosna Awang Hashim
Prof. Dr Imran Sharif Chaudhry, Editor, Pakistan Journal of Social Sciences (PJSS)
Prof. Dr Hafeez ur Rehman, Editor, Pakistan Economic & Social Review (PESR)

SESSION XII
ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES 12:15 PM - 01:15 PM

Parallel Session 12.01: Issues in Management
Parallel Session 12.02: Issues in Social Sciences
Parallel Session 12.03: Issues in Macroeconomics
Parallel Session 12.04: Issues in Education
Parallel Session 12.05: Issues in Finance and Development Economics

CLOSING CEREMONY 1:30 PM -2:00 PM

LUNCH BREAK 2:00 PM – 2:30 PM
**DETAILED CONFERENCE PROGRAM**

**Venue 1: Holiday Inn Hotel Penang Malaysia**

**TUESDAY, APRIL 12 (DAY 01)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>08:00 – 08:45</td>
<td><strong>REGISTRATION:</strong></td>
</tr>
<tr>
<td>09:00 – 11:00</td>
<td><strong>PLENARY SESSION:</strong></td>
</tr>
<tr>
<td></td>
<td>National Anthems Of Malaysia And Pakistan <em>(10 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Opening Dua <em>(2 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Opening Speech By Conference Chair <em>(10 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Guest Of Honor <em>(10 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Keynote Speaker 1 <em>(15 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Keynote Speaker 2 <em>(15 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Emerald Group Publications Representative <em>(15 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>*Vote of Thanks by the Conference Convener-CSRC <em>(05 Minutes)</em></td>
</tr>
<tr>
<td></td>
<td>Souvenir Distribution <em>(15 Minutes)</em></td>
</tr>
<tr>
<td>11:00 – 11:15</td>
<td><strong>NETWORKING &amp; TEA BREAK:</strong></td>
</tr>
<tr>
<td>11:15 – 12:30</td>
<td><strong>EMERALD’S PRE-CONFERENCE WORKSHOP:</strong></td>
</tr>
<tr>
<td></td>
<td><strong>GUIDE TO GETTING PUBLISHED</strong></td>
</tr>
<tr>
<td></td>
<td>Moderators:</td>
</tr>
<tr>
<td></td>
<td>Ben Sng</td>
</tr>
<tr>
<td></td>
<td>Prof Dr Rosna Awang Hashim</td>
</tr>
<tr>
<td></td>
<td>Dr Nira Hariyatie Hartani</td>
</tr>
<tr>
<td>12:30 – 01:30</td>
<td><strong>LUNCH BREAK :</strong></td>
</tr>
</tbody>
</table>
SESSION I (DAY 01)
ISSUES IN BUSINESS AND ECONOMY IN DEVELOPING COUNTRIES 01:30 PM – 03:00 PM

Parallel Session 1.01: Issues in Accounting and Finance
Room: Butterworth 01
Chair: Prof Dr Wan Nordin Wan Hussin
Time: 01:30 – 03:00 (Day 01)

Financial Sharing Limitation on Contractor’s Infrastructure Project Joint Venture (MYAF002)
Norsyakilah Romeli, Universiti Teknologi Mara; Faridah Muhamad Halil, Universiti Teknologi Mara; Faridah Ismail, Universiti Teknologi Mara; Jacqueline Wena Dhelbi, Universiti Teknologi Mara

Descriptive Evidence of Corporate Governance & OECD Principles for Compliance with Jordanian Companies (MYAF007)
Yousef Shahwan, University Malaysia Terengganu Malaysia; Nor Raihan Mohammad, University Malaysia.

Relationship between Dividend Policy and Stock Price among Nigerian Listed Companies (MYAF011)
Saifullahi Shehu Ibrahim, Jigawa State Polytechnic Dutse-Nigeria; Bilyaminu Shittu Aminu, Jigawa State Polytechnic Dutse-Nigeria

Financial analysts’ processing of financial reporting information in the emerging and frontier markets (MYAF012)
Philip Jehu, Universiti Utara Malaysia; Mohammad Azhar Ibrahim, Universiti Utara Malaysia

External Factors Affecting Working Capital Efficiency (MYAF014)
Simon Sunday, Universiti Utara Malaysia; Mohamad Ali, Abdul Hamid, Universiti Utara Malaysia

Parallel Session 1.02: Issues in Management
Room: Butterworth 02
Chair: Assoc Prof Dr Abdul Halim Abdul Majid
Time: 01:30 – 03:00 (Day 01)

The Influence of Organizational Culture on Employee Performance in Public Service in Nigeria (MYMS033)
Ahmed Usman, Universiti Utara Malaysia; Abd. Rahim Romle, Universiti Utara Malaysia.

Impact of Partner Fit and Conflict Management on Alliance Performance In Indonesia Construction Companies (MYMS026)
Dicky Hida Syahchari, University of Tama Jagakarsa; Moh Azlan Yahya, Universiti Utara Malaysia; & Muhammad Amsal Sahban, Management College of Lasharan Jaya Makassar

Job Performance: Does Non-Financial Reward Really Matters? A Case Study among Employees at a State Development Corporation in Malaysia (MYMS008)
Mas Anom Abdul Rashid, KPTM; Mohd Noor Azman Othman, KPTM; Mohd Zainudin Othman, Universiti Utara Malaysia

The effect of job security, training extensiveness and organizational commitment on organizational performance (MYMS049)
Ibrahim Garba Muhammad, Universiti Utara Malaysia; Haim Hilman, Universiti Utara Malaysia

Motivation in Islamic Perspective: A Review (MYSOC74)
Zulkifli Hamisan@Khair, Universiti Teknologi Malaysia; Mohd Azhar Abd Hamid, Universiti Teknologi Malaysia; Nuradila Ahmad, Universiti Teknologi Malaysia
Parallel Session 1.03: Issues in Economic Theory and Policy
Room: Butterworth 03
Chair: Prof Dr Kuperan Viswanathan
Time: 01:30 – 03:00 (Day 01)

Granger Causality Analysis between Inflation, Debt and Exchange Rate: Evidence from Malaysia (MYEC020f)
Lim Chia Yien, Universiti Utara Malaysia; Hussin Abdullah, Universiti Utara Malaysia; Muhammad Azam, Universiti Utara Malaysia

Factors Responsible for African Under Development: A perspective on Nigerian experience (MYSC124)
Salisu Ahmed Kabiru, Umaru Muas Ya’adua University Katsina, Nigeria; Rozita Arshad University Utara Malaysia

Manufacturing Performance, Institutional Quality and Energy Consumption in Middle-Income Sub-Saharan African (MYEC014)
Ismail Aliyu Danmaraya, Department of Economics Northwest University, Kano, Nigeria and Sallahuddin Hassan Department of Economics Universiti Utara Malaysia

Household Cooking Fuel Choice in Bauchi State, Nigeria: A Multinomial Logit Analysis (MYEC015)
Abubakar Hamid Danlami, Shri-Dewi Applanaiidu and Rabiul Islam School of Economics, Finance and Banking Universiti Utara Malaysia.

Parallel Session 1.04: Issues in Technology Management
Room: Butterworth 04
Chair: Dr Arfan Shahzad
Time: 01:30 – 03:00 (Day 01)

The Good, Bad and Ugly Sides of Internet Usage in the Workplace (MYSC058)
Siew Ching J-Ho, Universiti Sains Malaysia; T. Ramayah, Universiti Sains Malaysia

The impact of information technology and networks on knowledge transfer and sharing: The mediating role of trust (MYMS014)
Houcine Meddour, Universiti Utara Malaysia; Abdul Halim Abdul Majid, Universiti Utara Malaysia; Rushami Zien Yusoff, Universiti Utara Malaysia

A Conceptual Study Of The Use Of E-Commerce Determinants Affecting The Malaysian SME’s Performance (MYMS030)
Chin Hon Keong, Universiti Utara Malaysia, Arfan Shahzad, Universiti Utara Malaysia

Trust and Expectation Confirmation Model: A Study of Tax E-Filing System (MYMS109)
Punitha Chandra, Universiti Utara Malaysia; Amlus Ibrahim, Universiti Utara Malaysia

The Relationship between Computerized Health Information Systems and Job Performance CASE: Bani Walid General Hospital in Libya (MYMS004)
Khawla Muftah Abdallah, Asmahani Aswaddalai, Ali Jaballa
SESSION II
ISSUES IN BUSINESS AND SOCIETY IN DEVELOPING COUNTRIES 03:15 PM - 04:45 PM

Parallel Session 2.01: Issues in Accounting and Finance
Room: Butterworth 01
Chair: Prof Dr Wan Nordin Wan Hussin
Time: 03:15 – 04:45 (Day 01)

Idris Ahmed, Universiti Utara Malaysia; Ahmadu Bello University Zaria; Norlida Abdul Manab, Universiti Utara Malaysia

Social and Individual Factors that Influence Board Participation in the Co-operative Governance (MYSC067)
Romaizah Abd Kadir, Universiti Putra Malaysia; Khairuddin Idris, Universiti Putra Malaysia; Zoharah Omar, Universiti Putra Malaysia

Corporate Governance Mechanisms and the Performance of Small and Medium Scale Enterprises in Nigeria: A Proposed Framework (MYMS112)
Jaafaru Sule Gabra, Kogi State University; AdejohEdogbanya, Kogi State University

The Effect of Corporate Ethical Identity Disclosure on the Firm Financial Performance (MYEC024)
Nor Azmidah Zali, National University of Malaysia; Abdul Ghafar Ismail, Islamic Research and Training Institute, Islamic Development Bank

The Effect of Audit Committee Effectiveness on the Commercial Banks Performance operating in Yemen (MYAF015)
Yahya Ali Al-Matari, Universiti Utara Malaysia; Abdo Ali Homaid, Universiti Utara Malaysia

Parallel Session 2.02: Psychology, Sociology and Social Development
Room: Butterworth 02
Chair: Assoc Prof Dr Noor Azniza Ishak
Time: 03:15 – 04:45 (Day 01)

Impact of Socio demographics, Loneliness and Locus of Control on Depression of Elderly: The moderating Role of religiosity in Punjab, Pakistan (MYSC006)
Fatima Khurram Bukhari, Universiti Utara Malaysia; Yahaya Mahamood, University Utara Malaysia; Zarina Mat Saad, University Utara Malaysia

The Level Of Understanding And Evaluation On Human Development Program Of The Northern Prison Inmates (MYSC112)
Noor Azniza Ishak, Universiti Utara Malaysia, Jamaludin Mustaffa, Universiti Utara Malaysia, Mohd Hilmi Hamzah Universiti Utara Malaysia

Knowledge, Behaviour and Perceptions of Students On HIV/AIDS in Kano State Tertiary Institutions (MYSC022)
Zahraddeen abdullahi, Kano State Polytechnic, Nigeria

Perceived Social Support And Personality Factors Between Criminals And Non-Criminals In Punjab, Pakistan (MYSC004)
Umbreen Khizer, Universiti Utara Malaysia; Fatima Khurram Bukhari, Universiti Utara Malaysia

Tracing the Weaknesses of the Regulatory Framework for Clinical Trial in Nigeria (MYMS094)
Sani Ibrahim Salihu, Ghazali Shafee Graduate School of Government, College of Law, Government and International Studies, Universiti Utara Malaysia
Parallel Session 2.03: Issues in Public Policy and International Relations
Room: Butterworth 03
Chair: Dr A. S. A. Ferdous Alam
Time: 03:15 – 04:45 (Day 01)

*Origin and Practice of Federalism in Nigeria (MYSC033)*
Badamasi Saidu, Universiti Utara Malaysia; Zuwaira Haruna Rasheed, Waziru Umaru Federal Polytechnic Birnin Kebbi, Nigeria.

*Terrorism, Security Challenges in Nigerian Fourth Republic causes, consequences and the way forward (MYSC027)*
Ibrahim Kawuley Mikail, Universiti Utara Malaysia; Mohamad Ainuddin I. Lee bin Abdullah, Universiti Utara Malaysia; Sivaperegasam P.Rajantheran, Universiti Utara Malaysia.

*Ethno-sectarian division and the predicaments of national integration in plural societies: a study of Nigeria and Iraq (MYSC044)*
Mohammed Mustafa Qader, Ahmad Masum, Rohana Abdul Rahaman, Abbo Usman; Universiti Utara Malaysia

*State and the Provision of Internal Security in Nigeria: Challenges and the way forward (MYSC051)*
Ibrahim Kawuley Mikail, Universiti Utara Malaysia; Mohamad Ainuddin I. Lee bin Abdullah, Universiti Utara Malaysia; Abdullahi Galu Mohammed, Department of Political Science, Federal College of Education, Zaria, Kaduna State-Nigeria; Munir Abubakar, Department of Political Science, Federal College of Education, Zaria, Kaduna State-Nigeria.

*Applying SERVQUAL Model to Measure Online Customer Satisfaction in Package Delivery Services (MYMS107)*
Nusrat Hafiz, BRAC University, Dhaka, Bangladesh; A. S. A. Ferdous Alam, Universiti Utara Malaysia

Parallel Session 2.04: Issues in Management
Room: Butterworth 04
Chair: Assoc Prof Dr Abdul Halim Abdul Majid
Time: 03:15 – 04:45 (Day 01)

*The Perception And Effectiveness Of Learning Management System (LMS) Usage Among The Higher Education Students (MYMS048)*
Aggilanda Easwary Muruthy, Universiti Utara Malaysia; Fadhilah Mat Yamin, Universiti Utara Malaysia

*Perspectives on Consumers’ Response to Corporate Social Responsibility (MYMS068)*
Kamarudeen Babatunde Bello, Universiti Teknologi Malaysia, Modibbo Adama University of Technology Yola; Ahmad Jusoh, Universiti Teknologi Malaysia, Khalil Md Nor, Universiti Teknologi Malaysia

*Catalysing Growth through Board Members Engagement in Strategy Execution (MYMS062)*
Muhamad Roslan Muhamad Yusoff, Universiti Teknologi Malaysia; Ahmad Rahman Songip, Universiti Teknologi Malaysia; Mas Bambang Baroto, Universiti Teknologi Malaysia; Aini Suzana Ariffin, Universiti Teknologi Malaysia

*Strategic Resources Acquisition And Its Challenges: A Case Study Of A Small Business Muslimgpreneur Firm (MYEC028)*
Zanatul Shima Aminuddin, Universiti Sains Islam Malaysia; Ummi Salwa Ahmad Bustamam, Universiti Sains Islam Malaysia; Muhammad Khairi Mahyuddin, Universiti Sains Islam Malaysia

*Developing Model of Talent Management among Malaysian Islamic Banks’ Employees (MYSC039)*
Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Shamsul Huda Abd Rani, Universiti Utara Malaysia; Siti Norasyikin Abdul Hamid, Universiti Utara Malaysia

---

**NETWORKING & TEA BREAK: 04:45 PM - 05:00 PM**
**SPECIAL TRACK - DAY 01 (APRIL 12, 2016)**
05:00 PM – 06:30 PM

**SUMMIT ON PEOPLE AND PLANET**

**KEYNOTE SPEAKERS**
Prof Dr Kuperan Viswanathan, Universiti Utara Malaysia
Prof Dr Shaista E. Khilji, George Washington University, USA *(Video Conferencing)*

<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Room</th>
<th>Discussant</th>
<th>Keynote Speakers</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>05:30 – 06:30</td>
<td><strong>Special Track Session 3.01: Environment-friendly Economic and Business Strategies</strong></td>
<td>Butterworth 01</td>
<td>Prof Dr Kuperan Viswanathan</td>
<td>Prof Dr Kuperan Viswanathan, Prof Dr Shaista E. Khilji</td>
<td>Universiti Utara Malaysia, George Washington University, USA</td>
</tr>
<tr>
<td></td>
<td><strong>Country Perspective: The Role Of Assurance Professionals In Social And Environmental Accounting (SEA): A Call For A Need (MYAF020)</strong></td>
<td></td>
<td></td>
<td>Sadaf Khan, Universiti Teknologi Malaysia; Maisarah Binti Mohamed Saat, Universiti Teknologi Malaysia; Siti Aisyah Binti Panatik, Universiti Teknologi Malaysia; Mohd Noor Azli Ali Khan, Universiti Teknologi Malaysia.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Effects of Governance Indicators on Environmental Kuznets Curve (EKC) in East Asian Countries. (MYEC007)</strong></td>
<td></td>
<td></td>
<td>Abid Rashid Gill, Universiti Utara Malaysia; Sallahddin Hassan, Universiti Utara Malaysia</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Sustainable Business Model for Advanced Technology In Waste Management (MYMS057)</strong></td>
<td></td>
<td></td>
<td>Fadillah binti Ismail, Universiti Tun Hussein Onn Malaysia; Wan Md Syukri bin Wan Mohamad Ali, Malaysia-Japan International Institute of Technology Malaysia; Ainul Mardhiyiah Binti Nor Aziz, Universiti Teknologi Malaysia</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Social Determinants of Voluntary Carbon Information Disclosure in the Real Estate Sector of Malaysia (MYSC036)</strong></td>
<td></td>
<td></td>
<td>Kalu Joseph Ufere, Universiti Teknologi Malaysia; Aliagha Godwin Uche, Universiti Teknologi Malaysia; Buang Alias, Universiti Teknologi Malaysia.</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Sustainable Service Quality of Water and Sewerage Companies (MYEC018)</strong></td>
<td></td>
<td></td>
<td>Abrari Salleh, Suruhanjaya Perkhidmatan Air Negara (SPAN) and Sha’ri mohd Yusof, Razak School of Engineering and Advance Technology Universiti Teknologi Malaysia.</td>
<td></td>
</tr>
<tr>
<td>05:30 – 06:30</td>
<td><strong>Special Track Session 3.02: Community Development through Markets - I</strong></td>
<td>Butterworth 02</td>
<td>Prof Dr Ajay Chauhan</td>
<td>Prof Dr Ajay Chauhan</td>
<td>Universiti Utara Malaysia, College Of Education, Azare, Nigeria.</td>
</tr>
<tr>
<td></td>
<td><strong>The Determinants of Happiness Among Poor Households in Kedah (MYEC012)</strong></td>
<td></td>
<td></td>
<td>Nur Zaidah Che Mohd Nor, Universiti Utara Malaysia; Fauzi Hussin, Universiti Utara Malaysia</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Trade-off between National Security and National Development of Developing Nations (MYEC022)</strong></td>
<td></td>
<td></td>
<td>Chauhan Ajay; Uddin Mohammad Main; Solaiman, Abu Yousuf Muhammad; Sou, Socheat; Sotpolin,Sor; Nupur, Sumsun Naher</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Relationship between minimum wage and employee engagement in Johor Bahru, Malaysia (MYMS084)</strong></td>
<td></td>
<td></td>
<td>Mohd Ramdzan bin Ismail,Universiti Teknologi Malaysia</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Key Performance Indicators (KPIs) in Lebanese Hospitals: From a Financial Perspective  (MYAF006)</strong></td>
<td></td>
<td></td>
<td>Hassan Alaaraj, Universiti Utara Malaysia, Aoun Malak, Universiti Utara Malaysia</td>
<td></td>
</tr>
</tbody>
</table>
Special Track Session 3.03: Community Development through Markets - II  
Room: Butterworth 03  
Discussant: Dr Roziana Shaari  
Time: 05:30 – 06:30 (Day 01)

Agribusiness as a Panacea to Women Poverty in India (MYSC009)  
Umar Farouk Musa, School of Government, Universiti Utara Malaysia  

Engaging University’s Roles in Social Inclusion (MYSC064)  
Roziana Shaari¹, Siti Aisyah Panatik, Azizah Rajab, Zainab Khalifah, Universiti Teknologi Malaysia  

Mediating Role of Community Participation on Common Passion and sustainable development: Tools for Community Driven Development (MYSC104)  
Otega Okinono, Universiti Utara Malaysia;  

Effects Of Artificial Reefs To Fishermen Income (MYEC020d)  
Haspinor Binti Teh, Universiti Utara Malaysia; Jamal Bin Ali, Universiti Utara Malaysia; K. Kuperan Viswanathan, Universiti Utara Malaysia  

Does Institutional Quality affect Human Development in Sub-Sahara African Countries? (MYEC108)  
Stephen Akpo Ejuvbekpokpo, School of Economics, Finance and Banking, University Utara, Malaysia.  
Sallahuddin Hassan, School of Economics, Finance and Banking, University Utara, Malaysia.

Special Track Session 3.04: Community Development through Markets - III  
Room: Butterworth 04  
Discussant: Assoc Prof Dr Sallahuddin Hassan  
Time: 05:30 – 06:30 (Day 01)

The Effect Of Economic Shocks on Malaysian Economic Resilience (MYEC033)  
Sallahuddin Hassan, School of Economics, Finance and Banking, University Utara, Malaysia.  
Zalila Othman, School of Economics, Finance and Banking, University Utara, Malaysia.  

Sustainable Banking Business: A Conceptual Model for Islamic Micro Finance Banks in Nigeria (MYEC019)  
Sirajo Aliyu, Universiti Utara Malaysia, The Federal Polytechnic Bauchi; Rosylin Mohd Yosuf, Universiti Utara Malaysia; Nasri Naiimi, Universiti Utara Malaysia  

Happiness Indicator: Measurement From Islamic Perspective (MYSC078)  
Nurfaradilla Haron, Universiti Kebangsaan Malaysia; Abdul Ghafar Ismail, Islamic Research and Training Institute, Islamic Development Bank, Saudi Arabia  

Poverty in Kedah: A Gross National Happiness (GNH) Analysis (MYEC020c)  
Nur Zaidah Che Mohd Nor, Universiti Utara Malaysia  

Business Ethics and Operational Risk Management in Banks (MYMS045)  
Noor Fareen Abdul Rahim, Universiti Utara Malaysia; Hazlinda Hassan, Universiti Utara Malaysia.
SESSION IV: WEDNESDAY, APRIL 13 (DAY 02)

CONTEMPORARY ISSUES IN BUSINESS AND SOCIAL SCIENCES

9:00 AM - 10:30 AM

Parallel Session 4.01: Issues in Accounting and Finance
Room: Butterworth 01
Chair: Assoc Prof Dr Sallahuddin Hassan
Time: 09:00 – 10:30 (Day 02)

Role of Political Factors for Fiscal Destabilization in Oil Dependent Economies: Implications for Tax Compliance Behavior in Libya (MYAF018)
Fareg Mustafa Abodher, Universiti Utara Malaysia; Zaimah Zainol Ariffin, Universiti Utara Malaysia; Natrah Saad, Universiti Utara Malaysia

A Proposed Model of Small Corporate Taxpayers Tax Compliance Behavior in Nigeria (MYEC016)
 Sulaiman Umar Musa, Universiti Utara Malaysia, Kaduna State University; Natrah Saad, Universiti Utara Malaysia; Idawati Ibrahim, Universiti Utara Malaysia

Price to Earnings Multiple and Stock Selection: Evidence from Malaysian Listed Firms (MYMS078)
 Isah Shittu Ahmadu Bello University-Nigeria; Abdussalam Masud, Hussaini Adamu Federal Polytechnic, Kazaure, Nigeria; Yusuf Alkali Muhammad, Waziri Umaru Federal Polytechnic, Birnin-Kebsi, Nigeria

The Relevance of Accounting Information among the Disaggregated Assets and Liabilities (MYAF030)
 Yusuf Alkali Muhammad, University Utara, Malaysia; Nor Asma Lode, University Utara, Malaysia

Women directors, CSR disclosure, and the moderating effect of culture: evidence from Malaysia (MYSC003)
 A. R. Intan-Maiza, Faculty of Economics and Management, Universiti Kebangsaan Malaysia
 Ku Nor Izah Ku Ismail, College of Business, Universiti Utara Malaysia

Parallel Session 4.02: Issues in Economic and Financial Policy
Room: Butterworth 02
Chair: Dr Mukhriz Izraf Bin Azman Aziz
Time: 09:00 – 10:30 (Day 02)

Trade openness, Financial Liberalization and Economic growth: The case of Pakistan and India (MYEC006)
 Rana Muhammad Adeel Farook, Universiti Utara Malaysia
 Raji Jimoh Olajide, Universiti Utara Malaysia

Modeling the Determinants of Malaysian Household Debt: a Macro Level Study (MYEC010)
 Hafizah Hammad Ahmad Khan, Faculty of Business and Management, Universiti Teknologi Malaysia., Hussin Abdullah, School of Economics, Finance & Banking, Universiti Utara Malaysia, Shamzaeffa Samsudin, School of Economics, Finance & Banking, Universiti Utara Malaysia

Palm Oil Price as Exchange Rate Determinant of Malaysia (MYEC009)
 Mukhriz Izraf Bin Azman Aziz, Universiti Utara Malaysia, Shri Dewi Applanaidu, Universiti Utara Malaysia

Type I Error Rates for the Winsorized Modified Alexander-Govern Test (MYEC105)
 Tobi Kingsley Ochuko, Suhaida Abdullah, Zakiyah Zain, Sharipah Syed Soaad Yahaya
 College of Arts and Sciences, School of Quantitative Sciences, Universiti Utara Malaysia, Malaysia.

The Relationship between Business Strategy and Organisational Performance Through Performance Measures of Libyan Commercial Banks (MYAF010)
 Ismail Elnihewi, Universiti Utara Malaysia; Faudziah Hanim Fadzil, Universiti Utara Malaysia; Rapiah Bt Mohamed,
Parallel Session 4.03: Issues in Management
Room: Butterworth 03
Chair: Prof Dr Nooraini Mohamad Sheriff
Time: 09:00 – 10:30 (Day 02)

The Impact of Extrinsic Motivation on Innovative Work Behavior Moderating by Quality Culture (MYMS015)
Tahir Noaman Abdullatif, Universiti Utara Malaysia; Husna Bt Johary, Universiti Utara Malaysia; Zurina Bt Adnan, Universiti Utara Malaysia

Impact of Interdependence and Partner fit on Alliance Performance In Indonesia Construction Companies (MYMS027)
Dicky Hida Syahchari, University of Tama Jagakarsa; Moh Azlan Yahya, Universiti Utara Malaysia & Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan

The Influence of Strategic Planning on Crisis Management in the Service Sector Firms in Palestine (MYMS021)
Mohammed W. Almudallal, Universiti Teknologi Malaysia; Hapriza Ashari, Universiti Teknologi Malaysia; Syaharizatul Noorizwan Muktar, Universiti Teknologi Malaysia

Avoiding Spiritual Pitfall in an Organization: A Case for Optimal Spiritual Equilibrium Typology (MYM002)
Linus Jonathan Vem, Universiti Putra Malaysia; Ng Siew Imm, Universiti Putra Malaysia; Tee Keng Kok, Universiti Putra Malaysia; Murali Sambasivam, Taylor University

Management Control System in Nigerian Micro Finance Banks (MYMS054)
Nasiru Aminu Ahmad, Universiti Utara Malaysia; Rapiah Mohammed, Universiti Utara Malaysia

Parallel Session 4.04: Issues in Marketing
Room: Butterworth 04
Chair: Dr Pranav Kumar
Time: 09:00 – 10:30 (Day 02)

The Determinants of Customer Loyalty in Telecommunication Industry in Pakistan (MYMS082)
Beenish Tariq, Universiti Utara Malaysia; Nik Kamariah Nik Mat, Universiti Utara Malaysia

Depiction of Chinese Mythological Tales in Marketing Places of Worship in Malaysia (MYSC106)(MYMS067)
Norhanim Abdul Razak, Universiti Utara Malaysia

Moderating Effects of Religion on the Relationship between Attitude, Perceived Behavioral Control, Subjective Norms and Purchase Intentions of Luxury Fashion Products in Pakistan (MYMS061)
Saba Ashraf, Bahauddin Zakariya University; Muhammad Haroon Hafeez, Universiti Utara Malaysia

Trust in E-Retailing: Evaluating the Impact of Perceived Online Ethics (MYMS024)
Shahnawaz Alam, Lincoln University College; Vikram Bansal, Lincoln University College

Adnan Ahmed Sheikh, University Utara Malaysia; Arfan Shahzad, University Utara Malaysia; Awanis Binti ku Ishak, University Utara Malaysia

NETWORKING & TEA-BREAK: 10:30 AM – 10:45 AM
**SUMMIT ON**

**ENTREPRENEURSHIP: BY THE PEOPLE, FOR THE PEOPLE**

**KEYNOTE SPEAKERS**

Prof Dr Raja Suzana Raja Kasim, University Malaysia Kelantan

Prof Dr Shahizan Hassan, OYA Graduate School Of Business, Universiti Utara Malaysia

<table>
<thead>
<tr>
<th>Special Track Session 5.01: Entrepreneurship and Youth Affairs</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Room:</strong> Butterworth 01</td>
</tr>
<tr>
<td><strong>Discussant:</strong> Prof Dr Raja Suzana Raja Kasim</td>
</tr>
<tr>
<td><strong>Time:</strong> 11:15 – 12:30 (Day 02)</td>
</tr>
</tbody>
</table>

Women Entrepreneurs’ Spirituality in Business Based on Al- Quran and Sunnah (MYMS047)
Yusuf Musa Hammawa, Universiti Utara Malaysia; Norashidah Binti Hashim, Universiti Utara Malaysia

Demographic Factors of Women Entrepreneurship in Malaysia (MYSC020)
Rabiatul Adawiyah Ahmad, Universiti Teknologi Malaysia; Norhani Bakri, Universiti Teknologi Malaysia; Rohaiyat Baharun, Universiti Teknologi Malaysia; Muhammad Khairi Majid, Universiti Teknologi Malaysia.

Current Media Participation Norms Among Youth in Malaysia (MYSC084)
Norshuhada Shiratuddin, Shahizan Hassan, Universiti Utara Malaysia; Mohd Azizuddin Mohd Sani, Universiti Utara Malaysia; Mohd Khairie Ahmad, Universiti Utara Malaysia; Noor Sulastry Yurni Ahmad, University of Malaya; Kartini Aboo Talib, Institute of Ethnic Studies Malaysia; Zainatul Shuhaida Abdul Rahman, Universiti Utara Malaysia; Nurul Labanu Abdull Rahman, Universiti Utara Malaysia.

Sociological Perspectives on Survival and Growth of Women entrepreneurs: Ecology Theory Perspective (MYMS122)
Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan; Pranav Kumar, Universiti Utara Malaysia; Hadi Yousuf, Universiti Utara Malaysia.

A Malay Translation of Singapore Youth Resilience Scale (SYRESS) (MYSC105)
Siti Rozaina Kamsani, Universiti Utara Malaysia, Kimberly Asner-Self, Ed.D Southern Illinois University Carbondale, USA

<table>
<thead>
<tr>
<th>Special Track Session 5.02: Entrepreneurship and Youth Affairs in Marginalized Communities</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Room:</strong> Butterworth 02</td>
</tr>
<tr>
<td><strong>Discussant:</strong> Prof Dr Mohd Noor Mohd Shariff</td>
</tr>
<tr>
<td><strong>Time:</strong> 11:15 – 12:30 (Day 02)</td>
</tr>
</tbody>
</table>

Competitive Advantage as Mediating Variable of the Relationship Between Innovation and Business Performance (Empirical Study of Small and Medium Enterprises in Purwokerto (MYMS116)
Sri Murni Setyawati, Jenderal Soedirman University; Monica Rosiana, Jenderal Soedirman University; Mohd Noor Mohd Shariff, Universiti Utara Malaysia

Modeling Social Innovation for Young Entrepreneurs Living in the Marginalised Communities in Malaysia (MYMS097)
Raja Suzana Raja Kasim, University Malaysia Kelantan

The impact of Social Innovation on the Enterprise Success (MYMS098)
Raja Suzana Raja Kasim, University Malaysia Kelantan

Moderating Effects of Knowledge Inertia and External Environment on the Relationship between Innovation, TQM Practices and SMEs Performance in Pakistan: A Proposed Framework (MYMS059)
Uzma Haroon, Universiti Utara Malaysia; Mohd Noor Mohd Shariff, Universiti Utara Malaysia

Digital Engagement, Political and Civic Participation: Mobilizing Youth (MYSC090)
Jamali Samsuddin, Universiti Putra Malaysia
**Special Track Session 5.03: Entrepreneurship and SMEs**  
*Room: Butterworth 03*  
*Discussant: Prof Dr Shahizan Hassan*  
*Time: 11:15 – 12:30 (Day 02)*

**Determinants Towards Adoption of Mobile Commerce Among University Students in Malaysia (MYSC060)**  
Nurul Labanihua Abdull Rahman, Universiti Utara Malaysia; Shahizan Hassan, Universiti Utara Malaysia

**The Relationship among Risk preference, Self-confidence and Entrepreneurial Intention: The Role of Entrepreneurship education (MYMS016)**  
Yakubu Abdullahi Yarima, Universiti Utara Malaysia; Hassan Bello, Abubakar Tafawa Balewa University Bauchi

**Mediating Role of Competitive Advantage on The Relationship between Social Network, Entrepreneurial Orientation and Performance of SME’S: a Proposed Research Framework (MYMS060)**  
Naala Mohammad Nura Ibrahim, College of Business, Universiti Utara Malaysia, Rosli B. Mahmood, College of Business, Universiti Utara Malaysia.

**The mobilization of social capital and community spirit to create awareness towards social entrepreneurship for socio-economic development among fishermen. An analysis of the fishing communities in Kuala Perlis - Kuala Kedah (MYMS088)**  
Sharifah Sofiah Atiqah bt. Syed Ibrahim; Azizan b. Bahari; Shuharimi b. Abdullah, University Malaysia Perlis

**Impact of Microcredit and Personal Empowerment on Women Borrowers Quality of Life in Bahawalpur, Punjab, Pakistan (MYEC013)**  
Sana Fayyaz, University Utara Malaysia; Roslan Abdul Hakeem, University Utara Malaysia; Shahzida Jan Mohammad, Universiti Utara Malaysia

**Special Track Session 5.04: Entrepreneurship and SMEs**  
*Room: Butterworth 04*  
*Discussant: Dr Haroon Hafeez*  
*Time: 11:15 – 12:30 (Day 02)*

**The Interaction effect of Entrepreneurial Orientation between Innovation Practices and Performance of Malaysian Medium-sized Manufacturing Firms (MYMS091)**  
Abdul Rahman Jaaffar, Universiti Utara Malaysia; Mohmad Yazam Sharif, Universiti Utara Malaysia; Nuraishani Baharom, Universiti Utara Malaysia.

**Confirming Entrepreneurial Orientation Dimensions And Linking It With Entrepreneurial Intention Among Business Students In Indonesia (MYMS081)**  
Muh Amsal Sahban, Management College of Lasharan Jaya Makassar, Indonesia; Abdul Qadir Rahomee Ahmed Aljanabi, Universiti Utara Malaysia; Dicky Hida Syahchari, Universiti Utara Malaysia.

**High Performance Work System-SMEs Performance Nexus: A Conceptual Model (MYMS028)**  
Abdussalaam Iyanda Ismail, Universiti Utara Malaysia; Abdul-Halim Abdul-Majid, Universiti Utara Malaysia; Mohd-Hasanur Joarder, Universiti Utara Malaysia.

**Mentoring and Organizational Performance: A review of effects of Mentoring on Small and Medium enterprises (MYMS046)**  
Muzaffar Hussain Shah, Abdul Rahim bin Othman, Mohd Najib bin Mansor.

**Grassroots SMEs Development & Improving Standard of Living: The Innovation & Policy Gap : The case of Malaysia and Zanzibar (MYSC014)**  
Aini Suzana Ariffin, Universiti Teknologi Malaysia, Salum S. Ali, Universiti Teknologi Malaysia
SESSION VI

CONTemporary Issues In Social And Behavioral Sciences

01:30 PM – 03:00 PM

Parallel Session 6.01: Issues in Education and Learning
Room: Butterworth 01
Chair: Prof Dr Rosna Awang Hashim
Time: 01:30 – 03:00 (Day 02)

The Feasibility of Incorporating the Interactive Whiteboard in EFL Primary Classrooms (MYSC050B)
Mohammad Husam Alhumsi, SEML, CAS, Universiti Utara Malaysia
Ahmad Affendi Shabdin, SEML, CAS, Universiti Utara Malaysia

Design Thinking: Innovating For 21st Century Learning in Malaysia (MYSC005)
Shafina Mohd Shah, Universiti Teknologi MARA
Zainab Mohd Nor, Faculty of Education, Universiti Teknologi MARA

Strategies for Effective Teaching in the 21st Century: How it Should Be Done (MYSC017)
Siti Faizzatul Aqmal Binti Mohamad Mohsin, University Tun Hussein Onn Malaysia
Razali Bin Hassan, Faculty of Technical and Vocational Education, University Tun Hussein Onn Malaysia

Collaborative Learning via Sharing Session towards Achieving Training Effectiveness in Negotiation Education (MYSC108)
Shahrizal Badlishah, Universiti Utara Malaysia; Abdul Halim Abdul, Universiti Utara Malaysia.

The Amalgamation Of Dale’s Cone Of Experience And Bloom’s Taxonomy In The 21st Century Education And Its Effect On The Inculcation Of 21st Century Skills And Cognitive Appraisal (MYSC018)
Siti Faizzatul Aqmal Binti Mohamad Mohsin, University Tun Hussein Onn Malaysia
Razali Bin Hassan, Faculty of Tech and Vocational Edu, University Tun Hussein Onn Malaysia

Experiential Learning: A paradigmatic shift from One-Fits-All: Traditional) Learning to the Personalized Learning in Higher Education (MYSC068)
Marium Din, NUML University Islamabad Pakistan

Parallel Session 6.02: Issues in Marketing
Room: Butterworth 02
Chair: Dr Haroon Hafeez
Time: 01:30 – 03:00 (Day 02)

Theoretical examination of mobile phone brand loyalty formation (MYMS104)
Linda Seduram, Universiti Utara Malaysia; Selvan Perumal, Universiti Utara Malaysia; Hasnizam Bin Shaari, Universiti Utara Malaysia

The Impact of Brand Personality on Brand Equity in Malaysian Small and Medium Enterprises: A Conceptual Paper (MYSC034)
Suhaini Binti Mat Daud, Universiti Utara Malaysia; Noor Hasmini Hj. Abdul Ghani, Universiti Utara Malaysia

The Role of Subject Culture on Consumer Perception Toward Service Quality Delivery (MYSC049)
Tiara Turay, Universiti Utara Malaysia

Evaluating the Effects of Brand Equity on Consumer Responses in Malaysia (MYMS018)
Suleiman Garba Aminu, Bauchi State University, Gadau, Nigeria; Norzieiriani Bint Ahmad, Universiti Utara Malaysia

The Moderating Effect of Technology Acceptance Model on The Formation of Perceived Service Value and Perceived Service Satisfaction in Low Cost Carrier Airline ( MYMS019)
Muhammad Khairi Majid, Universiti Teknologi Malaysia; Norhani Bakri, Universiti Teknologi Malaysia; Nur Shazwani Laila, Universiti Teknologi Malaysia; Rabiatol Adawiyah Ahmad, Universiti Teknologi Malaysia

University Press, Bahauddin Zakariya University Multan Pakistan (www.bzu.edu.pk)
Parallel Session 6.03: Issues in Management Sciences
Room: Butterworth 03
Chair: Dr Pranav Kumar
Time: 01:30 – 03:00 (Day 02)

Impact of Individual Feeling of Energy on Creative Work Involvement: A Mediating Role of Leader-Member Exchange (MYMS089)
Muhammad Shahnawaz Adil, Universiti Utara Malaysia; Muhammad Asif Qureshi, Universiti Utara Malaysia; Kamal Bin Ab Hamid, Universiti Utara Malaysia.

Leveraging On Service Quality To Drive Customer Satisfaction In A Retail Business (MYSC038)
Nooraini Mohamad Sheriff, Universiti Teknologi MARA (UiTM) Malaysia; Rabtah Hanum Nosbah, Universiti Teknologi MARA (UiTM) Malaysia; Nur Hasidah Hussein, Universiti Teknologi MARA (UiTM) Malaysia.

Musical Power and Its Affect on Consumer Decision Making (MYSC062)
Syazwani Mahsal khan, Universiti Utara Malaysia

Malaysia As The Preferred Destination For Global Tourists: A Review (MYMS113)
Pranav Kumar, Universiti Utara Malaysia; Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan.

Parallel Session 6.04: Issues in Management Sciences
Room: Butterworth 04
Chair: Dr Arfan Shahzad
Time: 01:30 – 03:00 (Day 02)

The Role of Local Brand Patriotism, Government Support and Trust with Full Mediating of Purchase Intention Effect Actual Purchase in Malaysia (MYMS037)
Farouk Djermani, Universiti Utara Malaysia; Dr Jamal Mohammed Esmail Aleka, Universiti Utara Malaysia; Mohd Rodzi Ahmad, Universiti Utara Malaysia; Shahrina Othman, Universiti Utara Malaysia; Afan Shahzad, Universiti Utara Malaysia;

The Mediating Effect of Infrastructural Facilities on the Relationship between Organizational Policies, Staff Welfare to Staff Performance (MYS C113)
Naziru Mohammed Musalli, Universiti Utara Malaysia; Azhar Harun, Universiti Utara Malaysia; Ruslan Zainuddin, Universiti Utara Malaysia.

Role of Computer Efficacy, Perceived Usefulness, Perceived Ease of Use on Computer Usage: An Empirical investigation (MYMS087)
Munwar Hussain Pahi, Universiti Utara Malaysia; Aljerai Turki Mansour F, Universiti Utara Malaysia; Bakhit Thamer Ali T, Universiti Utara Malaysia; Muhammad Asif Qureshi, Universiti Utara Malaysia

Determinants of Employee Performance in Embryonic Economy (MYMS077)
Mohammed Jibrin Bida, Universiti Utara Malaysia; Abdul-Halim Abdul-Majid, Universiti Utara Malaysia; Abdussalaam Iyanda Ismail, Universiti Utara Malaysia.

E-Government Information Systems Interoperability in developing countries: The case of Jordan(MYMS042)
Naser Ahmad Sulehat, Universiti Utara Malaysia; Che Azlan Taib, Universiti Utara Malaysia.
Parallel Session 7.01: Issues in Management Sciences
Room: Butterworth 01
Chair: Assoc Prof Dr Mohmad Yazam Sharif
Time: 03:15 – 04:45 (Day 02)

Manufacturers’ perceived quality of electricity service and organizational performance in Nigeria (MYMS056).
Abdul Rahman Muhammed, Universiti Utara Malaysia, Lamidi Yusuf, Universiti Utara Malaysia

The Causes of Leadership Incapability in the Algerian Public Sector (MYMS005)
Benlahcene Abderrahmane, Ghazali Shafie Graduate School of Government, University Utara Malaysia,

Integration of Six Sigma and ISO 9001 Quality Management System (MYMS102)
Teoh Yi Teng & Che Azlan Bin Taib, Universiti Utara Malaysia.

Are Dimensions of Learning Organization Questionnaire Applicable in Malaysian Commercial Banks Setting? (MYMS115)
Mohmad Yazam Sharif, Universiti Utara Malaysia.

Employee Loyalty: A Case Survey of Employees in an Automotive Firm in Malaysia (MYMS102)
Tajul Zahari Abu Bakar, Universiti Utara Malaysia; Mohmad Yazam Sharif, Universiti Utara Malaysia.

Parallel Session 7.02: Issues in Education and Learning
Room: Butterworth 02
Chair: Dr Nik Kamariah Nik Mat
Time: 03:15 – 04:45 (Day 02)

Nobody Cares, Lah! The Phenomenon of Flaming on YouTube in Malaysia (MYSC008)
Revathy Amadera limgam, Universiti Utara Malaysia; Norizah Aripin, Universiti Utara Malaysia.

School Based Assessment or Centralized Examination: Malaysian Accounting Teachers’ Preferences and Practices (MYSC031)
Kalai Selvan Arumugham, Universiti Utara Malaysia; Sarimah Shaik Abdullah, Universiti Utara Malaysia, Nafisah Mahmud, Universiti Utara Malaysia

The Effect of Task Based Language Teaching on Productive Skills of EFL Learners in Malaysia (MYSC029)
Rai Zahoor Ahmed, Department of Language Studies, School of Education and Modern Languages, Universiti Utara Malaysia

Study on the Use of Problem-based learning Towards Improving Soft skills of Undergraduate Students in the English Language Class (MYSC052)
Sadia Deep, University Tun Hussain Onn Malaysia

Predictors of Employee Information Sharing Behaviour through Social Media (MYMS055)
Tiny Azleen Yahaya, Khairuddin Idris, and Turiman Suandi Professional Development and Continuing Education Universiti Putra Malaysia, Malaysia.
Parallel Session 7.03: Issues in Public Policy and International Relations
Room: Butterworth 03
Chair: Dr A. S. A. Ferdous Alam
Time: 03:15 – 04:45 (Day 02)

Appraisal of Boko Haram Insurgency in Nigeria and the Environmental Factors that created and shaped its Emergence (MYSC107)
Imaji Zekeri Ojonumichae Sule, Universiti Utara Malaysia; Yahya Saleh Ibrahim, Universiti Utara Malaysia; Sani Ahmed Sule; Universiti Utara Malaysia; Ahmed Abubakar, Kaduna Polytechnic Kaduna- Nigeria.

The Impact of Information & Technology on the Performance of Public Universities in Malaysia (MYMS116)
Anwar Salem Musibah, King Faisal University, Kingdom of Saudia Arabia; Arfan Shahzad, Universiti Utara Malaysia; Adnan Ahmed Sheikh, Universiti Utara Malaysia.

Panacea to Developing Countries: Public-Private Partnerships in Nigeria (MYSC130)
Abubakar Idris Hassan, Universiti Utara Malaysia; Abu Idris, Universiti Utara Malaysia.

Leadership In Organizational Behavior: Impact of Humanity In Government Sector (MYMS118)
Norazilawani Bt Ahmad, Universiti Malaysia Perlis; Hanum Bt Hassan, Universiti Malaysia Perlis.

Factors influencing the intention to use E-government services in Algeria: An empirical study (MYMS119)
Farouk Djermani, Universiti utara Malaysia; Arfan Shahzad, Universiti Utara Malaysia; Adnan Ahmed Sheikh, Universiti Utara Malaysia; Dr Jamal Mohammed Esmail Alekam, Universiti Utara Malaysia.

Parallel Session 7.04: Issues in Social and Behavioral Sciences
Room: Butterworth 04
Chair: Dr Marium Din
Time: 03:15 – 04:45 (Day 02)

Differences of Generations in Public Service: Does Work Value Affect Their Job Performance? (MYSC001)
Z. Nur-Akidah, Universiti Utara Malaysia.

Theories on child trafficking: Literature review (MYSC054)
Faisal Lafee Etan Alobeytha, Universiti Utara Malaysia

Restructuring Tertiary Institutions In Nigeria For Inclusive Leadership ( MYSC019)
Stanley C. Igwe, Department of Political Science, Nigeria Police Academy, Wudil, Nigeria; Mohamad Ainuddin Iskandar Lee Abdullah, COLGIS, Universiti Utara Malaysia; Sherka Kirmanj, COLGIS, Universiti Utara Malaysia

The Arabian Woman’s Adaption of Western Values in Fadia Faqir’s The Cry of the Dove ( MYSC028b)
Eman Mahir Jaleel, Universiti Utara Mfaysia
Anne Althea Christopher, Universiti Utara Malaysia; Sharifah Fazliyaton binti Shaik Ismail, Universiti Utara Malaysia

Teacher Assessing Learning Psychcomotor In The Implementation Of Physical Education Curriculum For Junior High School South Sulawesi Indonesia (MYSC042)
Abdul Haris, Universiti Utara Malaysia

Potential of Income Diversification for Poverty Alleviation in Pakistan (PKEC106)
Abdul Majeed Nadeem, GC University Faisalabad, Pakistan; Miss Nibra Akram, GC University Faisalabad, Pakistan; Muhammad Zahid Rafique, Center of Economic Research, Shandong University China; Sadia Parveen, Lahore College for Woman University Jhang Campus Pakistan; Khuda Bakhsh, Comsats Institute of Technology, Vehari campus, Pakistan.
TEA AND NETWORKING BREAK 4:45 PM – 05:00 PM

SESSION VIII
CONTEMPORARY ISSUES IN SOCIAL AND BEHAVIORAL SCIENCES 05:00 PM – 06:30 PM

Parallel Session 8.01: Issues in Management Sciences
Room: Butterworth 01
Chair: Dr Areeba Khan
Time: 05:00 – 06:30 (Day 02)
The Implications Of Islamic Religiosity And Islamic Work Ethics In Enhancing Work Engagement (MYMS063)
Novia Zahrah, Universiti Utara Malaysia, Siti Norasyikin Binti Abdul Hamid, Universiti Utara Malaysia, Shamsul Huda Binti Abdul Rani, Universiti Utara Malaysia, Bidayatul Akmal Binti Mustafa Kamil, Universiti Utara Malaysia, Azelin Aziz, Universiti Utara Malaysia, Hazlinda Hassan, Universiti Utara Malaysia

The Effect of Social Media on Intra-organizational Communication (MYEC020g)
Arman bin Md. Yasin, Lily Suriani Mohd. Arif, Universiti Teknologi Malaysia, Low Hock Heng, Universiti Teknologi Malaysia

Zakah Administration under Non-Islamic Government (MYSC076)
Adamu, Ummulkhayr, Kogi State College of Education Ankpa; Musa Yusuf Owoyemi, Universiti Utara Malaysia; Rafidah Mohamad Cusairi, Universiti Utara Malaysia

The Effectiveness of Accounting Information Systems in Nigerian Banking Sector (MYAF113)
Shamsudeen Ladan Shagari, Universiti Utara Malaysia, Akiolah Abdullah, Universiti Utara Malaysia, Rafeah Mat Saat, Universiti Utara Malaysia

The Role of Self-efficacy To Improve the Madura Cooperations Performance (MYMS006)
Iriani Ismail, Universitas Trunojoyo Madura Indonesia.

Parallel Session 8.02: Issues in Social and Behavioral Sciences
Room: Butterworth 02
Chair: Dr Shahrizal Badlishah
Time: 05:00 – 06:30 (Day 02)
The Relationship Between Self-Efficacy And Career Autonomy With Career Development – A Case Study At A Property Development Company (MYSC035)
Salasiah Abbas, Universiti Teknologi Malaysia, Norhuni Bakri, Universiti Teknologi Malaysia

The Use Of Confirmatory Factor Analysis (CFA) On Family Communication Pattern Model (MYMS065)
Aziyah Abu Bakar, Poly-Tech Mara KL University College; Asyraf Afthanorhan, Universiti Sultan Zainal Abidin

Linking Work Environment, Team and Co-worker Relationship and Organization Well-being in Increasing Employee Engagement: A Conceptual Perspective (MYMS079)
Athifah Najwani Shahidan, Universiti Utara Malaysia, Siti Norasyikin Abdul Hamid, Universiti Utara Malaysia, Bidayatul Akmal Mustafa Kami, Universiti Utara Malaysia, Shamsul Huda Abd. Rani, Universiti Utara Malaysia, Azelin Aziz, Universiti Utara Malaysia, Hazlinda Hassan, Universiti Utara Malaysia

The Comparison of Vocabulary Learning Strategies Among High School Students In Three Southern Border Provinces of Thailand and Malaysia (MYSC037)
Pratyra Binmadnee, Fatoni University, Thailand

The relationship between Organizational communication and Employees productivity with new dimensions of Effective communication flow (MYMS069)
Aysha Sadia, Universiti Tun Hussein Onn Malaysia
Parallel Session 8.03: Issues in Social and Behavioral Sciences  
Room: Butterworth 03  
Chair: Dr Muhammad Amsal Sahban  
Time: 05:00 – 06:30 (Day 02)  

Maintenance in Manufacturing Organization: Some Insight of Safety and Health Issues (MYMS043)  
D. Sasitharan, Universiti Utara Malaysia; Halim Bin Mad Lazim, Universiti Utara Malaysia  

The influences of Halal Industry Macroenvironments on Export Performance: Mediating role of Marketing Program Adaptation (MYSC097)  
Hazlinda Hassan, Universiti Putra Malaysia; Jamil Bojei, Universiti Utara Malaysia; Noor Fareen Abdul Rahim, Universiti Utara Malaysia  

The Role of Maintenance in Manufacturing Sector: An Excerpt from Review of Literature (MYMS044)  
K.Vassu, Universiti Utara Malaysia; Halim Bin Mad Lazim, Universiti Utara Malaysia  

The Influence of the Creative Power of Love on Shelley’s Idealism (MYMS023)  
Saman Salah, Universiti Utara Malaysia. Dr. Yus’Aiman Jusoh Yusof, Prof. Dr. Mohammed Haalib  

Towards Understanding Financial Behavior of SMEs: Role of Socio-psychological Factors of Owner-Manager in Firms’ Decision-making (MYMS121)  
Rabia Rasheed, Universiti Utara Malaysia; Maria Abdul Rahman, Universiti Utara Malaysia  

Parallel Session 8.04: Issues in Accounting and Finance  
Room: Butterworth 04  
Chair: Dr Abdulslam Masuid  
Time: 05:00 – 06:30 (Day 02)  

MNES’ Cluster Linkages with Base of Pyramid Firms in Host Markets: Implications for Inclusive Innovation and Competitiveness (MYMS121)  
Sulaman Hafeez Siddiqui, The Islamia University of Bahawalpur Pakistan; Ismail bin Lebai Othman, Universiti Utara Malaysia  

Analysis of The Biological Assets Fair Value and Historical Cost Measurement and The Implication Towards The Financial Information Quality (Empirical Study of Roundtable on Sustainable Palm Oil/RSPO Companies (MYAF008)  
Andrian Hadiyanto; Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia; Evita Puspitasari, Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia  

Analysis of Unconditional Conservatism and Earnings Quality Before and After the IFRS Adoption (Empirical Study of Indonesian Listed Manufacturing Companies) (MYAF009)  
Monica Santi, Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia; Evita Puspitasari, Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia  

The Effect of Environmental Audit Implementation and Firm Size on Environmental Disclosure (MYAF016)  
Sasha Zazkiya, Universitas Padjadjaran Jl. Dipati Ukur, Bandung – Indonesia; Devianti Yunita Harahap, Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia  

The Effect of Internal Audit Function Implementation on Good Corporate Governance Quality (MYAF017)  
Vinny Syifa, Universitas Padjadjaran Jl. Dipati Ukur, Bandung Indonesia; N.R Handiani Suciat, Universitas Padjadjaran Jl. Dipati Ukur, Bandung – Indonesia
DETAILED CONFERENCE PROGRAM

Venue 2: School of Economics, Bahauddin Zakariya University Multan Pakistan

TUESDAY, APRIL 12 (DAY 01)

REGISTRATION: 10:00 AM – 11:00 AM

PLENARY SESSION

EXECUTIVE HALL, IMS & SCHOOL OF ECONOMICS 11:00 AM – 01:00 PM

National Anthems of Pakistan and Malaysia (10 Minutes)

Opening Dua (Recitation of Quran & Naat) (10 Minutes)

Opening Speech By Conference Co-chair, Prof. Dr Imran Sharif Chaudhry (10 Minutes)

Speech by Chief Guest, Prof Dr Tahir Amin (10 Minutes)

Keynote Speaker 1 (Prof. Dr Hayat Muhammad Awan, Director Air University, Multan Campus)

Keynote Speaker 2 (Dr Zulfiqar Ali Shah, Director Research International Islamic University, Islamabad)

Keynote Speaker 3 (Dr Ayesha Siddiqa, Pakistani Civilian Military Scientist and Geo-Strategist, Islamabad)

(20 Minutes each Keynote Speaker)

Vote of Thanks by the Conference Convener-CSRC (05 Minutes)

Souvenirs Distribution (10 Minutes)

NETWORKING, PRAYER & LUNCH BREAK: 01:00 PM– 02:00 PM
SESSION IX (DAY 1)
ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES
02:15 PM – 03:15 PM

Parallel Session 9.01: Issues in Management
Room: Executive Hall (Ground Floor)
Chair: Prof. Dr. Hayat Muhammad Awan

Impact of Learning Organization Practices on Organizational Commitment and Effectiveness in Commercial Banks of Faisalabad (PKMS030)
Atiq ur Rehman, National University of Modern Languages, Faisalabad Campus; Muhammad Saleem, Government Postgraduate College of Science, Faisalabad

Engaged Employees: Positive Organizational Behavior in Flourishing Organizations (PKMS001)
Faisal Hanif, Capital University of Science and Technology, Islamabad; Tayyaba Jameel, The University of Agriculture, Peshawar

Emotions, Helping Behavior and Leader’s Effectiveness (PKMS003)
Dr. Muhammad Ali Asadullah, Mehwish Mumtaz and Zillae Batool, Air University, Pakistan

Corruption in Pakistan: A Governance Perspective
Dr. Nasira Jabeen, Dr. Zafar Jadoon, Ms. Umm-E-Farwa, University of the Punjab, Lahore.

Parallel Session 9.02: Issues in Social Sciences
Room: Conference Room No. 1 (First Floor)
Chair: Dr. Sarwat Sultan

Stress Mediating the Relationship of Social Support and Coping with the Quality of Life of Mothers of Children with Thalassemia (PKSC037)
Syeda Shahida Batool, GC University Lahore; Nadia Rasheed, GC University Lahore

Domestic Violence against Women: Evidence from District Bahawalpur (PKSC012)
Sadia Ashraf, The Islamia University Bahawalpur; Saba Ashraf, Bahauddin Zakariya University, Multan, Pakistan

A Mixed method Approach to explore the Relationship between Self-Efficacy and Anxiety level in Student-Teachers regarding Teaching Practices (PKSC011)
Nosheen Kanwal, University of Education, Lahore (Okara Campus)
Parallel Session 9.03: Issues in Economic Theory and Policy  
Room: Economics Room 1 (Ground Floor-New)  
Chair: Prof. Dr. Imran Sharif Chaudhry

Personal, Interpersonal and Socio-Economic Determinants of Familial Empowerment in Women: An Ordered Regression Model (PKEC026)  
Syeda Azra Batool, Bahauddin Zakariya University, Multan; Hafiz Khalil Ahmed, University of the Punjab, Lahore; Shazia N. Qureshi, University of the Punjab, Lahore

Labor force Participation and Poverty Alleviation in Pakistan: An Empirical Analysis  
Dr. Muhammad Zahir Faridi, Dr. Muhammad Omer, Romaisa Arif, School of Economics, Bahauddin Zakariya University, Multan, Pakistan.

Socio Economic Factors affecting Individual’s Happiness in Selected SAARC Countries: A Micro Data Analysis (PKEC012)  
Aisha Asif & Dr. Sofia Anwar, Government College University Faisalabad, Faisalabad Pakistan

Remittances for Growth: Strategy to Utilize Worker Remittances for Development and Employment (PKEC014)  
Atiq Ur Rehman, Pakistan Institute of Development Economics, Islamabad

Determinants of Exports Diversification: A Time Series Analysis for Pakistan  
Dr. Hafiz Khalil Ahmad, Government College Women University, Sialkot and Sadia Asghar, Punjab University, Lahore

Parallel Session 9.04: Issues in Accounting & Finance  
Room: Syndicate Room (Ground Floor)  
Chair: Dr Zulfiqar Ali Shah

Linking Financial Distress with Capital Structure and Accounting Returns: A study of Karachi Stock Exchange of Pakistan (PKEC005)  
Prof.Dr. Rehana Kouser, Sundas Khalid, Bahauddin Zakariya University, Multan; Irum Saba, IBA Karachi

Determinants of Leverage of Islamic Stocks: Case of KMI-30 of KSE Pakistan  
Muhammad Suhail Rizwan, PhD Scholar, National University of Sciences and Technology (NUST), Islamabad, Pakistan Dr. Rehana Kouser, Dr. Zeshan Mehmood, Bahauddin Zakariya University, Multan

The Relative Efficiency of Commercial Banks in Pakistan with Respect to Size and Ownership Structure during and after Global Financial Crisis  
Allah Bakhsh Khan, PhD Scholar, International Islamic University Islamabad, Pakistan, abkhan@bzu.edu.pk; Zulfiqar Ali Shah, PhD, Assistant Professor, IIU Islamabad; Muhammad Abbas, PhD, Assistant Professor, Air University, Multan Campus

Theories of Corporate Governance: A Review  
Adeel Akhtar, Rehana Kousar and Zeeshan Mehmood, Department Of Commerce, Bahauddin Zakariya University, Multan, Pakistan.
SESSION X (DAY 1)
ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES
(03:30 PM – 04:30 PM)

Parallel Session 10.01: Issues in Management
Room: Executive Hall (Ground Floor)
Chair: Prof. Dr. Nasira Jabeen

Acculturation and Retail Choices of South Asian Immigrants in UK
Muhammad Rizwan, Dr. Muhammad Hassan, Dr. Muhammad Sadiq Shahid, Dr. Waris Ali, Dr. Zubair Ahmad, Institute Of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan

Determinants of Branch Efficiency: A Case of National Bank of Pakistan
Dr. Muhammad Abbas, Assistant Professor, Air University, Multan Campus; Mohammad Hanif Akhtar, Associate Professor, Department of Commerce, Bahauddin Zakariya University, Multan; Muhammad Mazhar Madni, M.S. Scholar, Air University, Multan Campus, mam@aumc.edu.pk

Impact of Organizational Trust on Organizational Justice and Organizational Commitment: A Case of University of Sargodha
Maryam Lashari, Amani Moazzam, Yaamina Salman and Sidra Irfan, Institute Of Administrative Sciences, University Of The Punjab, Lahore.

The Asset Growth and Profitability of PLCS in SAARC Economies (PKMS002)
Khawaja Khalid Mehmood, Bahauddin Zakariya University, Multan, Pakistan.

Parallel Session 10.02: Issues in Social Development
Room: Conference Room No. 1 (First Floor)
Chair: Prof. Dr. Azra Asghar Ali

Community perspectives about the implementation of participatory approach for Sustainable Forestry (PKSC035)
Badshah Muhammad, University of Peshawar; Prof. Dr. Johar Ali, University of Peshawar

Academic Procrastination and Academic Achievement: Are they Interrelated? (PKSC025)
Dr. Shumaila Shahzad, Government College University Faisalabad; Mahar Usman Ullah, Munwar Fareed

Impact of Vocational and Technical Education towards Women Empowerment in Pakistan (PKSC043)

Parents’ Attitude towards the Education of their Daughters in Rural areas (PKSC002)
Umair Talib, Ijaz Ashraf, Naima Nawaz, Bilal Hussain, Saira Akhter and Kanwal Asgher, University of Agri. Faisalabad
Parallel Session 10.03: Issues in Development Economics and Policy
Room: Economics Room 1 (Ground Floor-New)
Chair: Prof. Dr. Sofia Anwar

Impact of Agricultural Research on Economic Development in Punjab, Pakistan (PKEC002)

Intrinsic Inflation Persistence in Pakistan: A Quantile Regression Analysis (PKEC003)
Farrah Yasmin, Emerson College Multan; Fatima Farooq, School of Economics, BZ University, Multan

Divorce, Values, Earning Efficiency and Per Capita Income of Households: A Tribute to Angus Deaton (PKEC022)
Ejaz Gul, Bahauddin Zakariya University; Prof. Dr. Imran Sharif Chaudhry, Bahauddin Zakariya University, Multan, Pakistan

How do changes in domestic and foreign interest rate affect money demand in Pakistan?
Dr. Zahoor Hassan Javaid, Institute of Social Sciences, Bahauddin Zakariya University, Multan.

Parallel Session 10.04: Issues in Education
Room: Syndicate Room (Ground Floor)
Chair: Prof. Dr. Ahmad Farooq Mash’hadi

Analyzing the Evolving Trends of the Research and Development Centers to Boost Research Quality of Research Culture: A Case of Public Sector Universities in Variable Context. (PKSC045)
Dr. Jam Muhammad Zafar, Shah Abdul Latif University Khairpur, Pakistan; Dr. Muhammad Shakir, The Islamia University of Bahawalpur, Pakistan.

Effectiveness of Modern Teaching Methods; Evidence from Digital Learning Model of Modern Teaching Methods (PKSC022)
Ejaz Gul, Bahauddin Zakariya University; Laiba Aurakzai, National University of Sciences and Technology; Prof. Dr. Imran Sharif Chaudhry, Bahauddin Zakariya University

Contentment of Parents on Availability of Services for their Preschool Age Children with Deafness: A Qualitative Enquiry (PKSC023)
Dr. Ghulam Fatima, University of the Punjab, Lahore, Pakistan; Misbah Malik, Township Campus, University of Education, Lahore; Dr. Abid Hussain Ch, University of the Punjab, Lahore, Pakistan

Motivation for Learning English among Graduate Students of Government College Boys Mianwali and Government College for Women Mianwali (PKSC009)
Tahir Jahan Khan, Government College Township, Lahore (PAKISTAN); Muhammad Siddique, Government MAO College, Lahore (PAKISTAN); Saira Akhtar, Government College for Women, Chung, Lahore (Pakistan)
Parallel Session 10.05: Issues in Social Sciences
Room: M. Phil. Economics Class Room: 2

Understanding Herd Behavior Of Doctoral Candidates In Education And Career Selection (PKMS011)
Muhammad Ali Asadullah, Air University Multan Campus; Sumaira Mirza, Air University Multan Campus

Rural Poverty in Pakistan: Determinants and Policy Implication (PKEC028)
Muhammad Abrar ul haq, Universiti Utara Malaysia; Mohd Razani Mohd Jali, Universiti Utara Malaysia; Sheikh Usman Arif, Bahauddin Zakariya University

Impact of Health Care professionals' Sense of Power on Moral Conviction and Workplace Spirituality (PKMS019)
Muhammad Ali Asadullah, Air University Pakistan, Ifrah Fayyaz, Air University Pakistan

Open Innovation: From understating to future prospects and perspectives (PKMS020)
Usman Riaz Mir, Virtual University of Pakistan

Relationship Of Peer Victimization, Psychological Distress And Self Esteem Among Teenagers (PKSC048)
Ruqia Safdar Bajwa, Department of Applied Psychology BZU Multan, Kiran Firdous, Department of Applied Psychology BZU Multan, Muhammad imdad Ullah, Universiti Utara Malaysia, Dr. Iram Batool, Department of Applied Psychology BZU Multan

Strengths, Weaknesses, Opportunities and Threats Analysis of University of the Punjab (PKSC041)
Saghir Ahmad, University of the Punjab; Abid Hussain Ch., University of the Punjab; Misbah Malik, University of Education; Ghulam Fatima, University of the Punjab
Parallel Session 11.01: Issues in Management Sciences
Room: Executive Hall (Ground Floor)
Chair: Dr. Khawaja Khalid Mahmood

Relationship Norms, Time Duration and Logistics Performance in Wholesaler-Retailer Relationships
Muhammad Hassan, Muhammad Rizwan, Muhammad Sadiq Shahid, Waris Ali and Zubair Ahmad, Institute of Management Sciences, Bahaudding Zakariya University, Pakistan, ihassanbucha@bzu.edu.pk

Effects of Load shedding on Retail Business: An Empirical Study of Hyderabad, Pakistan
Tayyaba Rafique Makhdoom, tmmakhdoom14@gmail.com

Social Entrepreneurship in Pakistan: Prospects and Challenges
Ms. Urooj Qamar, Ms. Fatima Tanveer, Prof. Dr. Nasira Jabeen; University of Punjab Lahore, Pakistan

Towards Understanding Relational aspects of Interorganisational Collaboration: An Exploration of Public-Private Partnerships in Pakistan
Sidra Irfan, Yaamina Salman and Sabeen Imran Ahmad, University of the Punjab Lahore, Pakistan

Dissminating Social Entrepreneurship education in Pakistan: A Conceptual framework
Sajid Hussain VU. sajidhussain@vu.edu.pk

Parallel Session 11.02: Issues in Social Development
Room: Conference Room No. 1 (First Floor)
Chair: Prof. Dr. Muhammad Shafiq

Bawaria Hindu Tribe of Cholistan: A Cultural Anthropology
Dr. Abdul Razzaq Shahid, Associate Professor, Department of History, The Islamia University of Bahawalpur, Pakistan

Assessing the well-being and fatigue on Aberrant Driving Behavior among Oil and Gas tanker drivers in Malaysia
Asrar Ahmad Wattoo, asrarwattoo@gmail.com

Distinction between code-switching and Borrowing: A critical Review
Nazir Ahmed Malik, Lahore Leads University, Lahore malik.nazir@gmail.com

History Versus Folklore: Origin of the Parhar Tribe of Cholistan
Dr. Abdul Razzaq Shahid, Associate Professor, Department of History, The Islamia University of Bahawalpur, Pakistan; Zulfiqar Ahmad Tabussam, M.Phil. Scholar of History, The Islamia University of Bahawalpur, Pakistan
Parallel Session 11.03: Issues in Finance
Room: Syndicate Room (Ground Floor)
Chair: Prof. Dr. Rehana Kouser

Predictors of Sources of Finance by small firms
Muhammad Umer Qudoos and Saqib Gulzar Salam, Department of Commerce, Bahauddin Zakariya University, Multan.

Muhammad Asif Nadeem, COMSATS University Lahore

Review of Financial Intermediariess Theories
Tahmeena Bibi, Prof. Dr. Rehana Kouser, Bahauddin Zakariya University, Multan Pakistan Tahminakhosa@gmail.com

Parallel Session 11.04: Issues in Communication Studies
Room: Economics Room (Ground Floor-New)
Chair: Prof. Dr. Ghulam Shabbir

Framing of Drone Attacks in Pakistani Elite Newspapers' Editorials: A Comparative Analysis of Dawn and the News
Dr. Muhammad Ashraf Khan, Samia Manzoor and Tahir Mahmood, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan ashraf_1963@yahoo.com

A Feminist Representation in Pakistani Cinema: A Case Study of “Bol” the Movie.
Aqsa Iram Shahzadi Khan, Muhammad Ahsan Bhatti, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan mrsaqsairam@bzu.edu.pk

Syed Hassan Raza, PhD Scholar, Universiti Utara Malaysia; Muhammad Ahsan Bhatti, Sumera Khalid, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan sherazibzu@gmail.com

Social Media in Pakistan: Uses and Challenges in Society
Dr. Ghulam Shabbir, Chairman, Department of Communication Studies, Bahauddin Zakariya University, Multan; Malik Adnan, PhD Scholar, The Islamia University of Bahawalpur, Pakistan; Dr. Qamar Ghznavi, University of Central Punjab, Lahore Pakistan, ghulamshabbir@bzu.edu.pk

Managerial Implications of Rocking the Floor by Employees: Consequences of Voice Behavior
Faryal Batool, faryalbatool66@yahoo.com

Re-Settler's perspectives of Tarbela Dam (PKSC029)
Muhammad Kamran, University of Peshawar; Dr. Johar Ali, University of Peshawar
Parallel Session 11.05: Issues in Social Sciences - II
Room: M. Phil. Economics Class Room
Chair: Dr. Muhammad Nauman Abbasi

Macroeconomic Determinants of Non performing Loans (NPL): Evidence from Pakistan
Altaf Hussain, Kashif Raza, Dr. Tusawar Iftikhar Ahmad, Department of Economics, The Islamiy University of Bahawalpur, Pakistan Bahawalpur-Campus, altafhussain@iub.edu.pk

Impact of Parenting Style and Self-Esteem on Academic Achievement among Graduates of IUB
Shazia Asghar, Muhammad Waseem Tufail, Aqeel Ahmad Khan, Fatima Khurram, The Islamia University Of Bahawalpur.

External Debt Overhang and Economic Growth: Evidence from Pakistan
Dr. Muhammad Ramzan Sheikh, Salyha Zulfiqar, Muhammad Faheem, Muhammad Ayub, School of Economis, Bahaudding Zakariya University, Multan Pakista. ramzansheikh@bzu.edu.pk

DINNER & MUSICAL CULTURAL NIGHT: 08:30 PM - 11:00 PM

WEDNESDAY, APRIL 13 (DAY2)

EMERALD’S WORKSHOP: 10:30AM-12:00PM

GUIDE TO GETTING PUBLISHED

Moderators:
Ben sng (Video Conferencing)
Prof. Dr Imran Sharif Chudhry, Editor (PJSS)
Prof. Dr Hafeez Rehman, Editor (PESR)
SESSION XII
ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES
12:15 PM – 01:15 PM

Parallel Session 12.01: Issues in Management Sciences
Room: Syndicate Room (Ground Floor)
Chair: Dr. Masoodul Hassan

Relationship between Work-Family Conflict and Organizational Commitment in University Teachers
(PKSC027)
Rizwan Ahmad, University of Education Lahore; Dr. Shumaila Shahzad, Government College University Faisalabad

Traditional versus Rational: State of Corporate Governance practices in the traditional society of Pakistan (PKAF003)
Dr. Zubair Ahmad, Dr. Zeeshan Mahmood, Dr. Muhammad Hassan Bucha, Dr. Muhammad Rizwan, Bahauddin Zakariya University

Corporate Governance and CSR Disclosure: Evidence from a Developing Country (PKMS010)
Dr. Waris Ali, Dr. Moeed Ahmad Sandhu, Mr. Javed Iqbal and Mr. Muhammad Sojed Tufail, Bahauddin Zakariya University, Multan, Sahiwal Campus

Parallel Session 12.02: Issues in Social Sciences
Room: Conference Room No.1 (First Floor)
Chair: Prof. Dr. Javaid Akhtar Salyana

The Role of Home Based Female Workers in Social Protection of their families in the Rural Areas of District Faisalabad (PKSC014)
Dr. Kanwal Asghar, Dr. Farkhanda Anjum, Zareen Liaqat, University of Agriculture Faisalabad

Irrigation Sector development and Economic Change in Punjab (Pakistan): A Case Study of District Multan in Historical perspective (PKSC013)
Abida Kausar Chuadhary, Prof. Dr. Humaira Arif Dasti, Bahauddin Zakariya University, Multan

Prevalence of superstitious-induced behavior among parents of Children with Intellectual Disability (ID); Study of parents in Khyber Pakhtunkhwa (PKSC031)
Shakeel Ahmed, University of Peshawer; Prof. Dr. Johar Ali, University of Peshawer

Parallel Session 12.03: Issues in Macroeconomics
Room: Executive Hall (Ground Floor)
Chair: Prof. Dr. Imran Sharif Chaudhry

Electricity Generation and Real Output in Asia: A Panel Co-integration Approach
Furrukh Bashir, Dr. Hafeez ur Rehman, University of the Punjab, Lahore, Pakistan; Ismat Nasim, Bahauddin Zakariya University, Multan, Pakistan. furrukh.bashir@iub.edu.pk

Exchange rate Volatility and Macroeconomic Performance: The Case of Pakistan (1972-2014)
Dr. Muhammad Hanif Akhtar, Dr. Muhammad Ramzan Sheikh, Mehwish Ahmad and Salyha Zulfiquar, Bahauddin Zakariya University, Multan. ramzansheikh@bzu.edu.pk
Parallel Session 12.04: Issues in Education  
Room: M.Phil. Economics Class room  
Chair: Dr. Muhammad Dilshad

The Impact of Financial Resources on the Performance of Field Hockey Teams (Men): A Case Study of Higher Education Institutions of Pakistan (PKSC050)
Dr. Asif Ali, The Islamia University of Bahawalpur, Pakistan, ; Adeel Akhter, Department of Commerce Bahauddin Zakariya University, Multan

Cyber Bullying among College Students in District Faisalabad (PKSC028)
Dr. Bushra Naoreen, Sajid Hussain; GC University Faisalabad

Causes of academic plagiarism: Survey results from Pakistani university students
Dr. Intzar Hussain Butt, Assistant Professor, University of Education, Lahore, ihb4@yahoo.com;  
Dr. Shahzada Qaisar, Assistant Professor, University of Education, Lahore, qaisarshahzada@yahoo.com
Dr. Ashiq Hussain, Controller of Examinations, University of Education, Lahore, controller@ue.edu.pk

Influence of Teachers' actions on the productivity of Collaborative Group Work
Dr. Shahzada Qaisar, Assistant Professor, University of Education, Lahore, qaisarshahzada@yahoo.com;  
Dr. Intzar Hussain Butt, Assistant Professor, University of Education, Lahore, ihb4@yahoo.com;  
Dr. Ashiq Hussain, Controller of Examinations, University of Education, Lahore, controller@ue.edu.pk

Parallel Session 12.05: Issues in Financial and Development Economics  
Room: Economics Room 1(Ground Floor-New)  
Chair: Prof.Dr. Hafeez ur Rehman

The Determinants of Domestic Investment in Pakistan: An Empirical Analysis
Muhammad Ayub, PhD Scholar of Economics; Prof Dr. Imran Sharif Chaudhry, Professor of Economics, B.Z. University, Multan, ayubsinghaira@gmail.com

Determinants of Financial Development for Selected SAARC Countries: A Panel Data Analysis (PKEC009)
Sofia Anwar, Government College University Faisalabad; Hina Shahzadi, Government College University Faisalabad; Samia Nasreen, Government College University Faisalabad.

Efficiency Analysis of Public and Private Sector Schools of Multan District: A Non-Parametric Approach
Sumaira Batool, Lecturer, Department of Economics, The Women University Multan, Pakistan, Fatima Farooq, Lecturer, School of Economics, B.Z.U. Multan, Pakistan, Imran Abbas, Ph.D. Student, School of Economics, B.Z.U Multan, Pakistan, E-mail: sumairaimran@hotmail.com

Do Saving-Investment and Foreign Exchange Gap Finance Fiscal Deficit in Pakistan?
Raheel Abbas and Muhammad Asghar, Department of Economics, Layyah Sub Campus, Bahauddin Zakariya University Multan, Pakistan.

The Determinants Of Female Child Labour in Pakistan: The Case of Multan City
Anum Imran, Ms., Fatima Farooq, Lecturer, School Of Economics, Bahauddin Zakariya University, Multan Pakistan; Prof. Dr. Imran Sharif Chaudhry, Professor of Economics, Bahauddin Zakariya University Multan. Pakistan, anum6868@yahoo.com
SESSION XIII (DAY 2)

LUNCH BREAK & PRAYER TIME  01:30 PM – 02:00 PM

ISSUES IN BUSINESS, SOCIETY AND ECONOMY IN DEVELOPING COUNTRIES  02:15 PM – 03:00 PM

Parallel Session 13.01: Issues in Accounting and Finance
Room: Syndicate Room (Ground Floor)
Chair: Dr. Muhammad Sadiq Shahid

The Impact of Investor’s stock Market Awareness on Stock Market Efficiency: A Case Study of Southern Punjab –Pakistan
Adeel Akhtar, Masood Ul Hassan, Department Of Commerce, Lubna Kanwal, Institute of Banking And finance, Bahauddin Zakariya University, Multan, Pakistan,
Adeel.akhtar@bzu.edu.pk

Interrelationship among corporate image service quality customer satisfaction and loyalty: Testing the moderating impact of complaint handling
Masood ul Hassan, Muhammad Shahid Iqbal, Shumaila Sharif, Muhammad Yaseen

Recognized Social Support Arbitrating the Relationship between identified stress and job satisfaction in Police Personal
Zahid Abbas, Raqia Safdar Bajwa, Prof. Dr. Imran Sharif Chadhry, Bahauddin Zakariya University, Multan, Pakistan

Family Firms and Financial Performance: An Empirical Evidence of Internal Corporate Governance issues of Family Forms in Pakistan.
Waseem Ullah

Linking Empowerment Role Identity to Managerial effectiveness and job effective well – being: The mediating Role of psychological Empowerment.
Ume-Habibah, IBA Sakhar; Sajid Husain umehabibah@iba.suk.edu.pk

Parallel Session 13.02: Issues in Economics
Room: Executive Hall (Ground Floor)
Chair: Dr. Hafeez ur Rehman

Human Capital and Labour Productivity: A Case study of District Lahore
Dr. Nabila Asghar and Muhammad Hassan Danish, University of the Punjab, Lahore, Pakistan,
drhrehmankhan@gmail.com

Linkages among Energy Consumption, Trade Openness and Economic Growth: Recent Evidence from South Asia Countries
Dr. Nabila Asghar and Muhammad Nadeem, University, Lahore, Pakistan

drhrehmankhan@gmail.com

Worker’s remittances and growth linkages in Pakistan
Fouzia Yasmin, Women University Multan, Muhammad Zahir Faridi Bahauddin Zakariya University, Multan, Hlna Ali,
Adnan Yasin; fouziayasmin786@yahoo.com

Impact of Effective & Normative commitments on knowledge sharing; A mediating mode of serviced cost of knowledge sharing affect and cognition based trust.
Wasim-ul-Rehman, Punjab University, Lahore.
Parallel Session 13.03: Issues in Accounting and Finance
Room: Conference Room 1
Chair: Dr. Zeeshan Mahmood

Impact of TARGET model on achievement goal of Secondary School Students in the Subject of Mathematics (PKSC036)
Dr. Misbah Malik, Dr. Ghulam Fatima, Dr. Abid Hussain Chaudhry,

Impact of Islamic work ethics on work outcomes with moderating role of personality consciousness
Shakeel Abbas, Adnan Fraz, Huma Javed, Syed Navazish Arooj

Treatment of Terrorism/Conflict new by journalist in south Punjab (Pakistan): A War and Peace Journalism perspective
Tahir Mehmood, Syed Hassan Raza, Dr. Muhammad Ashraf Khan, Department of Communication Studies, Bahauddin Zakariya University, Multan, Pakistan

Impact of ownership and board structure on CSR disclose: A study of KSE listed commercial banks
Maria Faisal, Noreen Aslam; maria.faisal@bzu.edu.pk
Financial Sharing Limitation on Contractor’s Infrastructure Project Joint Venture (MYAF002)

Norsyakilah Romeli  
Faculty of Architecture, Planning and Surveying  
Universiti Teknologi Mara, Shah Alam, Malaysia

Faridah Muhamad Halil  
Faculty of Architecture, Planning and Surveying  
Universiti Teknologi Mara, Shah Alam, Malaysia

Faridah Ismail, J  
Faculty of Architecture, Planning and Surveying  
Universiti Teknologi Mara, Shah Alam, Malaysia

Jacqueline Wena Dhelbi  
Faculty of Architecture, Planning and Surveying  
Universiti Teknologi Mara, Shah Alam, Malaysia

Abstract

The sharing concept expedient during the joint venture mainly manifested the relationship execution in the collaboration practise. At that point, the joint venture in infrastructure projects predominantly shared manpower, management, risk and funding resources to benefits each other. The financial investment is a vital parts in financial sharing concept to guarantee survival of the joint venture. Despite the collaboration aimed for a win – win situation, disparity in degree of expertise and investment could be burdensome for the contractor to succor the joint venture. Hence the contractor critically need to know their financial limitation to avoid unforeseen risk. The purpose of this paper is to identify the financial sharing limitation in contractors infrastructure project in joint venture implementation. Using the quantitative method, the financial limitation are rooted from external and internal measure. The external financial limitations are came in form of taxes imposed to the joint venture, fluctuation of exchange rate, insurance requirement changes, failing of banks to provide loans, market legislation, and client’s variation orders. Meanwhile, the internal financial limitations are from shares allocation, financial responsibilities, financial risk, cost of manpower and expensive technology, bussiness strategy and pattern, and insolvency of one party. Outcome of the research, this paper indicate that the crucial external financial limitation is the failing banks to provide loan as it is time consuming and as an intitial steps in the pre investment period. Meanwhile the crucial element for the internal financial limitation is the insolvency of one party. Thus, this paper may encourage the joint venture contractor to set up with the post financial remedial plan once one of the collaboration partner breach the agreement on the joint venture financial limitation.

Keywords: Financial Sharing, Sharing Limitation, Joint Venture, Infrastructure Project

University Press, Bahauddin Zakariya University Multan Paksitan (www.bzu.edu.pk)
Descriptive Evidence of Corporate Governance & OECD Principles for Compliance with Jordanian Companies (MYAF007)

Yousef Shahwan  
University Malaysia Terengganu

Nor Raihan Mohammad  
University Malaysia Terengganu

Abstract

The OECD principles of CG are the utmost important public policy mechanisms that assist both private and public regulators to efficiently, evaluate and improve the institutional, regulatory and legal framework for sound CG. Consequently, the primary objective of this study is to assess the level of practical compliance with the OECD principle of CG by the Jordanian companies. The paper was designed using conceptual approach. The information used for the study was obtained from journal articles, textbooks, and the Internet. The study found that some of the OECD principles were practically implimented such as (i) framework of good CG; (ii) the rights of shareholders; (iii) role of stakeholders; (iv) disclosure and transparency. Equally, the principle of equitable treatment of shareholders and the responsibility of the bord were particially used into practice. However, it is suggested that the Jordanian companies should strictly comply with the remaining principles since it recognises the importance of every aspect of organizational stakeholders and their due rights for the achievement of the primary goal of the organization. The study will guide investors, firms, stock exchanges, government and others that play a role in developing good GC. Also, the study contributes to economic efficiency, sustainable growth and financial stability of the companies.

Keywords: principles of corporate governance, OECD principles, Compliance with CG, Jordanian companies.
Relationship Between Dividend Policy and Stock Price among Nigerian Listed Companies (MYAF011)

Saifullahi Shehu Ibrahim
saifullahishehu@yahoo.co.uk
+2348039644373
Department of Accountancy, Jigawa State Polytechnic Dutse-Nigeria.

Bilyaminu Shittu Aminu
bilyaminusa@gmail.com
+2348038087458
Department of Accountancy, Jigawa State Polytechnic Dutse-Nigeria.

Abstract

The main objective of this paper is to examine the effect of dividend yield and earnings per share on stock market price among Nigerian public listed companies. The data were collected from the annual financial statement of each of the companies under the study which is available from the companies’ web sites. Total number 30 companies were randomly selected from Nigerian Stock Exchange as a sample of the study for the year 2012. Multivariate regression analysis and descriptive statistics were applied by using Special Package for Social Sciences (SPSS) software. The findings of this study show that dividend yield and earnings per share are strongly related to a stock price of Nigerian public listed companies. It is, therefore, concluded that dividend yield and earnings per share are strong determining factors for the price of shares in the stock market. Hence, the implication here is that firms that offer high dividend yield and earnings per share would be more likely to have high share price in the stock market. An investor may be willing to purchase shares at high prices provided that there would be high return from dividend yield and earnings per share; this is due to their profit maximization behavior.

Keywords: dividend yield, earning per share, stock price.

Philip Jehu  
School of Accountancy, College of Business  
University Utara Malaysia.

Mohammad Azhar Ibrahim  
School of Accountancy, College of Business  
University Utara Malaysia

Abstract

Purpose: The study examines the role of financial analysts in processing financial accounting information in the equity emerging and frontier markets. The purpose is to establish the relationship between the analysts’ stock valuation, the reporting environment and the stock recommendations. And to investigate the process of incorporating both quantitative and qualitative information into their forecasts.

Design/Method: The research will be archival, obtaining historical information from DataStream, Stock Exchanges and MSCI. A survey will also be carried out to corroborate findings, as the analysts’ valuation process may not be obtained through desk research.

Practical Implications: The write up has implications for sell-side analysts where they have perceived incentive conflicts when they make recommendations. There is need to bring to spotlight the nature of disaggregated information considered to be most important in the process.

Contributions: The research will contribute to the argument on the conflicts of interest analysts face in forecasting earnings and making recommendations in the markets. The research will also contribute by extending the models, methods and analysis tools that were used in previous studies (e.g. Karamanou, 2012).

Keywords: Financial analysts, information processing, incentives, emerging markets, frontier markets.
External Factors affecting Working Capital Efficiency (MYAF014)

Simon, Sunday  
School of Accounting, Universiti Utara, Malaysia.

Mohamad Ali, Abdul Hamid  
School of Accounting, Universiti Utara, Malaysia.

Abstract

Purpose: This study evaluates the influence of external factors on the efficiency of working capital.

Design: The study employed an in-depth review of literature on working capital management. A synthesis of the various factors affecting working capital efficiency was at the centre stage of the study.

Findings: From the in-depth review of literature on working capital management from developed and developing countries, it was found that economic condition, political instability, technological advancement, regulations, competition and industrial condition affect working capital efficiency.

Research Limitations/Implication: The study is limited to working capital management and considers the period between 2000 and 2015. Overall, the study implies that for working capital to be efficient and effective in revealing insight that improves business performance, it must align these factors to its strategy.

Practical Implication: Management should consider reinforcing the importance of working capital efficiency throughout the organization, since cash has become a rare and expensive commodity.

Originality/Value: The study adds to the corpus of literature on working capital management, as it provides a new dimension to study working capital management. As these factors can moderate the relationship between working capital management and firm performance. Also, evaluating these factors will increase firms’ opportunities to generate more of their working capital internally to increase their free cash flow.

Keywords: Working Capital management, External Factors, Firm Performance
The Influence of Organizational Culture on Employee Performance Public Service in Nigeria (MYMS033)

Ahmed Usman
Universiti Utara Malaysia

Abd. Rahim Romle
Universiti Utara Malaysia

Abstract

The performance has been in central interest of both public and private organization and its essential key factor of organizational success. Several factors have been proposed as antecedent employee performance. For example, highly value each person’s attached to organization contribute to performance, the employee’s skill set with the right job, expectations must be made crystal clear, deal with employee aggressiveness, Consistently reward, Maintain strong communications with people, Provide sufficient training or resources for high performance, Be accessible and approachable, support innovation, and deal with absenteeism both absent and lateness among others. These factors play a significant role to increase organizational competitive advantage for the produce good or more efficient and effective service than any other organization. Yet, with regard to all effort in previous studies on employee performance. Employees in Nigerian are posing challenges of organizational culture due ethnic group’s work cultural, which cause poor employee performance. However, several studies have been examined in the different continent. But few pay attention to Nigerian context. Therefore, employee performance deserves further investigate in the Nigerian context because the previous study's findings may not be generalizable due to context and cultural differences.

Keywords: Organizational culture, ethnic group culture norms, employee performance.
Impact of Partner Fit and Conflict Management on Alliance Performance In Indonesia Construction Companies
(MYMS026)

Dicky Hiday Syahchari
University of Tama Jagakarsa

Moh Azlan Yahya
Universiti Utara Malaysia

Muhammad Amsal Sahban
Management College of Lasharan Jaya Makassar

Abstract

Purpose – The purpose of this paper is to investigate the alliance performance of construction companies. A conceptual model is proposed where alliance performance is influenced by a two-dimensional construct composed of the partner fit and conflict management.

Design/methodology/approach A questionnaire survey was administered to 311 construction companies. Analysis of Variance (ANOVA) and regression analysis as statistical tools was used to analyze the data and test the hypothesis that alliance performance is impacted by the partner fit and conflict management.

Findings – The hypothesis was supported by the data and analysis. The research found that partner fit and conflict management have a significant and positive impact on alliance performance of Indonesia construction companies.

Research limitations/implications – This research, incomprehensive terms, present a concept on the significance of alliance in the construction industry and particularly objective practitioners by identifying advantage of alliance action among executive and project managers in a suitable method.

Originality/value – Increased global focus on construction alliance has shed light on the construction industry in Indonesia to reach significance value for profit in alliance performance. This paper gives valuable reference for senior manager to consider the adoption of alliance based on selection of partners and conflict management in the construction industry in Indonesia

Keywords alliances performance, Partner fit, conflict Management
Job Performance: Does Non-Financial Reward Really Matters? A Case Study among Employees at a State Development Corporation in Malaysia (MYMS008)

Mas Anom Abdul Rashid  
KPTM

Mohd Noor Azman Othman  
KPTM

Mohd Zainudin Othman  
Universiti Utara Malaysia

Abstract

Good job performance is every employers dream. Good performance can be influenced by many dimensions. To attain good performance, employees should be rewarded handsomely and attractively. Good reward or job compensation not only motivate employees to perform their job better but also to retain them. This study will look into how financial and non-financial type of job compensation influence job performance. This paper is intended to determine the type of job compensation influences job performance the most. A survey was conducted on the respondents at the state development corporation in South Malaysia. Results show that the non-financial compensation had a stronger relationship to the employees’ job performance compared to the financial compensation.

Keywords: compensation, financial compensation, non-financial compensation and job performance.
The Effect of Job Security, Training Extensiveness and Organizational Commitment on Organizational Performance (MYMS049)

Ibrahim Garba Muhammad
Department of business administration and entrepreneurship Bayero University Kano

Haim Hilman
School of Business Management, College of Business, Universiti Utara Malaysia, Sintok, Kedah, Malaysia.

Abstract

The purpose of this paper is to investigate organizational commitment as a mechanism linking the effect job security and training extensiveness on organizational performance. Based on review of literature five hypotheses were formulated to investigate the direct effect of job security and training extensiveness on organizational performance. The indirect effect of organizational commitment as a mechanism linking the effect of job security, training extensiveness on organizational performance was also hypothesized. Data was collected from 256 branch managers from 8 banks in the commercial banking sub sector; analysis was conducted using PLS-SEM structural equation modelling. The proposition that job security, training extensiveness and organizational commitment have significant positive effect on organizational performance was further confirmed. In addition, organizational commitment was also found to mediate the effect of job security and training extensiveness on organizational performance. The study limitations and areas for future study were also suggested.

Key words: Job security, training extensiveness, organizational commitment, organizational performance
Motivation in Islamic Perspective: A Review (MYSC074)

Zulkifli Hamisan@Khair, Mohd Azhar Abd Hamid, Nuradila Ahmad
Department of Human Resource Development, Universiti Teknologi Malaysia

Abstract

Purpose – The purpose of this paper is to review and contrast conventional motivational theories with motivational theory from Islamic Perspective.

Design/methodology/approach – This paper is conceptual in nature. Therefore, the method adopted is review several famous conventional motivation theory and discuss it from Islamic point of view. This paper also shed light of several Islamic motivational theory from relevant literature review.

Findings – Both western and Islamic motivation theory emphasize of reason and process to stimulate human action to achieve the need in life. Even though a western theory did include spiritual or intrinsic aspect in their theory. The discussion of the spiritual or religion aspect do not match with Islamic perspective notion. We aware that motivation also can be discuss from the individual, organizational and communities level. That why a holistic notion of motivation is needed. Comparability with western, Islamic model include human soul as an important aspect as looking back at nature of human creation.

Keywords – Motivation, Psychology, Islamic perspective, Human Resource Development
Granger Causality Analysis between Inflation, Debt and Exchange Rate: Evidence from Malaysia (MYEC020f)

Lim Chia Yien
Universiti Utara Malaysia

Hussin Abdullah
Universiti Utara Malaysia

Muhammad Azam
Universiti Utara Malaysia

Abstract

Inflation and high debt level are two concerning issues in Malaysia. Based on past currency crisis and given today situation of high domestic and external debt level in Malaysia, particularly after the redefinition of external debt by the IMF. Domestic debt too has also largely been ignored in past empirical work on inflation. The paper aims to empirically examine the dynamic relationship between inflation, external debt, domestic debt and exchange rate for Malaysia covering the period of 1960-2014. This paper used exploratory data analysis, Johansen cointegration test and Granger causality test. The exploratory data analysis show that inflation and domestic debt and also inflation and external debt has a strong positive association, meanwhile inflation and exchange rate has a weak positive association in Malaysia. The cointegration test shows that there is one cointegration relationship. In Malaysia, exchange rate Granger caused inflation at lag 1, domestic debt Granger caused exchange rate at lag 1 and lag 2 and external debt granger caused exchange rate and exchange rate also Granger caused external debt at lag 3. The Granger causality test shows exchange rate and inflation with domestic debt and exchange rate a unidirectional causality. Meanwhile, external debt and exchange rate, a bidirectional causality was found. Exchange rate is a crucial factor relative to domestic debt and external debt in influencing inflation in Malaysia. As exchange rates increase inflation also increases. Policy makers needs to formulate appropriate and prudent policy especially in the high inflation period as the impact of exchange rate during inflation period will be stronger compared to low inflation period.

Keywords: Inflation; domestic debt; external debt; exchange rate; Malaysia.
Factors Responsible for African Underdevelopment: a Perspective on Nigerian Experience (MYSC124)

Salisu Ahmed Kabiru  
Umaru Muas Ya’adua University Katsina, Nigeria.

Rozita Arshad  
School of Government, Universiti Utara Malaysia.

Abstract

This study is entitled factors responsible for African underdevelopment. The problem of African underdevelopment could be trace to slave trade, colonialism neo-colonialism and corruption. The objective of the study was to examine the factors that impede African development in the past and present, the study employed qualitative analytical method of data collection and analysis, the study revealed that apart from slave trade, colonialism and neo-colonialism, corruption is the most devastating factor that stagnate African development. The study recommends that African leaders should strive to break from the underdevelopment vicious circle, corruption should be fought from all angles and there should be severe punishment for corrupt officials.

Keywords: Africa, Underdevelopment
Manufacturing Performance, Institutional Quality and Energy Consumption in Middle-Income Sub-Saharan African. (MYEC014)

Ismail Aliyu Danmaraya  
Department of Economics  
Northwest University, Kano, Nigeria/ 
School of Economics, Finance and Banking  
Universiti Utara Malaysia

Sallahuddin Hassan  
School of Economics, Finance and Banking  
Universiti Utara Malaysia

Abstract

This paper examines the causal link concerning manufacturing performance, institutional quality and energy consumption for pane of five middle-income countries in Sub-Saharan Africa (Botswana, Nigeria, Senegal, Sudan & South Africa) for the period 1995-2012. The panel cointegration test displays evidence of cointegration among the variables. The result of the Fully Modified OLS pointed out that energy consumption, labour and capital formation are important factors that determines manufacturing performance in the five middle-income SSA countries while corruption variable and economic freedom are not significant in determining the performance of the manufacturing sector. Equally, the result revealed causality running from manufacturing performance to energy consumption, capital formation and economic growth as well as bidirectional causality between manufacturing performance and labour and, between manufacturing performance and corruption variable. The study therefore suggests that energy conservation policy will have less negative effect on manufacturing performance.

Keywords: Energy Consumption, Manufacturing Performance, Sub-Sahara Africa.
Abstract

**Purpose:** This study was conducted with the major aim of assessing the factors that influence households’ choice of cooking fuel in Bauchi state, Nigeria.

**Design/Methodology/Approach:** A total of 750 samples were selected using multistage area cluster sampling, out of which 539 responses were analysed. Multinomial logit model was used to estimate the factors that determine the choice of the main cooking fuel source in Bauchi state, Nigeria.

**Findings:** The result has shown that income, location, price of firewood, hours of electricity supply and home ownership are among the factors that have significant impact in influencing the type of cooking fuel to be adopted by households.

**Research Limitations:** the study cannot offer any explanation about the influence of time dimension on the pattern of household cooking fuel choice in the study area.

**Practical implications:** Policies to increase the income of households, ensuring availability of cleaned cooking fuel source and increase in price of firewood, will encourage households to switch away from firewood use to more cleaned fuel sources like; kerosene, electricity and gas.

**Originality/Contribution:** The study was able to test Energy Ladder Model and the Energy Stacking Model, using household data of Bauchi state, Nigeria. The study developed and made about 13 hypotheses out of which 3 were found to be irrelevant.

**Keywords:** Household cooking fuel, income, prices
Service Innovation Model to Encounter Customer Service Index (CSI) in Automotive Industry, Malaysia (MYSC100)

Fadillah Binti Ismail  
Faculty of Technology Management and Business,  
Universiti Tun Hussein Onn Malaysia,

Ainul Mardhiyah Binti Nor Aziz  
Faculty of Management,  
Universiti Teknologi Malaysia, Bahru, Johor, Malaysia

Wan Md Syukri Bin Wan Mohamad Ali  
Malaysia Japan International Institute of Technology,  
Universiti Teknologi Malaysia, Wilayah Persekutuan, Malaysia

Irmawati Binti Norazman  
Faculty of Management,  
Universiti Teknologi Malaysia, Johor Bahru, Johor, Malaysia

Abstract

Service innovation has progressed into a gigantic field covering the study of intangible practices and vigorous interfaces among high-tech and human structures that lead to service quality and innovation in services. The literature of service innovation is escalating into a various sectors and across several departments in organizational which involve operations, marketing, and management outlooks. The purpose of this conceptual paper is to propose research framework of service innovation in solving Customer Service Index (CSI) in automotive industry, Malaysia. This density and multiplicity in the streams of existent service innovation literature deliver a universal overview of the literature in this fast emergent arena. Service innovation is one of the most important components of the automotive industry. The success of service quality depends on the success of service innovation to the companies and mediating effect of customer and supplier participation in relationship between service innovation and service quality. The existence of the participation end user and supplier along with the service innovation management is crucial point where the customer innovation would be mediating effect for measuring factor of (system, process, organization, tools or technology and strategy) towards achieving service quality. Thus, this study is significant to academia and manager level for further studies towards improving service innovation management and enhance service quality in automotive industry.

Keywords: Service Innovation, Service Quality, Customer and Supplier Participation, Automotive Industry
The Good, Bad and Ugly Sides of Internet Usage in the Workplace (MYSC058)

Siew Ching J-Ho  
Universiti Sains Malaysia

T. Ramayah  
Universiti Sains Malaysia

Abstract

Computer was designed to help in human daily activities especially in replacing typewriter, a common tool in most offices. If compared to 1980s, not much users are using computer for communication purposes; however, it was getting famous as communicating tools in after 2000s. Computer is being used together with internet in the world of information technology for faster communication. However, many misuse Internet for personal usage especially during working hours which is known as cyberloafing. This paper will discuss about the positive and negative sides of internet usage, as well as its factors and impacts.

Keywords: not available
The impact of information technology and networks on knowledge transfer and sharing: The mediating role of trust (MYMS014)

Houcine Meddour, Abdul Halim Abdul Majid Rushami Zien Yusoff
Universiti Utara Malaysia

Abstract

**Purpose:** The main purpose of this paper is to empirically analyze the interrelations between information technology, networks and knowledge transfer and sharing (KTS) in MSC status organizations. This paper also contributes in assisting businesses understanding by including the mediating role of trust.

**Design/methodology/approach:** The self-administered questionnaire was used for data collection. A total of 132 MSC status organizations were involved in this study and collected data were analyzed using SmartPLS 2.0.

**Finding:** Empirical evidence show that: information technology and networks have a positive and significant impact on knowledge transfer and sharing. Moreover, trust fully mediates the relationship between networks and knowledge transfer and sharing. It is also discovered that there is no mediation effects on the relationship between information technology and knowledge transfer and sharing.

**Research limitations/implications:** More data can be collected in the future with new scope. Therefore, the results may not be generalized to other areas or countries. Thus, the characteristics of the surveyed organizations may be different from those in other areas.

**Practical implications:** The use of Partial Least Squares provides useful information for managers to enhance knowledge transfer and sharing through the adoption of appropriate information technology, networks and trust.

**Originality/value:** This paper adds an extension to the existing body of knowledge management concerning knowledge transfer and sharing investigation, while utilizing MSC status organizations as its setting. The proposed model also provides useful information for practitioners to establish trust as a prominent context factor for (KTS) processes, particularly for those in MSC status organizations.

**Keywords:** knowledge transfer and sharing, information technology, networks, trust.
A CONCEPTUAL STUDY OF THE USE OF E-COMMERCE DETERMINANTS AFFECTING THE MALAYSIAN SME’S PERFORMANCE (MYMS030)

CHAIN HON KEONG and ARFAN SHAHZAD

Corresponding Author: Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia. Tel: +60164402279. Email: seanchin@yahoo.com

Senior Lecturer Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia. Tel: +6049287150. Email: arfan@uum.edu.my

Abstract

Purpose: This paper investigates the factors influencing e-commerce usage by SMEs that boost the Malaysian SME’s performance. Digital Malaysia programme envisions the goal of having a strong e-commerce and digital economy by 2020. E-commerce catalyzes improvement in customer service, expands marketability; enhances customer experience (e.g. relationship, communications, loyalty etc.) and promotes supply chain integration. In Malaysia context, the improving faster and more reliable internet connection, more than 75% internet penetration rate and more encouragement efforts from government, are clearly motivating SMEs to venture their business into e-commerce. As of many believes that such a technological way of doing business can open up endless opportunity for SMEs to be more competitive against the larger enterprise.

Design/methodology/approach: Quantitatively, an online questionnaire-based survey will be distributed to managers/owners of SMEs in the distributive trade, wholesale and retail industry registered with the SME Corporation Malaysia at Klang Valley Area. PLS will be used in this research to analyze the collected data via the Google Forms.

Findings: The findings are expected to reveal that perceived risk, performance expectancy, effort expectancy, social influence and facilitating conditions are determinants which influential to the decision of e-commerce usage. And, e-commerce usage is expected to mediate the relationships between determinants and SME’s performance.

Research limitations/implications: Many of SMEs failed to exploit the opportunity to enhance their performance. In this study, this dissertation seeks to investigate factors that contribute to e-commerce usage in order to bridge the gap of low usage that could be significant increase the SME’s performance.

Practical implications: Thus, this paper recommends a managerial approach towards the usage of e-commerce leading to enhancement in SME’s performance.

Originality/value: Determinants from Unified Theory of Acceptance and Use of Technology (UTAUT) and perceived risks are formulated to investigate low usage of e-commerce which potentially could enhance their SME’s performance.

Keywords: E-commerce, usage, SME performance, perceived risk, UTAUT.
Trust and expectation confirmation model: a study of tax e-filing system (MYMS109)

Punitha Chandra  
School of Technology Management and Logistics, Universiti Utara Malaysia

Amlus Ibrahim  
Lecturer, School of Technology Management and Logistics, Universiti Utara Malaysia

Abstract

The evaluation of information communication technologies (ICTs) and tremendous growth of internet users in the worldwide, have transformed the process of interaction and delivery of government services to their respective citizens. Even government have invested and improved the e-government services generally and particularly in tax e-filing system, trust remains as main citizens' issue and concerns when using e-filing system due to transaction of personal information. Although continuance intention is obviously important for the success of a technology, however there is paucity of the studies that focused on continuance intention of e-government services and particularly in tax e-filing system. This paper propose a framework that combined factors from Expectation Confirmation Model (ECM) and trust literatures to explain and predict users’ continue intention of tax e-filing system. This study is based on review of past literatures from databases and reports.

Keywords: continuance intention, trust, e-government, e-filing
The Relationship between Computerized Health Information Systems and Job Performance CASE: Bani Walid General Hospital in Libya (MYMS004)

Khawla Muftah Abdallah, Asmahani Aswaddalai, Ali Jaballa

Abstract

Computerized health information systems (CHIS) are important in the hospitals to provide quality of serves . Interest in computerized health information systems (CHIS) has largely been focused on North America and Europe and yet there are many interesting developments taking place in the Arab region, which have received very little attention. This study aimed to identify the relationship between computerized health information systems (potential computer hardware available, potential software available, human assets, organizational capabilities available and computerized healthcare information systems in use available) and job employees performance in Bani Walid General hospital in Libya. Quantitative method was employed questionnaire survey. The respondents were selected from employees who use information technology in Bani Walid General hospital in Libya. Data from questionnaire survey was used to test the research hypotheses. To gain further understanding and insights on the relationship between the variables, the findings of the questionnaire survey indicate significant positive relationship between computerized health information systems (potential computer hardware available, potential software available, human assets, organizational capabilities available and computerized health information systems in use available) and job employees performance. The study recommended: providing modern and fast networks, establishing specialized technical department of health information systems, providing training courses in the use of health information systems, increasing senior management support for users by encouraging them to use health information systems, the need to involve employees in the process of designing health information systems, increasing effective controlling by senior management on all operations, providing an email to each employee within the health center and using knowledge base systems and expert systems in the areas of managerial and medical decision making.

Keywords: Computerized health information systems and Job performance.

Idris Ahmed  
Department of Business Administration, Ahmadu Bello University Zaria

Norlida Abdul Manab  
School of Economics, Finance and Banking, Universiti Utara Malaysia

Abstract

Global competition among firms and the rapid technological development have continued to expose financial institutions to a series of risk exposures. As such, proponents of ERM are of the opinion that integrating all corporate risks within a single ERM framework will lead long-run firm performance. The objective of this paper is to investigate the moderating effect of Board Equity Ownership on the relationship between ERM framework implementation and the non-financial performance of financial intuitions in Nigeria. The sample of the study consists of 164 financial institutions in Nigeria. We collected data from the chief risk officers and other top level managers of the organizations. The study utilized PLS-SEM path modelling with the help of SmartPLS 2.0 software to test the research framework. The results of the analysis indicated that ERM framework implementation has significant positive effects on the non-financial performance of financial institutions in Nigeria. Also, the study discovered that BEO strengthens the relationship between ERM framework application and the non-financial performance of financial institutions. Hence, the study recommended the need for regulatory agencies to encourage board equity ownership but with a caveat to prevent interest entrenchment that may lead to abuse.

Keywords: Enterprise Risk Management Framework, Board Equity Ownership, Non-financial Firm Performance
Social and Individual Factors that Influence Board Participation in the Co-operative Governance (MYSC067)

Romaizah Abd Kadir, Khairuddin Idris, Zoharah Omar,
Department of Professional Development and
Continuing Education, Universiti Putra Malaysia

Abstract

Purpose – The purpose of this paper is to present a review of the literature on the determinants of Boards of Directors’ (BOD) participation in co-operative governance.

Design/methodology/approach – The authors review a body of literature (theoretical and empirical words) to come out with BOD participation concept and definition. The review allows the authors to bring together the theoretical foundations and the empirical findings of studies that determine the factors that influenced BOD active participation in co-operative governance.

Findings – This study comes out with a conceptual framework that combined social and individual factors as a determinant towards BOD Active Participation in the co-operative Governance.

Research limitations/implications – This study could be extended by including investigations of the intermediate variables (i.e. mediator and moderator) between the independent variables and dependent variable, thus enabling an analysis of the best competent model to explain active participation behavior among BOD in governing the cooperative.

Originality/value – This paper highlights the crucial issues that exist over the significance of active participation behavior among BOD governing the co-operative organization. It also proposes the development of new lines of research to attempt to answer some of the questions that are raised by the diverse findings reported in the literature.

Keywords - Participation, Boards, Co-operative Governance, Social Capital, Individualistic, Collectivistic.
Corporate Governance Mechanisms and the Performance of Small and Medium Scale Enterprises in Nigeria: A Proposed Framework (MYMS 112)

Jaafaru Sule Garba  
Department of Business Administration, Kogi State University, Anyigba, Nigeria

Adejoh Edogbanya  
Department of Accounting, Kogi State University, Anyigba, Nigeria

Abstract

**Purpose:** This paper examines the properties of corporate governance and the performances of small and medium scale entities in Nigerian following the recommendations of security and Exchange commission on the need to adapt the revised code corporate governance by SEC of 2011 by companies not covered by the code.

**Design/methodology/approach:** The paper adopts the review approach from past literature and recommendations that SMEs in Nigeria should adapt the corporate governance code of security and exchange commission of 2011.

**Findings:** The activities of Small and Medium Scale Enterprises need to be monitored and controlled as a result of external interest sometimes in their business. This has made the adoption of corporate governance mechanisms crucial because it will lead to SMEs performance.

**Research limitations/implications:** The increasing trend of collapse in SMEs business suggests that the introduction of the mandatory code of corporate governance had positive implications on the effectiveness of SMEs. Hence, this proposed study gives support to previous research that established a strong positive association between and corporate governance and performance. However, this study only discusses the possible framework of corporate governance and SMEs performance.

**Practical implications:** The corporate governance code might have positively influenced the SMEs performance. However, the regulatory authorities, accounting setters and other relevant government agencies may wish to devise a detailed corporate governance code for the SMEs sector.

**Originality/value: (theoretical and practical contribution):** Despite the significance of the small and medium scale entity to the development of the economy, the corporate governance mechanism is yet to be adapted by them. This study provides a much needed frame work for corporate governance and the effectiveness of small and medium scale entities in Nigeria.

**Keywords:** Small and Medium Scale Enterprises, IFRS, corporate governance, Nigeria
The Effect of Corporate Ethical Identity Disclosure on the Firm Financial Performance (MYEC024)

Nor Azmidah Zali
National University of Malaysia

Abdul Ghafer Ismail
Islamic Research and Training Institute, Islamic Development Bank

Abstract

Purpose – The purpose of this paper is to examine the relationship between corporate ethical identity (CEI) through financial activities disclosure and how it affects the firm financial performance of Shariah listed companies (SLCs) using market-based and accounting measure.

Design/methodology/approach – The CEI checklist is developed with 73 items and it is divided into 8 dimensions. The content analysis is used to extract the CEI items from annual report. The CEI is constructed based on the previous research on ethical identity and Islamic value of business ethics. The unit of analysis used in this study are from 183 SLCs and the list is constantly and never out from the status of SLCs for a period consecutive year from 2008 to 2014. The firm financial performance is determined by a financial market-based measure; TOBIN’S Q and Market Value Added (MVA), and accounting measure; Return on Assets (ROA) and Return on Equity with some control variables.

Findings – The discussion of CEI is still young in Malaysia perspective and this study will contribute a new literature on the impact of CEI on firm financial performance. The result shows that CEI has positive and significant to all firm financial performances. The hope of this study is to give awareness about the importance of CEI disclosure and not only used as philanthropy only.

Research limitations/implications – The findings are limited to the context of the study and it is limited to Main Market of Bursa Malaysia and only listed as SLCs from Malaysian perspective. The source of this data is annual reports only.

Practical implications – Since the findings shows good result, it is important for corporate governance to take into consideration about the importance of disclose and the ethical activities in annual report. This disclosure has met the stakeholder theory that strong relationship with firm stakeholder will be created. The CEI disclosure also can be used an additional of new qualitative approach in determines the status of SLCs.

Originality/value – The disclosure of CEI and firm financial performance is a new exploratory study in Malaysia. The disclosure of ethical activities brings positive impact on the Shariah status of the company. It means that, the more the ethical activities you disclosed, the more virtuous the Shariah status you are. Then, this disclosure should be used as new qualitative method for Shariah governance in determining the Shariah status for each company.

Keywords: Corporate Ethical Identity, Firm Financial Performance, TOBIN’S Q, MVA, ROA, ROE
The Effect of Audit Committee Effectiveness on the Commercial Banks Performance operating in Yemen (MYAF015)

Yahya Ali Al-Matari  
School of Economics, Finance and Banking,  
Universiti Utara Malaysia  

Abdo Ali Homaid  
School of Business Management,  
Universiti Utara Malaysia

Abstract

The main purpose of this study is to examine the effect of Audit Committee effectiveness using three characteristics: (i) the frequency of meeting between audit committee and internal auditors, (ii) Audit Committee Reviews of the Internal Audit Proposals and (iii) Audit Committee Reviews of the Internal Audit results on the performance of the commercial banks. The results of the study were based on the data obtained from the banks operating in Yemen utilizing questionnaire survey method. Out of 170 questionnaires distributed to 17 commercial banks, 82 usable questionnaires were used for the analysis. The results show that the Audit Committee effectiveness in the form of the frequency of meeting between audit committee and internal auditors, Audit Committee Reviews of the Internal Audit Proposals and Audit Committee Reviews of the Internal Audit results are significantly related to the performance of commercial banks. The literature concerning the audit committee characteristics used in the study is presented, the practical implications and the suggestions for future research works are highlighted in the conclusion.

Keywords: Corporate governance, Internal audit, audit committee, commercial banks performance, Yemen
Impact of Sociodemographic, Loneliness and Locus of Control on Depression of Elderly: The moderating Role of religiosity in Punjab, Pakistan (MYSC006)

Fatima Khurram Bukhari  
School of Applied Psychology, Social work and Policy / Department of Applied Psychology, University Utara Malaysia

Yahaya Bin Mahamood  
School of Applied Psychology, Social work and Policy, University Utara Malaysia

Zarina Binti Mat Saad  
School of Applied Psychology, Social work and Policy, University Utara Malaysia

Abstract

The present study will explore the impact of Sociodemographic, Loneliness and Locus of Control on Depression of Elderly: The moderating Role of religiosity in Punjab, Pakistan. The sample will be consisted of 800 individuals, 400 individuals from male population and 400 from female population of Punjab. The male population will be further divided into the basis of age, family size, marital status, education and socioeconomic status. Similarly, female population will also be further divided into the basis of age, family size, marital status, education and socioeconomic status. Geriatric depression scale will be used to measure the level of depression in Elderly, University of California Los Angles loneliness scale will be used to measure loneliness. Levenson multidimensional Locus of control scale will be used to check the level of locus of control, Religiosity will act as a moderator and will be checked by using Moral judgment and religious orientations. Result of the study will be revealed by using Structural equation modeling technique with the help of Partial Least Square software.

Keywords: Depressor of elderly, locus of control, loneliness, sociodemographics
The Level of Understanding and Evaluation on Human Development Program of the Northern Prison Inmates (MYSC112)

Noor Azniza Ishak, Jamaludin Mustaffa & Mohd Hilmi Hamzah
School Of Applied Psychology, Social Work And Policy
Universiti Utara Malaysia

Abstract

This study identifies the level of understanding and evaluation of the program among inmates in prison Seberang Perai (Penang), Pokok Sena (Kedah) and Pauh (Perlis) on the Human Development Plan (PPI) program. The research methodology using survey methods (questionnaires) were conducted on inmates in three places. Number of samples answered the questionnaire were 204 inmates. The findings of the level of understanding on the three occupants of the prison said they understand about PPI. While the findings of the evaluation conducted on the PPI is beneficial or not to the residents showed a majority of residents in the three prisons agreed that the PPI was helped awaken themselves to be a useful person out of jail soon after for a variety of programs that have been on the run a lot beneficial to them to be used in the future. Therefore, based on the results and research findings discussed, practiced recovery program now is good but needs improvement in theoretical and practical level. Understanding and involvement of all levels of staff needed. The measure aims to establish Malaysia Prison Department will be a world-class correctional institutions by 2020 a comprehensive commitment to the task and this trust needs to be applied to all levels of personnel to the philosophy of recovery and rehabilitation policies are understood and can be implemented honestly and effectively. There can produce individuals who are advanced, productive and virtuous. Family involvement, community and voluntary organizations are needed to educate and prevent crime. A safe social environment, free of crime is certainly a hope for the people and the country.
Knowledge, Behavior and Perceptions of Students On HIV/AIDS in Kano State Tertiary Institutions (MYSC022)

Zahraddeen Abdullahi,
Kano State Polytechnic, Nigeria

Abstract

HIV/AIDS has become one of the great challenges to public health globally, this lead to all concerns at individual and organizational levels work intensively to provide information that will help curtail the spread of the epidemic. Researchers have indicated the disease to affect mostly young adults and that majority of students in tertiary institutions fall under this category. As such the paper attempts to find out the knowledge, sexual behavior and perceptions of students about HIV/AIDS in Kano state owned tertiary institutions. The data was collected using quota sampling technique from Kano University of science and technology (KUST), Kano state polytechnic (KSP) and Saadatu Rimi College of education (SRCOE) in April 2015. Four hundred and fifty (450) questionnaires were used for the research equally divided among the three selected institutions. Simple percentage and chi-square test of independence were the methods of data analysis employed. It was found that, most 324(74%) of the students did not know their HIV status, though majority of them 262(81%) were willing to conduct the test on getting married. The number of students that have experienced sexual intercourse at least once is by far less than those that have not experienced it (173 vs 277). About half 87(50.3%) of the sexually active respondents practiced unsafe sex. No significant differences were found in condom use, age of sexual initiation and intention to conduct HIV test on getting married between males and females. Also number of sex partners was found to be independent of condom use. There is need to introduce HIV screening test on entrance to institutions of higher learning and intensive awareness campaign.

Keywords: HIV/AIDS, behavior, tertiary institutions
Perceived social support and personality factors between criminals and non-criminals in Punjab (MYSC004)

Umbreen Khizar  
University Utara Malaysia

Mrs. Fatima Khurram  
University Utara Malaysia

Abstract

The purpose of present study was to explore the level of perceived social support and personality factors between criminals and non-criminals. The sample was consisted on 160 individuals, 80 were criminals (40 males and 40 females) and 80 were non-criminals (40 males and 40 females) taken from Sahiwal, Arifwala and Bahawalnagr. Criminals were selected from central jail Sahiwal and district jail Bahawalnagr. Their age range was between 18-70 years old having at least metric qualification. Multidimensional scale of perceived social support (MSPSS) was used to measure the level of perceived social support. Neo-Five Factor Inventory (NEO-FFI) was used to measure personality factors. Results indicate that there is a negative correlation between perceived social support and criminality. Findings of the results show that criminals have high neuroticism and low extraversion and openness to experience. Moreover agreeableness and conscientiousness are also found to be low in criminals.

Keywords: Perceived social support, personality, crime, Punjab
Tracing the Weaknesses of the Regulatory Framework for Clinical Trial in Nigeria (MYMS094)

S I. Salihu
Universiti Utara Malaysia

Abstract

Nigeria is one of the developing countries with a very weak and incomprehensive regulatory framework for clinical trials. Past abuses of human subjects in clinical trials and cases of negligence and outright fraud necessitate the need for a stronger legal framework. An outbreak of meningitis in Nigeria in 1996 led to clinical trial of Trovan Drugs by Pfizer, which left many of the research subjects seriously impaired. Some died while some suffered paralysis and brain damage. It was obvious Nigeria has a weak regulatory frame work from the incident that took place in 1996 at the Infectious Dieses Hospital (IDH) Kano. Available literatures have also shown that at the time of the trial in Kano, there was no ethics committee to ensure ethics review process and monitor the ongoing trial. This research aimed at examining the Nigerian regulatory framework comparing it with the Indian framework in order to improve it. The aims and objectives of this article shall be to examine the strength and weakness of the current regulatory agencies. To bring the Nigerian legal framework into terms with the Indian practice. To bring a better regulatory framework that will make Nigerians less vulnerable to manipulation and fraud in clinical trial as is the case with Pfizer Trovan in 1996.

Key words: Clinical Trial, Informed Consent, Ethics, Human Rights
The Origin and Practice of Federalism in Nigeria (MYSC033)

Badamasi Saidu  
Universiti Utara Malaysia

Zuwaira Haruna Rasheed  
Waziru Umaru Federal Polytechnic, Birnin-Kebbi, Nigeria

Abstract

Federalism is a system of government meant to integrate people in a society who are diverse ethnically, culturally and even religiously. The system in Nigeria is not without complexities and problems. The federal system is considered to be a mechanism for solving the burning question of public power domination by a certain group in a multi-cultural society. Therefore, this paper attempts an assessment of the practice of Nigerian federalism. In order to achieve this, the paper employs pluralist theory as a framework for analysis and relies essentially on qualitative data. The theory focuses on the diversity of competing group and the commitment to the principles among the group leaders. Since it is fundamental that the challenges of fiscal federalism, federal character, nation building and minority interest are enormous that negates the basic principles of the system in Nigerian, The paper concludes by arguing that there is a prospect of a stable federal system if anchored on arrangement rooted in equity, fairness and justice among the various nationalities in the polity.

Keyword: Federalism, Practice, Nigeria
Terrorism and Security Challenges in Nigerian Fourth Republic: Causes, Consequences and the Way Forward (MYSC027)

Ibrahim Kawuley Mikail
Ghazzali Shaf'i Graduate School of Government,
School Of International Studies,
Universiti Utara Malaysia, Sintok-Kedah, Malaysia.

Mohamad Ainuddin I. Lee bin Abdullah
School of international Studies,
Universiti Utara Malaysia, 016010 Sintok, Kedah, Malaysia.

Sivaperegasm P.Rajanthiran
School of international Studies,
Universiti Utara Malaysia, 016010 Sintok, Kedah, Malaysia.

Abstract

The transition from military to democracy in Nigerian fourth republic ushered in with multiple threats ranging from Shariah religious crises, Niger Delta militancy, and ethno-communal clashes in various parts of the country, secessions threat and religious warlord of Boko Haram among others. These led to the wanton destructions, loss of thousands of lives and worth million dollars property. Nigerian political climate has change from its peaceful co-existence to the state of instability that thwarting its security system in fourth republic. The content analysis was adopted in this paper. The study reveals that abject poverty, illiteracy, inadequate entrepreneurship skills, lack of conflict reconciliation mechanisms, corruption and bad governance were among the remote causes of terrorism and insecurity in Nigeria. These has adversely affect the peaceful co-existence and harmonious relations among Nigerian citizens. Meanwhile, institutionalizing good governance, equitable distribution of resources, diminution of corruption, creating employment opportunities, poverty alleviation measures and strong conflict reconciliation mechanism were among the recommendations.

Key words: Terrorism, Militancy, Insurgency, Insecurity, and Fourth Republic
Ethno-sectarian Division and the Predicaments of National Integration in Plural Societies: A Study of Nigeria and Iraq (MYSC044)

Mohammed Mustafa Qader, Ahmad Masum, Rohana Abdul Rahaman, Abbo Usman
PhD candidate at Ghazalie Shafie Graduate School of Government, Universiti Utara Malaysia, 06010 UUM, Sintok, Kedah Darul Aman, Malaysia. E-mail: mm_qader@yahoo.com. Lecturer, College of Law and Political science, Kirkuk University, Iraq.
Senior Lecturer, School of Law, College of Law, Government and International Studies, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia. E-mail: asmad@uum.edu.my.
Senior Lecturer, School of Law, College of Law, Government and International Studies, Universiti Utara Malaysia, 06010 UUM Sintok, Kedah Darul Aman, Malaysia. E-mail: hana@uum.edu.my.
6 Department of Public Administration Federal Polytechnic Mubi Adamawa Nigeria.

Abstract

This paper examines the problem of sectarianism in Nigeria and Iraq, as both countries provide typical examples of ethno-sectarian divided societies characterized by huge contrasts in social norms and religious values among the citizens. The paper seeks to answer the following question: will restructuring the Nigerian and Iraqi federal relations contribute to resolving sectarian tensions? First, the paper examines the sources of sectarianism in both countries. The paper therefore examines how ethno-sectarianism shaped and mold the polity of both countries, where ethnic and religious values play major role in determining citizens reaction to political phenomenon, adopting content analysis the paper argue that ethno-sectarianism negatively affect political process in both countries which invariably undermines their effort toward national integration, the paper therefore posit that there is a need for deep mental changes and social adjustment among the citizens of both countries where attributes such as tolerance, dignity of human persons and above all patriotism must be re-defined and this requires collaboration between political leaders, community leaders and religious bodies as the problem is societal bound.

Keywords: Ethno-sectarian, National Integration, Nigeria, Iraq
State and the Provision of Internal Security in Nigeria: Challenges and the Way Forward (MYSC015)

Ibrahim Kawuley Mikail,
Universiti Utara Malaysia;

Mohamad Ainuddin I. Lee bin Abdullah,
Universiti Utara Malaysia;

Abdullahi Gali Mohammed,
Department of Political Science, Federal College of Education, Zaria, Kaduna State-Nigeria;

Munir Abubakar
, Department of Political Science, Federal College of Education, Zaria, Kaduna State-Nigeria.

Abstract

The paper examines the effectiveness or otherwise of the Nigerian State (Government) in the provision of internal security. The paper analyzed the instrument established by the State for effective provision of internal security; the current atmosphere of internal security in the country and the challenges militating against sustainable and coherent internal security provision in 21st century Nigeria. To achieve this, John Locke’s social contract theory is employed to aid the analysis and understanding of the central argument of the paper. The paper established that, it is an illusion to feel that internal security can be provided in a climate of political and bureaucratic corruption, lack of transparency, mal-administration, and lack of accountability and mismanagement of the nation’s scarce resources. The paper concludes that unless effective and sound leadership that will guarantee good governance to all Nigerians is institutionalized, the provision of internal security will remain elusive. The paper therefore, recommends among other things, that effective and sound leadership that will guarantee good governance to all Nigerians is imperative. Also, anti-graft agencies should be strengthened to arrest and prosecute all corrupt elements in the society, and their properties confiscated to serve as deterrent to others.

Keywords: State, Security, Internal Security
Applying SERVQUAL Model to Measure Online Customer Satisfaction in Package Delivery Services (MYMS107)

Nusrat Hafiz  
BRAC Business School, BRAC University, Dhaka, Bangladesh

A. S. A. Ferdous Alam  
School of International Studies, Universiti Utara Malaysia, Kedah, Malaysia

Abstract

The paper explores the correlation of online customer satisfaction with service excellence in package delivery industry using the dimensions of service quality. Quantitative data were collected using questionnaire surveys from 215 customers of Dhaka, Bangladesh using convenience sampling methods and their respective satisfaction levels were scrutinized against some service quality factors, which were then replaced in the service quality model. The study showed moderate impact of the dimensions of service quality model “SERVQUAL” online customer satisfaction pertaining to package delivery companies. The findings can be applicable for e-commerce entrepreneurs or new start-ups to enhance optimum customer management efficiency by focusing on imperative dimensions of the service quality model and thereby perking up customer satisfaction.

Key words: Customer satisfaction, Service quality, Service quality dimensions, SERVQUAL, package delivery services.
The perception and effectiveness of Learning Management System (LMS) usage among the Higher Education students (MYMS048)

Aggilanda Easwary d/o Muruthy
School of Technology Management & Logistic, College of Othman Yeop Abdullah,
University Utara Malaysia

Fadhilah Mat Yamin
Department of Science and Technology Studies, Faculty of Technology Management & Logistic, University Utara Malaysia

Abstract

Purpose – The aim is to discuss how Learning Management System (LMS) is productive for students in higher education and their perception toward the LMS usage in their learning process. In detail, this paper clarifies the effectiveness of the LMS in higher education for the students and aid to realize the students’ perception on using the LMS for their learning process.

Design/methodology/approach – A review of current thinking and acceptance of LMS in higher education among the students. There is some analysis regard the students’ perception on applying the LMS for their education.

Findings – The finding of this paper explores the origin, type, function and the advantage and disadvantage of LMS in higher education which may lead to know the students’ judgement about the LMS.

Practical Implications – This paper shows that how administration and instructors able to motivate the students in higher education to utilize the LMS usage in their learning process and expand the LMS application in secondary education.

Originality/value – This paper provides some empirical evidence based on previous studies that LMS is a system which more suitable to be used in higher education to determine the students’ involvement; and students’ opinion regards the LMS usage in their learning process.

Keywords: Learning Management System (LMS), LMS advantage, Students, LMS perception among students
Perspectives on Consumers' Response to Corporate Social Responsibility (MYMS068)

Kamarudeen Babatunde Bello  
Faculty of Management, Universiti Teknologi Malaysia/ Department of Management Technology,  
Modibbo Adama university of Technology, Yola, Nigeria

Ahmad Bin Jusoh  
Faculty of Management  
Universiti Teknologi Malaysia

Khalil Md Nor  
Faculty of Management  
Universiti Teknologi Malaysia

Abstract

Purpose: This study intends a review of literature on consumers' perception and responses towards the perceived corporate social responsibility (CSR) of companies, with a view to create additional insight into the phenomenon.

Methodology/Approach: The study is essentially a review of existing literature, which entails the identification, compilation and review of existing studies on the phenomenon.

Findings: The review of previous studies on the subject matter revealed that there is no general consensus on the findings regarding consumers' perceptions and response to CSR. The findings from previous studies have been equivocal and largely inconclusive.

Research limitations: The research is basically a review of previously conducted studies, and no new data was collected.

Practical implications: The findings and conclusions of this study has practical implications for research on the topic of consumers' perceptions and response to perceived social responsible behavior of companies. Essentially, the findings point to the fact that the field of study relating to how the consumers perceive and respond to CSR remains a fertile ground from research to enable management theorists and practitioners get a better understanding of the phenomenon.

Originality/Value: The study highlights some important reasons for the mixed findings in previous studies, and further points to the need for researchers to adopt varied methodologies/approaches when conducting researches on how consumers perceive and respond to CSR in contextually different environments.

Keywords: Corporate social responsibility, consumers' response, methodologies/approaches.
Catalysing Growth through Board Members Engagement in Strategy Execution (MYMS062)

Muhamad Roslan Muhamad Yusoff  
Malaysia – Japan International Institute of Technology (MJIIT), Universiti Teknologi Malaysia (UTM)

Ahmad Rahman Songip  
Malaysia – Japan International Institute of Technology (MJIIT), Universiti Teknologi Malaysia (UTM)

Mas Bambang Baroto  
International Business School (IBS), Universiti Teknologi Malaysia (UTM)

Aini Suzana Ariffin  
Perdana School of Science, Technology and Innovation Policy (PERDANA), Universiti Teknologi Malaysia (UTM)

Abstract

Strategy management, a widely spoken attribute among organizations, exhibits their repute on a global platform. Employing strategy to shape the organizational growth is an approach which demands significant research, experience, intelligence and foresight to ensure its success at each level within the organization. The traditional perception of strategy designing reflects the board as the sole responsible authority, with keen awareness of organizational aspects, which include resources, finances, limitations and challenges. Later, when the strategy is rolled out to management and executive levels; many of the strategies lead to a messy, disorderly and disjointed process. Reason behind poor strategy management in the execution phase is the lack of leadership initiatives by board members after strategy planning. This study reviews the role of board members in strategy formulation and challenges faced at Malaysian Government Link Companies (GLCs) particularly in the service sector. It is also looking at minimizing the strategy failure by enhancing the role of board members at deep-rooted levels of strategy execution. In order to capture the rich data from GLCs, this research adopts qualitative approach in its efforts to explore a new dimension in strategy execution. Often challenged by the human perspectives at different levels, the higher lever board tends to limit their scope towards visualizing and rolling out a strategy. This paper addresses the conventional strategy management archetype and introducing the board room engagement at multiple levels, to make certain the organizational growth not for a short span but in a long run, hence ensuring organization sustainability.

Keywords: Strategy Management; Board Members; Strategy Execution; Engagement; Strategy Success
Strategic Resources Acquisition And Its Challenges: A Case Study Of A Small Business Muslimpreneur Firm (MYEC028)

Zanatul Shima Aminuddin, 
Universiti Sains Islam Malaysia;

Ummi Salwa Ahmad Bustamam, 
Universiti Sains Islam Malaysia;

Muhammad Khairi Mahyuddin, 
Universiti Sains Islam Malaysia

Abstract

Purpose: The purpose of this study is to explore the business practices applied specifically in strategic resources acquisition and its challenges, particularly on a small business muslimpreneur firm.

Design/methodology/approach: A case study was conducted to obtain an in-depth view on how a small-scale business of a muslimpreneur strategically accessed different types of resources and how the muslimpreneur inculcated Islamic values in it. The study also focused on the obstacles and challenges faced during the acquisition of these strategic resources and how the muslimpreneur dealt with it.

Findings: The muslimpreneur in the study clearly demonstrated the importance to acquire halal certification, brand name, trademark and entering international markets.

Research limitations/implications: The scope of the study was limited particularly on a single case study, a small business Muslimpreneur firm (food manufacturer) in Malaysian context which provided an in-depth information gain for the study. Recently, there is a current paucity in studies within this Muslimpreneur setting.

Practical implications: The study is significant towards the development of entrepreneurial organisation that is applicable to non-western environment, especially from the Islamic setting.

Originality/value: This study incorporates two fields of study which integrate strategic management and entrepreneurship, hence infusing the value-driven quality of Islamic principles.

Keywords: Small Business, Muslimpreneur, Strategic Resources
Developing Model of Talent Management among Malaysian Islamic Banks' Employees (MYSC039)

Bidayatul Akmal Mustafa Kamil  
Universiti Utara Malaysia

Shamsul Huda Abd Rani  
Universiti Utara Malaysia

Siti Norasyikin Abdul Hamid  
Universiti Utara Malaysia

Abstract

This paper is proposed a conceptual framework to formulate a model of talent management, which might be implemented among Islamic banks in Malaysia. This concept paper basically reliant on the analysis of previous literature and observation of current issues in Islamic banking industry. Based on the recent situation, it is found that the nowadays demand for right combination of Sharia law and finance knowledge among bankers become crucial in the Islamic banking industry. The capability and expertise of current bankers are overlap with the conventional banks when only who are equipped with knowledge in Sharia or Islamic jurisprudence, can merely discriminate the discrepancy of Islamic banking terms and regulations application. This study expects that developing and retaining those talents might focus the formal and informal organizational policies and procedures that make successful banks' performance as a prime manageable outcome. The necessities of the right capacities at the right time among those bankers led this industry has to have comprehensive understanding of the Islamic banking principles, nature and forms of Islamic banking, that are at equivalence with commercial overall marketing, financial and operation management.

Keywords: Talent Management, Talent Development, Engagement, Islamic Banks
Country Perspective: The Role of Assurance Professionals in Social and Environmental Accounting (SEA): A Call for A Need (MYAF020)

Sadaf Khan, Maisarah Binti Mohamed Saat, Siti Aisyah Binti Panatik, Mohd Noor Azli Ali Khan
Universiti Teknologi Malaysia

Abstract

Purpose: The goals of this review included the comprehensive review of Social and Environmental Accounting (SEA) in the domain, and to describe the SEA initiatives taken by accounting professionals. Further, to raise a call to give attention in Pakistani context importantly the role of assurance professionals.

Design/methodology/approach: In total, 94 articles from 30 peer reviewed journals found on the Web of Science, Emerald Publishers, and Springer were reviewed. This included research on corporate responsibility, corporate social and ethical responsibility, and social environmental accounting. Since this review adopts a country perspective (i.e. Pakistan), it explores literature relating to the CSER concept and CSER reporting in developing countries first, followed by a review of Social Environmental Accounting (SEA) in the accounting profession as a whole.

Findings: Pakistan, is in a relatively early stage of incorporating sustainability accounting. This review will positively raise attention of accounting professionals, accounting firms, accounting associations, and educational institutions both globally and in developing nations like Pakistan to conceptualize and initialize the focus on SEA from the perspective of assurance professionals (auditors).

Research limitation/Implications: This paper reviewed the research on Social and Environmental Accounting (SEA) from the perspective of accounting and auditing professionals. It was limited to assurance professionals in specific country context.

Practical implications: The final goal of this paper is to underscore the need for more empirical research on SEA in Pakistan, give awareness to assurance professionals to add value to the goods and services it exports. The review is expected to have several implications for accounting professionals, the firms that they work for, the association of professional accountants, educational institutions and people involved in accounting, especially in countries like Pakistan.

Originality/value: This review stands as first efforts in the context of assurance professionals in Pakistan. Unfortunately, it has been largely ignored by researchers in this area.

Keywords: Social and Environmental Accounting, Auditors, Pakistan.
Abstract

This paper reports the results of an empirical analysis of the role of governance in determining the income environment relation in Environment Kuznets Curve (EKC) framework for the period of 2002 to 2014 in East Asian countries. The study uses environmental performance index (EPI) as a measure of pollution that is more comprehensive measure of environment degradation. The results of Fixed Effect Random Model (FEM) indicate that governance indicators (democracy, corruption) have very important role in determining the turning point of EKC where pollution start to decrease with the increase of income in these countries.

Keywords: Environmental Kuznets Curve, Governance Indicators
Sustainable Business Model for Advanced Technology In Waste Management (MYMS057)

Fadillah binti Ismail  
Faculty of Technology Management and Business,  
Universiti Tun Hussein Onn Malaysia

Wan Md Syukri bin Wan Mohamad Ali  
Malaysia-Japan International Institute of Technology,  
Universiti Teknologi

Ainul Mardhiyah Binti Nor Aziz  
Faculty of Management,  
Universiti Teknologi Malaysia

Abstract

Sustainable Business Model (SBM) is the long term business strategy of an organisation. The business operation will be driven by the strategies towards achieving the delivery of business target. This paper present a framework for developing and designing a business model for the advanced technology in waste management industry. The analysis of the critical factor towards sustainable of advanced technology for environment protection is very crucial and demanding due to limitation of resources and expertise. The quintuple helix approach will balancing the stake holder interest towards green economy and zero waste wave of innovation. The business model will describes the rationale of how an organization on creating, delivering, and capturing the value of economics, social and other forms of values. The process of business model construction is part of business strategy and the design of organizational structures. Thus the essence of a business model is that it defines the manner by which the business companies delivers value to the customers, entices customers to pay for value, and converts those payments to profit. It thus reflects management’s hypothesis about what customers want, how they want it, and how the companies can organise to best meet those needs, get paid for doing so, and make a profit to sustain.
Social Determinants of Voluntary Carbon Information Disclosure in the Real Estate Sector of Malaysia (MYSC036)

KALU Joseph Ufere  
Department of Real Estate, Faculty of Geoinformation and Real Estate,  
Universiti Teknologi Malaysia,

ALIGHA Godwin Uche  
Department of Real Estate, Faculty of Geoinformation and Real Estate,  
Universiti Teknologi Malaysia,

BUANG Alias  
Department of Real Estate, Faculty of Geoinformation and Real Estate,  
Universiti Teknologi Malaysia

Abstract

The knowledge is power is a quote effective in the public space, where the level of information and awareness people have determines the level of power they exercise. The aim of this study is to investigate the influence social factors has on corporate voluntary carbon disclosure in the property sector of a developing country. The data was collected from 2013 annual reports of 126 listed companies, comprising sixteen (16) property investment companies, seventy-six (76) property companies and thirty-four (34) construction companies in Malaysia. The analysis was conducted with Partial Least Square-Structural Equation Modeling, with the bootstrap used for significance testing. The result shows that social factor has a significant influence in determining voluntary carbon disclosure. It was observed in the result that company visibility has a greater influence in motivating disclosure. The implication of the outcome is that improvement in the level of knowledge and awareness of the public, on the need for corporate participation in climate change mitigation and carbon reduction. The more awareness, the more demand by stakeholders on companies; the more companies will be motivated to disclose carbon information in their annual report.

Keywords: Social Factor, Legitimacy, Carbon Disclosure, Real Estate, Malaysia
Sustainability Service Quality of Water and Sewerage Companies (MYEC018)

Abrari Salleh  
Suruhanjaya Perkhidmatan Air Negara (SPAN) Malaysia

Sha’ri Mohd Yusof  
Razak School of Engineering and Advanced Technology  
Universiti Teknologi Malaysia

Abstract

The purpose of this conceptual paper is to analyse, critically review and discuss on the perceived service quality of the water and sewerage services with the existence of sustainability factor in respect of economy, environment and social among the Malaysian water and sewerage companies. The review of various service quality model and sustainability model that lead to our findings on knowledge gap between sustainability and service quality especially in utility services sector (water and energy). The authors have developed a modified SERVQUAL model with six independent variables namely tangibles, reliability, responsiveness, assurance, empathy and with additional dimension sustainability which modified the existing instrument of SERVQUAL to be called as sustainability service quality or SUSSERV. The paper involves discovering lack of research in sustainability service quality particularly in the context of Malaysian water services (including sewerage) industry. Previous efforts and focus have been made on water quality and water treatment or process quality based (that is technical issues), thus this paper is an attempt to fill the gap between service, product and process quality.

Keywords: Service quality, sustainability, water and sewerage industry, regulatory.
The Determinants of Happiness Among Poor Households in Kedah (MYEC012)

Nur Zaidah Che Mohd Nor  
Universiti Utara Malaysia

Fauzi Hussin  
Universiti Utara Malaysia

Abstract

Malaysia has made great strides in economic development significantly over the last few decades. However, there are still poor households, which is still far from the development and modernization. As a result, this study focuses more comprehensively, including happiness aspects that are more subjective to identify the factors that have contributed to the incidence of poverty in Kedah. There are three dimensions and 15 indicators used to determine the happiness among poor households. This study was conducted in 6 rural districts involving 196 poor households by using logit regression analysis. The results of logit regression analysis showed that there were nine indicators that affect the poor households; there are gender, age, education, income, expenditure, financial security, food security, smoking and skill. Therefore, to achieve the eradication of poverty effectively, a comprehensive approach that is appropriate and should be done, so that the solution to the issue of poverty can be made as needed. Thus, a more comprehensive measurement results can provide a more accurate picture, especially for policy makers in designing programs for the development of a country. Indirectly, this study is to realize the aspirations of the government through its strategy to improve the people’s happiness.

Keywords: Poverty, well-being, happiness
Abstract

Entrepreneurship development has a vital role to play in the Nigerian economy. such as: eradicating poverty, creating job opportunity, reducing crime and above all economic growth. The aim of this paper is therefore, to explore the importance of entrepreneurship development due to poverty and unemployment rate among the teeming youth both educated and uneducated but skilled youth of Nigeria. This paper focuses on the need for getting how entrepreneurship can be developed and understands in the mind of Nigeria in order to eradicate poverty and some strategies to boost employment and job opportunity among Nigerian youth. The method of data collection for this paper is primary data via by developing a questionnaire and distributes it among

Keywords: Entrepreneurship, poverty Eradication, Youth
Trade-off between National Security and National Development of Developing Nations (MYEC022)

Chauhan, Ajay*
Uddin, Mohammad Main
Solaiman, Abu Yousuf Muhammad
Sou, Socheat
Sotpolin, Sor
Nupur, Sumsun Naher

Abstract

Myanmar was left behind even the other developing countries by half a century due to excessive militarization. Even other developing countries like Malaysia, India and Pakistan are stepping the expenditure on military. This paper explores whether there is a tradeoff between national security and the national development. Military spending has an impact on developmental activities of a country. Expenditure on military play economic role in demand, supply and security aspects. On the other hand, spending on the military may be done at the cost of development of the common mass. Here comes the conflict between peace dividend and peace penalty. The point where we can have the perfect blend of national security as well as national development is the balancing point developing nations have to achieve. This paper analyses case studies of five developing nations (India, Pakistan, Bangladesh, China and Sri Lanka). A regression analysis was done to see the relationship between human development index (HDI) and military expenditure. The secondary data available from the turn of this century was utilized. The paper shows the negative impact in most of the cases.

Keywords: National security, national development, GDP, military expenditure, HDI
Relationship between minimum wage and employee engagement in Johor Bahru Malaysia (MYMS084)

Mohd Ramdzan bin Ismail
Department of Business Administration, Faculty of Management
Universiti Teknologi Malaysia

Hapriza Ashari
Department of Business Administration, Faculty of Management
Universiti Teknologi Malaysia 81310 UTM Johor Bahru, Johor

Khairiah Soehod
Department of Business Administration, Faculty of Management
Universiti Teknologi Malaysia 81310 UTM Johor Bahru, Johor

Abstract

**Purpose:** The purpose for this study is to explore the relationship between minimum wage and employees’ engagement,

**Design/ methodology/ approach:** This study will adopt quantitative approach by using self – administered questionnaire to all non – management levels employees in manufacturing sectors around Johor Bahru, Malaysia.

**Findings:** It is expected to show the relationship and impact between minimum wage and employees’ engagement. It is believed that this study will enrich the current literature of minimum wage and employees’ engagement. Furthermore, this study hopefully will help both academia and industry, while at the same time show the significance of this issue in Malaysia.

**Research limitations/ implications:** According to Parasuraman et al. (2015), past studies of minimum wage concentrate more on inflation, effect towards labour market economy and poverty. Therefore this study is to propose to examine the relationship between minimum wage and employee’s engagement.

**Keywords:** Minimum wage; Employees’ Engagement; Employees
Key Performance Indicators (KPIs) in Lebanese Hospitals: From a Financial Perspective (MYAF006)

Alaaraj, Hassan  
School of Economics, Finance and Banking, University Utara Malaysia, Kedah Darul Aman, Malaysia

Aoun, Malak  
School of Technology Management and Linguistic, University Utara Malaysia, Kedah Darul Aman, Malaysia

Abstract

Measuring quality of performance is being a critical challenge for hospitals that seek for accreditation and sustainable productivity. This paper reviews the current approaches to measuring quality in hospitals using key performance indicators (KPIs) with focus on currently used financial performance indicators in Lebanese hospitals. The different dimensions of performance indicators, the advantages and challenges faced by hospitals are discussed. Conceptually, this paper aims to highlight more on the healthcare financing in Lebanon and illustrate what KPIs are used as financial performance metrics to help hospitals define and evaluate their progress toward long-term goals and strategies; especially those related to insurance and financial coverage. The topic is discussed from a conceptual background, thus future studies can elaborate it and apply empirical analysis for the financial status of healthcare system in Lebanon.

Keywords: Key performance indicators, hospitals, finance, quality, Lebanon.
Agribusiness as a Panacea to Women Poverty in India (MYSC009)

Umar Farouk Musa,
School of Government, Universiti Utara Malaysia

Abstract

Agribusiness has immense potentials of alleviating women prone to poverty, particularly in India, with 50% workforce into agricultural practices. This paper uses literature sources to explore agricultural resources as a workable solution to poverty among the marginalized Indian women. Studies have indicated that agribusinesses such as land cultivation, livestock, fisheries, poultry and dairying. Others, such as processing and marketing of the products have contributed to poverty alleviation and food security in the United States of America, Canada, Holland, China, Germany and Brazil among others. Therefore, if agribusinesses opportunities are properly utilized, it will go a long way in cushioning the hardship of women in India and also avail them from the menace of poverty. Findings from the study revealed that, farmers face challenges of inadequate farmland, finance, legislation and community support, transport and technological equipments which hinder the adoption and customization of modern agricultural technologies, thus, compelling the women to remain in subsistence agriculture. The study, therefore recommended that the government, Non-Governmental Organizations and philanthropists should empower women cooperative societies. The government should make laws to allocate farmlands to rural farmers, soft loans, agricultural processing industries and modern storage facilities.

Keywords: Agribusiness poverty panacea women India.
Engaging University’s Roles in Social Inclusion (MYSC064)

Roziana Shaari,
Universiti Teknologi Malaysia

Siti Aisyah Panatik,
Universiti Teknologi Malaysia

Azizah Rajab,
Universiti Teknologi Malaysia

Zainab Khalifah
Universiti Teknologi Malaysia

Abstract

This paper presents the role of a public university in Malaysia in engaging into social inclusion responsibilities. The partial results of archival data and focus group discussion are presented from the actual study. The findings explain on how a university impacted on improving society through providing facilities and services to their neighbor.

Keywords—social inclusion, social impact, neighbor, community engagement, social responsibilities
Mediating Role of Community Participation on Common Passion and sustainable development: Tools for Community Driven Development (MYSC104)

Otega Okinono,
Dept. of Sociology
Delta State University Abraka

Abstract

Purpose – The purpose of this study is to examine the influence of community participation on the sustainable development in the Niger Delta region of Nigeria. It further identified the key factors that predict a sustainable development in the Niger Delta region of Nigeria.

Design/methodology/approach – The study adopted cross-sectional research design with a quantitative survey research approach to elucidate data comprising of community leaders from six communities in the Niger Delta region of Nigeria. Both correlation and regression analyses were used for the data analysis.

Findings – Empirical findings revealed overall support for the influence of community participation and common passion on the sustainable development in the Niger Delta region of Nigeria. Further finding shows that community participation and common passion are key predictors of sustainable development in the Niger Delta region of Nigeria.

Research limitations/implications – This study is limited in scope, coverage and of course generalisation. It is limited to the Niger Delta region of Nigeria which is believed to be the richest among other regions in Nigeria. Thus, other regions in Nigeria were not put into consideration.

Practical implications – The present study has created awareness and knowledge about the current state of development in the Niger Delta region of Nigeria. Secondly, it offers a framework to guide policy formulation, implementation and evaluation for sustainable development in the Niger delta region of Nigeria. It has also increased an understanding on the key factors that influence sustainable development of the Niger Delta people. The study offered an insightful result for the policy makers in government, non-governmental agencies and researchers in this field of study.

Originality/value – This study is the first known attempt made to examine empirically the key factors that influence community participation which hitherto enhances sustainable development in the Niger Delta region of Nigeria. It further examined the mediating effect of community participation on common passion and community development sustainability as key predictors of sustainable development in the Niger Delta region of Nigeria.

Keywords: Community driven development; Community participation; Sustainable development; Niger Delta region; Nigeria.
Effects Of Artificial Reefs To Fishermen Income (MYEC020d)

Haspinor Bin Teh  
Universiti Utara Malaysia

Jamal Bin Ali  
School of Economics, Finance and Banking  
College of Business, Universiti Utara Malaysia

K. Kuperan Viswanathan  
Othaman Yeop Abdullah (OYA) Graduate School of Business  
Universiti Utara Malaysia

Abstract

Purpose of this paper is to analyse the impact of artificial reefs to fishermen’s income in Kuala Kedah and Pulau Langkawi, Kedah. Artificial reefs one of the methods introduced by the government to improve the country’s fishery resources. Artificial reefs have been introduced by other countries for decades, but in Malaysia artificial reefs was introduced arround 1975. Artificial reefs are implemented to increase the amount of the catch for traditional fishermen, and it is seen as one of the long-term measures introduced by the government. Fish will congregate and breed around artificial reef and will enable fishermen to get high income. The main objective of this paper is to identify effect of artificial reefs to the income for fishermen or not. There are three objectives of this study, which is review the effectiveness of artificial reefs program to increase the fish landing, second objectives is review the effectiveness of artificial reefs program to increase the income of fishermen and the third objective is to identify the others factors that influence the income of fishermen. This study involved 240 traditional fishermen in Pulau Langkawi and Kuala Kedah, Kedah. Data was collected randomly in two areas of this fishing village. The data obtained were analyzed using the Statistical Package for the Social Sciences (SPSS). Logit regression analysis was used to observe the effects of artificial reefs to fishermen. The finding shows that, artificial reefs has a significance impact on catch volume and fishermen’s income.

Keywords: Artificial reef, Kedah, Traditional fishermen, fishermen income
Does Institutional Quality affect Human Development in Sub-Saharan African Countries? (MYEC108)

Stephen Akpo Ejubekpokpo  
School of Economics, Finance and Banking  
University Utara, Malaysia.

Sallahuddin Hassan  
School of Economics, Finance and Banking  
University Utara, Malaysia.

Abstract

Despite the abundant research on institutional quality and development, little has been done to examine the impact of institutional quality on human development especially in SSA countries. The problem facing SSA can be ascertained in the area of weak institutions which metamorphose to poor level of human development, in terms of poor standard of living, low level of educational attainment and low level of life expectancy. Institutions and economic transformations through human development have become the central focus of the development agenda in the world as a whole and developing countries in general. The objective of this study is to evaluate the relationship between institutional quality and human development in SSA countries from 2005 to 2013. The research used secondary data sourced from World Bank governance indicators, Transparency International and Heritage Foundation. The method of analysis employed is panel data using the panel corrected standard error (PCSE) and generalized method of moments (GMM). The analysis produced diverse results. The findings are compatible with the theory. Both the panel data analysis and the generalized method of moments of institutional quality and human development model indicated that most of the countries investigated exhibits mixed performance in terms of the institutional quality such as rule of law, corruption, bureaucratic quality and property rights. The study recommends policies to reduce corruption in all levels of economic activities. In addition, rule of law need to be strengthened and the educational sector should be fine-toned to train manpower in all aspect of human accomplishments in the region.

Keywords: Institutional Quality, Human Development, corruption, rule of law, property rights, Panel data, GMM, SSA countries.
The Effect of Economic Shocks on Malaysian Economic Resilience (MYEC033)

Sallahuddin Hassan  
Department of Economics and Agribusiness,  
School of Economics, Finance and Banking  
College of Business, Universiti Utara Malaysia

Zalila Othman  
Department of Economics and Agribusiness,  
School of Economics, Finance and Banking  
College of Business, Universiti Utara Malaysia

Abstract

The paper seeks to examine the effect of economic shocks on Malaysian economic resilience for the period 1980 to 2012. The empirical analyses focused on four measurements of economic resilience: output gap, fiscal deficits to GDP ratio, external debt to GDP ratio, and government size. Three types of economic shocks were examined, the world recession in 1985, the Asian Financial Crisis in 1997, and the crude oil price shocks. The underlying objective is to see whether economic shocks have significant effect on economic resilience. The empirical analyses involve carrying out unit root tests, determining the long run and short run relationships, uncovering the impulse response function, and verifying the variance decomposition. The cointegration analysis method is employed for estimating the long run relationship between economic resilience and economic shocks. In the long run analysis, the study found that the Asian Financial Crisis 1997 has significant influence on output gap and external debt to GDP ratio. Meanwhile the world recession has significant influence on fiscal deficits to GDP ratio. Crude oil price shocks have significant effect on external debt to GDP ratio and government size. The findings of this study can assist the policy makers to detect the presence of economic structure and to identify the relevant policies to deal with the different types of shock to maintain and improve the resiliency of the economy.
Sustainable Banking Business: A Conceptual Model for Islamic Micro Finance Banks in Nigeria (MYEC019)

Sirajo Aliyu
Universiti Utara Malaysia, The Federal Polytechnic Bauchi

Rosylin Mohd Yosuf
Universiti Utara Malaysia

Nasri Naiimid
Universiti Utara Malaysia

Abstract

This study proposed the use of foundation, pillars and moderator to achieve sustainable banking business for Islamic Micro-Finance Banks (IMFBs) in Nigeria. The model is developed based on the conceptual framework of the previous study (Aliyu, 2014) with some modifications. The model also addresses the supervisors’ challenges through ethical standards of Islamic moral transaction mode which is a product of comprehensive verse in Qur’an that commands with: Al-Adl, Al-Ihsan and to giving (help) to kith and kin; and forbids Al-Fahsha’, Al-Munkar and Al-Baghy. The study is designed to accommodate the regulatory and supervisory guidelines for micro-finance banks in Nigeria in accordance with the Shari’ah principles. Theoretically, this study elaborately contribute to sustainable banking business in such a way that Islamic banking business is being influenced by Islamic moral transaction mode, likewise the pillars, which are originated from foundation. At the same time, sustainable Islamic banking business is being surrounded with products promotion, result and risk management. Therefore, implementing this model would certainly sustain IMFBs banking business and increase players’ confidence. Future research should focus on other components that will strengthen the model.

Keywords: Islamic Micro-finance Banks, Sustainable Banking Business, Nigeria
Happiness Indicator: Measurement From Islamic Perspective (MYSC078)

Nurfaradilla Haron
Universiti Kebangsaan Malaysia

Abdul Ghafar Ismail
Universiti Kebangsaan Malaysia

Abstract

Purpose: This study aim to propose a new method of evaluation of happiness indicator which will be done in Islamic framework.

Design/methodology/approach: Some indicator of happiness will be reviewed which covers qualitative and quantitative aspect. Discussion also made to explain the element that Islam encourages to include in determining the happiness indicator. By taking into account the element considered, a new way to evaluate the happiness indicator will be presented within Islamic framework.

Findings: Based on economic perspective and justification from the source of revelations, this study found that Maqasid Syariah can be a part of happiness indicator by giving a Muslim a complete guide towards achieving happiness. Hence the evaluation of happiness also change due to the new perspective provided.

Research limitations/implications: The determinant of happiness indicator will be seen in a new perspective which cover the element which emphasized in religion.

Practical implications: For policy makers especially in Islamic country, this research can provide a better knowledge and management on the factors that influence the residents' happiness. While for residents it provided some idea for participation in the societies' well-being planning in the country.

Originality/value: This paper offers a reader into understanding of the universal indicator that have an impact into happiness of the societies. This paper also finds the meeting point where the conventional and Islamic can shared the same indicator as the indicator is universal. Adjustment to the element incorporated with Islamic value to ensure the happiness seeking in line with Islamic teaching.

Keywords: Indicator, Happiness, Maqasid Syariah,
Poverty in Kedah: A Gross National Happiness (GNH) Analysis (MYEC020c)

Nur Zaidah Che Mohd Nor  
School of Economics, Finance and Banking  
College of Business  
Universiti Utara Malaysia

Siti Hadiah Che Mat  
School of Economics, Finance and Banking  
College of Business  
Universiti Utara Malaysia

Fauzi Hussin  
School of Education and Modern Languages  
College of Arts and Sciences  
Universiti Utara Malaysia

Abstract

The purpose of this study is to identify the happiness level of poor household by district in Kedah with using Gross National Happiness (GNH) analysis. There are seven dimensions and 26 indicators used to determine the happiness among poor households. This study was conducted in 12 districts involving 400 poor households. The finding for urban district found that Langkawi (GNHI = 52%) is the happiest district and Yan (GNHI = 32%) is the unhappiest district. Meanwhile, the finding also found that Padang Terap (GNHI = 59%) is the happiest district and Pokok Sena (GNHI = 33%) is the unhappiest district in rural Kedah. As a result, this study focuses more comprehensively, including happiness aspects that are more subjective to identify the factors that have contributed to the incidence of poverty in Kedah. Therefore, this study focuses more comprehensive on poverty in urban and rural areas. Indirectly, this study can provide a true picture of the prevailing poverty in Kedah. In addition, this study not only focuses on the aspects of material only, but also to emphasize the more subjective aspects of happiness. Indirectly, this study is to realize the aspirations of the government through its strategy to improve the people’s happiness.

Keywords: Poverty, Kedah, Gross National Happiness (GNH), happiness
Business Ethics and Operational Risk Management in Banks (MYMS045)

Noor Fareen Abdul Rahim  
School of Business Management, College of Business, Universiti Utara Malaysia

Hazlinda Hassan  
School of Business Management, College of Business, Universiti Utara Malaysia

Abstract

This is a proposed conceptual paper that discusses on the importance of business ethics and operational risk management in banks. The paper reviews the literatures of business ethics and operational risk management in banks. In addition, the paper analyzes the factors that lead to operational risk, agency theory and the relationship between business ethics and operational risk management. In this contemporary world of uncertainty and turbulence economic, every decision taken in banks are confronted with business ethic issues such as systemic, corporate and individuals. However, in the pursuit of profit, banks will encounter risk in daily operations. Risk is the ambiguity of a future result. One of the risks that are important and compulsory for banks to manage is operational risk. The term operational risk has been made famous in 1995 following the scandalous collapse of Barings Bank, one of the U.K.’s oldest financial institutions. According to the Basel Committee, operational risk can be defined as the risk of loss resulting from inadequate or failed internal processes, people, and systems, or from external events including legal risk. Even though risk is unavoidable, it can be managed. Operational risk management can be defined as a framework that can detect the most critical operational risks to the organization in timely manner and report effectively to all required individuals at different levels of management with adequate information for taking necessary actions. Business ethics and operational risk management depend on each other. Good business ethics will lead to good operational risk management.

**Keywords:** Business ethics, operational risk, operational risk management
Role of Political Factors for Fiscal Destabilization in Oil Dependent Economies: Implications for Tax Compliance Behavior in Libya (MYAF018)

Fareg Mustafa Abodher
Universiti Utara Malaysia

Zaimah Zainol Ariffin
Universiti Utara Malaysia

Natrah Saad
Universiti Utara Malaysia

Abstract

There is little doubt that tax compliance is a major problem confronting tax authorities in every economy. This issue becomes even more pronounced in oil-dependent developing countries in the wake of scarcity of domestic resource mobilization. Libya’s fiscal management is also currently facing two major issues in relation to taxation system and collection in post-2011 revolution which led to overturning of the Qaddafi regime. Firstly, Libya is among those developing countries that suffer from the issue of tax evasion stemming from noncompliance behavior by taxpayers. Secondly, Libya faces the issues of narrow tax base with overwhelming share of non-tax hydrocarbon revenues which has made fiscal policy vulnerable to oil price shocks and domestic production volatility. Both of these issues have been more evident by the fiscal vulnerability and imbalance due to political turmoil after 2011 revolution. This study using the case study methodology seeks to explore the implications of political Turmoil for tax compliance Behavior in overcoming fiscal destabilization in Libya. Findings of the study would enable to better understand the role of political factors in explaining determinants of tax noncompliance in oil-dependent developing economies such as Libya.

Keywords: Destabilization, Political Factors, Tax Compliance
A Proposed Model of Small Corporate Taxpayers Tax Compliance Behavior in Nigeria
(MYEC016)

Sulaiman Umar Musa  
Universiti Utara Malaysia,Kaduna State University

Natrah Saad  
Universiti Utara Malaysia

Idawati Ibrahim  
Universiti Utara Malaysia

Abstract

Considering the declining oil price and production challenges, Nigeria must enhance its taxation to ensure stable flow of revenue for financing development. This paper is a proposed model of small corporate taxpayers’ tax compliance behavior in Nigeria. The paper aims at investigating tax structure variables, fairness, bribery and tax appeal tribunal role as the factors that influence the compliance behavior of small corporate taxpayers in Nigeria. Also, the paper investigates the indirect effects of tax compliance costs and public governance quality on the small corporate tax compliance behavior. The paper reviews previous literature and developed its model based on deterrence and social exchange theories.

Keywords: Tax compliance behavior, Small corporate taxpayer, Proposed model, Nigeria
Price to Earnings Multiple and Stock Selection: Evidence from Malaysian Listed Firms (MYMS078)

Isah Shittu,
Ahmadu Bello University-Nigeria

Abdussalam Masud,
School of Accountancy, College of Business Universiti Utara Malaysia

Yusuf Mohammed Alkali,
School of Accountancy, College of Business Universiti Utara Malaysia

Abstract

Selection of appropriate portfolio for investment has been an issue of great concern amongst investors across the globe. Investors have to choose between stocks that are highly priced (growth stock) by the market and stocks undervalued by the market (value stocks). This research investigated the influence of price to earnings (P/E) multiple in predicting the value of growth and value securities. The study utilized data of 233 randomly selected listed firms in Malaysia covering the period of 2008-2013. Pooled OLS was estimated however failed to satisfy the post estimation tests. Then random effect and fixed effect models are used to estimate the regression and selection test between the models favoured the random effect model. The results reveals a significant positive relationship between price to earnings multiple and the stock returns. The implication is that, growth stocks seem to provide higher stock returns compared to the value stock. The low R² suggests that prediction of stock returns is not only determined by price to earnings multiple, however, by combination of various factors.

Key words: price to earnings multiple, value, growth, stock returns and Malaysia
The Relevance of Accounting Information among the Disaggregated Assets and Liabilities(MYAF30)

Yusuf Alkali Muhammad,
University Utara, Malaysia,

Nor Asma Lode,
University Utara, Malaysia

Abstract

This study examined the value relevance of accounting information on disaggregated assets and liabilities for the period before and after mandatory adoption of IFRS among firms listed on the Nigerian Stock Exchange (NSE) Market. The study adopted Ohlson (1995) share price model for a 5-year data of 129 firms listed in the Nigerian stock market. Using stock prices, the results of the model have shown an increase in value relevance of accounting information from the adjusted $R^2$ between the two periods. Also, there a significant increase in coefficients after the IFRS adoption. However, Cramer-test (1987) provide evidence of no statistical difference between the two periods. This may be attributed to two different accounting reporting been prepared by the banks and multinationals in the country. Besides the significant of findings of this research to security market, the literature has provided a contribution to limited market research in African capital market particularly, Nigeria after the IFRS adoption.

Keywords: accounting information, adoption, IFRS, value relevance,
Women directors, CSR disclosure, and the moderating effect of culture: evidence from Malaysia (MYSC003)

A. R. Intan-Maiza  
Faculty of Economics and Management, Universiti Kebangsaan Malaysia,

Ku Nor Izah Ku Ismail  
College of Business, Universiti Utara Malaysia

Abstract

There is a growing interest from the government and authoritative bodies in increasing the representation of women directors on corporate boards, especially in Malaysia. In this regards, there is quite a number of prior studies in other developed countries that examined the effects of women directors on companies’ performances, disclosures, and other accounting related aspects. However, there is still a limited number of prior studies that examined this issue in Malaysia. Furthermore, past studies on the effects of women directors on corporate social responsibility (CSR) disclosure had found contradictory findings. These contradictory findings can be explained through incorporating moderating variables into the study. Moreover, other factors should be considered when examining the issue in the Malaysian context. Therefore, this study incorporates a corporate board’s culture as a moderating variable and culture is proxied by Malay majority boards. Besides that, the use of culture, as a moderating variable is appropriate as boards are dominated by different cultures which affect women directors’ decision on certain CSR issues. This study used a sample of 300 non-financial companies listed in Bursa Malaysia for the year 2013. These companies were selected using a stratified random sampling method while data for the study were collected from the companies’ annual reports. Using a hierarchical regression analysis, culture was found to have a direct effect on CSR disclosure and positively moderated the effects of women directors on the companies’ CSR disclosure. The positive effects of culture on CSR disclosure indicate that boards dominated by Malay directors provide higher quality CSR disclosure while the positive moderating effects of culture indicate that women directors have positively influenced the companies’ CSR disclosure when boards are dominated by Malay directors. This study used transformational leadership theory and cultural theory to explain the issues of this study.
Trade openness, Financial Liberalization and Economic growth: The case of Pakistan and India (MYEC006)

Rana Muhammad Adeel Farooq  
Department of Economics and Agribusiness  
University of Utara Malaysia

Nor Aznin Abu Bakar  
Department of Economics and Agribusiness  
University of Utara Malaysia

Raji Jimoh Olajide  
Department of Economics and Agribusiness  
University of Utara Malaysia

Abstract

This study empirically examines the impact of trade openness and financial liberalization on the economic growth of Pakistan and India for the period 1985-2015. Trade openness and Financial liberalization started in both countries in the mid-1980s. But the process of liberalization got momentum after the countries accepted the structural adjustment program (SAP) of International Monetary Fund (IMF) in 1989. A financial liberalization index is created to measure the impact of financial liberalization on economic growth by using Principal Component Method (PCA) method while trade openness is measured by trade intensity. By using the Autoregressive Distributed Lag (ARDL) technique, this study reveals that trade openness has a significant and positive impact on the economic growth of Pakistan both in the short and long run but financial liberalization has no impact. In the case of India, trade openness and financial liberalization have positive and significant impact on the economic growth both in the short and long run. By comparing the results of both countries, trade openness and financial liberalization increased the economic growth of India more that of Pakistan. Pakistan should consider appropriate positive policies regarding trade openness and financial liberalization to achieve high and stable economic growth in the future.

Keywords: Financial liberalization, Trade openness, Auto regressive Distributive Lag, Economic growth
Modelling the Determinants of Malaysian Household Debt: A Macro Level Study (MYEC010)

Hafizah Hammad Ahmad Khan  
Faculty of Business and Management,  
Universiti Teknologi MARA, Kedah, Malaysia.

Hussin Abdullah  
School of Economics, Finance & Banking,  
Universiti Utara Malaysia,

Shamzaeffa Samsudin  
School of Economics, Finance & Banking,  
Universiti Utara Malaysia,

Abstract

Purpose - The purpose of this study is to investigate the determinants of household debt in Malaysia according to the types of debt.

Design/Methodology/Approach: By using the Life Cycle Model framework, this study includes the roles of cost of living on the study of household debt. The Autoregressive Distributed Lag (ARDL) modelling approach has been used to examine the long run relationship among the variables while the error correction model has been used to determine the speed of adjustment of the variables when any short-term deviation occurs.

Findings – Findings of this study reveal that in the long run, a change in income level, housing price and population would have a positive impact on mortgage debt while rise in interest rates and cost of living would exert a negative influence. In contrast, all the factors have been found to exert a positive influence on consumer debt level except for housing price. Result on the positive impact of cost of living on consumer debt support that household uses the debt as a wage substitution to finance the rising consumption due to higher living cost.

Practical implication – This study seeks to determine whether the inclining household debt level is as a response of the household behavior in using the debt a form of wage substitution. The result obtained in this study provides guidance to policymakers in controlling the mounting debt level by focusing on the specific types of debt since the magnitude of the factors examined differs between mortgage and consumer debt.

Keywords: Household debt, Mortgage debt, Consumer debt, Life Cycle Model, Auto-regressive distributed lag (ARDL) modeling
Palm Oil Price as Exchange Rate Determinant of Malaysia (MYEC009)

Mukhriz Izraf Azman Aziz
School of Economics, Finance and Banking,
College of Business, Universiti Utara Malaysia

Shri Dewi Applanaidu
School of Economics, Finance and Banking,
College of Business, Universiti Utara Malaysia

Abstract

This paper studies the relationship between palm oil prices and Malaysia Ringgit exchange rates using Dynamic OLS method. The paper employs unit root with structural break tests and Pesaran (2001) bound cointegration technique based on real monthly prices ranging from January 1983 to May 2015. Upon finding the existence of a long-run relationship, the paper employs Dynamic OLS method to determine the long-run estimates. The empirical results confirm that real palm oil price and real crude oil price have statistically significant negative effects on Malaysian exchange rate, i.e. higher prices lead to real exchange rate appreciation.

Keywords: palm oil price, exchange rate
Type I Error Rates for the Winsorized Modified Alexander-Govern Test (MYEC105)

Tobi Kingsley Ochuko,
College of Arts and Sciences, School of Quantitative Sciences,
Universiti Utara Malaysia

Suhaida Abdullah,
College of Arts and Sciences, School of Quantitative Sciences,
Universiti Utara Malaysia

Zakiyah Zain,
College of Arts and Sciences, School of Quantitative Sciences,
Universiti Utara Malaysia

Sharipah Syed Soaad Yahaya
College of Arts and Sciences, School of Quantitative Sciences,
Universiti Utara Malaysia

Abstract

Purpose – This research focuses on the comparison of the robustness of five different tests, namely: the Alexander-Govern Test (AG), the MOM estimator in the Alexander-Govern Test (AGMOM), the Winsorized MOM estimator in the Alexander-Govern Test (AGWMOM), the t-test and the ANOVA in terms of the Type I error rates for the tests, to see of the five tests, which of one of them is more robust under two, four and six groups conditions, under lenient and stringent criteria of robustness, for g = 0 and h = 0, for g = 0 and h = 0.5, for g = 0.5 and h = 0 and for g = 0.5 and h = 0.5 respectively.

Design/methodology/approach – Statistical Analysis Software (SAS) was used in this research to stimulate and analyze 5,000 data sets, by manipulating the five types of variables, namely: sample size, equal and unequal variance, group sizes, types of distribution, and nature of pairing. The five listed variables were manipulated to show the strength and weakness of the AG test, the AGMOM test, the AGWMOM test, the t-test and the ANOVA.

Findings – The AGWMOM test produced the best control of Type I error rates compared to the AG test, the AGMOM test, the AGWMOM test, the t-test and the ANOVA, across the distributions and across the groups, for both stringent and lenient criteria of robustness.

Research limitations/implications – As the distribution changes from normal to skewed heavy tailed distribution, the AGWMOM test produced a sharp increase in the number of conditions of the test that falls under stringent criteria of robustness and this led to a decrease in the number of conditions of the test that is regarded as not robust.

Practical implications – As the distribution changes from normal to skewed normal tailed distribution, the robustness of the AGWMOM test did not increase for both lenient and stringent criteria of robustness. Because of this, the number of conditions of the test that is considered not to be robust remains the same (unchanged).

Originality/value – The AGWMOM test gave the best control of Type I error rates, compared to the AG test, the AGMOM test, the AGWMOM test, the t-test and the ANOVA, for both stringent and lenient criteria of robustness, for the whole 84 conditions of pairings.

Keywords: Alexander-Govern Test, MOM estimator, the Winsorized MOM estimator, robustness and Type I error rates
The Relationship between Business Strategy and Organisational Performance Through Performance Measures of Libyan Commercial Banks (MYAF010)

Ismail Elnihewi
Universiti Utara Malaysia

Faudziah Hanim Fadzil
Universiti Utara Malaysia

Rapiah Bt Mohamed
Universiti Utara Malaysia

Abstract

Organisational performance has a significant impact on the development and economic growth in any country. Currently, Libyan banks suffer from poor performance. Hence, this study was conducted to examine the relationship between business strategy (prospector) and organisational performance (financial performance) through the performance measures (non-financial measures) of Libyan commercial banks. This study achieves this objective based on seven hypotheses from previous studies and contingency theory. In examining these hypotheses, 217 questionnaires were collected but only 154 usable questionnaires from branch managers of Libyan commercial banks. Data analysis was conducted by employing descriptive analysis, factor analysis, reliability analysis, and multiple regressions. The findings indicate that prospector strategy has a positive and significant relationship with non-financial measures and organisational performance. Furthermore, the non-financial measures have a positive influence on organisational performance. The results of this study imply that managers should consider the prospector strategy that may influence the performance measures. Consequently, this leads to the improvement in the organisational performance.

Keywords: Business strategy, performance measures, organisational performance, contingency theory, Libyan commercial banks
The Impact of Extrinsic Motivation on Innovative Work Behavior Moderating (MYMS015)

Tahir Noaman Abdullahi, Husna Bt Johari, Zurina Bt Adnan
Universiti Utara Malaysia

Abstract

This study addresses the effect of extrinsic motivation on innovative work behavior in Higher Education in Iraq moderating by quality culture. Although the employee’s innovative work behavior is the key sources of organization innovation, it does not develop automatically, and leaders should give their employees suitable work incentives and more motivation to increase their innovative behavior. In addition, to the social exchange theory, extrinsic motivation may positively influence innovative work behavior. The quality culture, as one of the most significant contextual factor, is very important for the institute as it affects the innovative work behavior of employees. Many of previous researches had suggested that there were significant relationships between these variables. The researcher concluded that it is enormously important since the feeling of extrinsic motivation, realize the continuous flow of innovative work behavior after the influence of quality culture on this relationship. The results are expected to have some contributions both to the theoretical and practical to enable Iraqi Higher Education to improve the level of innovation.

Keywords: Innovative Work Behavior, Extrinsic Motivation, Quality Culture, Higher Education
Impact of Interdependence and Partner fit on Alliance Performance in Indonesia Construction Companies
(MYM027)

Dicky Hida Syahchari
Economic Faculty, University of Tama Jagakarsa, Indonesia

Moh Azlan B. Yahya
Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia

Muhammad Amsal Sahban
Management College of Lasharan Jaya Makassar, Indonesia

Abstract

Purpose – The purpose of this paper is to investigate the alliance performance of construction companies. A conceptual model is proposed where alliance performance is influenced by a two-dimensional construct composed of the partner fit and conflict management.

Design/methodology/approach - A questionnaire survey was administered to 311 construction companies. Analysis of Variance (ANOVA) and regression analysis as statistical tools was used to analyze the data and test the hypothesis that alliance performance is impacted by the partner fit and conflict management.

Findings – The hypothesis was supported by the data and analysis. The research found that partner fit and conflict management have a significant and positive impact on alliance performance of Indonesia construction companies.

Research limitations/implications – This research, incomprehensive terms, present a concept on the significance of alliance in the construction industry and particularly objective practitioners by identifying advantage of alliance action among executive and project managers in a suitable method.

Originality/value – Increased global focus on construction alliance has shed light on the construction industry in Indonesia to reach significance value for profit in alliance performance. This paper gives valuable reference for senior manager to consider the adoption of alliance based on selection of partners and conflict management in the construction industry in Indonesia.

Keywords alliances performance, Partner fit, conflict Management
The influence of strategic planning on crisis management in the service sector firms in Palestine (MYMS021)

Mohammed W. Almudallal  
Universiti Teknologi Malaysia  
mohwaleed1984@gmail.com  

Hapriza Ashari  
Universiti Teknologi Malaysia  

Syaharizatul Noorizwan Muktar  
Universiti Teknologi Malaysia  

Abstract

Purpose: The purpose of this paper is to review the influence of the strategic planning on crisis management in the service sector firms in Palestine and how it is used in times of crises if they occur.

Design/methodology/approach: A review of the literature relating to both strategic planning and crisis management in developing countries. The qualitative method is used in this paper since it enables the researcher to gain a deeper knowledge and understanding of the detailed information regarding the interviews including open-ended questions and will be conducted in Palestine Electric Company (PEC). Data will be analyzed by using content analysis and thematic analysis.

Findings: The expected findings of this study, firstly, the managers and leaders of a firm will be able to develop their strategies using a practical approach to prevent crises or minimizing their effects. Secondly, managers will be able to think strategically in the midst of a crisis, and to do this most effectively. Thirdly, firms will have leaders capable to inspire people with a sense of hope and direction. Fourthly, the ability to plan and make decisions carefully and efficiently for more influential responses to crises. Fifthly, having teams that can recognize methods and turn the chaotic situations into opportunities for the firm to operate and compete.

Research limitations/implications: First, the sample is restricted to firms in the service sector in one region only. Further, research should include other regions in Palestine. Second, the conflict issues have caused detrimental effects on the service sector status. Third, a small number of studies in the strategic planning field in Palestine in particular and the developing countries in general from a practical perspective.

Practical implications: Managers and leaders must seek for having best strategies to apply and develop them in firms for preventing crises or mitigating their effects.

Originality/value: This paper provides both a theoretical contribution that is, using strategic planning by all its aspects in firms properly and on a systematic base in order to turn threats into opportunities. As well as this paper provides empirical evidence about the use of the strategic planning techniques in the service sector firms and the way to improve their abilities against uncertainties to survive and thrive.

Keywords: Strategic Planning; Crisis Management; Opportunities; Service Sector Firms; Developing Countries.
Avoiding Spiritual Pitfall in an Organization: A Case for Optimal Spiritual Equilibrium Typology (MYMS002)

Linus Jonathan Vem  
Universiti Putra Malaysia

Ng Siew Imm  
Universiti Putra Malaysia

Tee Keng Kok  
Universiti Putra Malaysia

Murali Sambasivam  
Taylor Universiti

Abstract

As the recent emphasis on spirituality at work research burgeons, the need for a restraint to ensure practical and sustainable benefits becomes more critical. This call became necessary in view of the overwhelming results which portrays spirituality as automatic remedy to all organizational and human resource management challenges. This paper in concert with Dust and Greenhaus (2013) questions this mind set and sued for a possibility of negative outcome when spirituality is excessive. But unlike Dust and Greenhaus, we extend the debate further, by redefining what construed extreme gap and its consequences on individuals and organizations. The paper posits that excessive spirituality exist when individual’s spiritual expression supersedes the capacity of the environment, resulting in huge perceived spiritual support gap. We hence proffer a solution through Optimal Spiritual Equilibrium Typology to maintain spiritual balance in an organization.

Keywords: Spiritual Extremism, Organizational Spiritual Support, Optimal Spiritual Equilibrium.
Management Control System in Nigerian Micro Finance Banks (MYMS054)

Nasiru Aminu Ahmad,
Universiti Utara Malaysia;

Rapiah Mohammed,
Universiti Utara Malaysia

Email:nazmait11@gmail.com
Phone:+2348039434934

Abstract

The purpose of the paper is to suggest an empirical research on how Malmi & Brown MCS package could be used to strengthen the management of Nigeria Microfinance Bank for improved performance. The paper proposed variables in the package includes; planning control, administrative control, cybernetic control, compensation/reward control and cultural control. This paper is conceptual in nature as such the framework, if tested would shed more light on its significance to Nigerian Microfinance Banks owing to the difficult business terrains in the country. The adoption of this concept would strength management control of MFB and enhance their intended role of grass root financing thereby, ensuring economic growth in the country. Nigerian MFBs had recorded poor performance over years which hindered all effort of Central Bank of Nigeria to improve financial linkage. Therefore, empirical research if undertaken would demonstrate how the package would impact on Nigerian MFBs performance. The framework would help researchers in refocusing there attention to the real problem affecting MFBs for better result. It would also help regulators such as, Central bank, Bank of industry, as well as practitioners and policy makers in devising a better means of improving MFBs managerial settings for improved performance.

Keywords: Deposit money banks, Micro finance banks, Management control system, Stakeholder theory, Contingency theory
The Determinants of Customer Loyalty in Telecommunication Industry in Pakistan (MYMS082)

Beenish Tariq  
School of Business Management, University Utara Malaysia

Nik Kamariah Nik Mat  
School of Business Management, University Utara Malaysia

Abstract

**Purpose**: The main purpose of this study is to propose an empirical conceptual framework to gauge the factors that would determine customer loyalty in telecommunication industry in Pakistan.

**Design/methodology/approach**: This study intends to use the quantitative approach by getting the responses from actual customers of telecommunication industry. The data collected will be analysed using structural equation modelling technique.

**Findings**: The expected findings of the study will mostly be hypothesized in the same direction as in previous studies.

**Research limitations/implications**: The study only selected four determinant factors of customer loyalty focused only in the telecommunication industry.

**Practical implications**: This study is envisaged to benefit the telecommunication industry, the customers and the government that is involved in providing excellent service in the telecommunication industry.

**Originality/value**: This study used Oliver’s theory to explain customer loyalty in telecommunication industry of Pakistan. It proposed a unique combination of variables to be studied in one conceptual framework which are hardly available together in other telecommunication models of customer loyalty.

**Key words**: customer loyalty, structural equational modelling, telecommunication industry.
Depiction of Chinese Mythological Tales in Marketing Places of Worship in Malaysia (MYSC106)(MYMS067)

Norhanim Abdul Razak
School of Tourism, Hospitality and Environmental Management, College of Law, Government and International Studies University Utara Malaysia

Abstract

In a competitive and globalised world today, distinctive myths and legends can play important roles in attracting and accentuating the specialty of tourist sites and places including places of worship. As a multi-ethnic country, Chinese built and intangible heritage have been widely used in marketing Malaysia as a tourist destination. While elements linking to Chinese religions and cultural values are perceived as significant parts of Malaysian culture and tourism assets, little attention has been given to the study of Chinese myths and legends in the context of tourism marketing. Thus, this paper analyses the depiction of Chinese myths and legends in marketing of places of worship in Malaysia. It focuses on myths and legends included in the Malaysian promotional brochures published from 1962 to 2015 by adopting a content analysis method. Findings of this paper revealed that Chinese mythological tales and attributes have been depicted in tourism brochures published since 1960s till the fairly recent promotional materials. These tales have been included quite significantly in the promotion of several Malaysian states especially Penang, Sarawak, Melaka and the capital city, Kuala Lumpur. Tales narrating Chinese deities, historical figures, magical occurrences, mystical events and transformation of distinguished human beings into gods and goddesses are among the key themes represented as part of the descriptions of temples over the years. Findings of this paper also identified that the depiction of Chinese myths and legends in tourism brochures to a certain extent has been influenced by the marketing strategies adopted by the national tourism organisations over the years. The depiction of these Chinese myths and legends has demonstrated that the Chinese heritage attractions do represent as one of the main tourist attractions in Malaysia and the growing importance of religious attributes as this effort can support the present marketing campaign “Malaysia Truly Asia”.
Moderating Effects of Religion on the Relationship between Attitude, Perceived Behavioral Control, Subjective Norms and Purchase Intentions of Luxury Fashion Products in Pakistan (MYMS061)

Saba Ashraf
Institute of Management Sciences, Bahauddin Zakariya University, Multan, Pakistan

Muhammad Haroon Hafeez
School of Business Management, Universiti Utara Malaysia, Sintok, Malaysia

Abstract

The present study discusses the role of religiosity in conspicuous consumption. Muslim consumers follow religious teachings which it comes to decision making regarding purchase of products and services. Similarly, this paper has examined the impact of religion on purchase intention of luxury products in Pakistan. For data collection, mall intercept survey was performed. 500 questionnaires were distributed and 432 valid responses were obtained. Data was analyzed using Smart PLS. Finding of the study provide useful insights about role of religiosity in luxury consumption for the marketers and academicians alike.
Trust in E-Retailing: Evaluating the Impact of Perceived Online Ethics (MYMS024)

Shahnawaz Alam  
Department of Business and Hospitality, Lincoln University College,  
Taman Mayang Jaya, Petaling Jaya, Selangor, Malaysia

Vikram Bansal  
Department of Business and Hospitality, Lincoln University College,  
Taman Mayang Jaya, Petaling Jaya, Selangor, Malaysia

Abstract

Purpose - This paper aims to examine the impact of e-retailing ethics on website trust.
Design/methodology/approach – A survey instrument was administered to a sample of 220 students who were enrolled in various business undergraduate classes at four colleges in Delhi (India). The region was divided into four zones (north, south, east and west) and one college was selected from each zone on the basis of cluster sampling technique. Participants completed a questionnaire based on their latest online purchase. The measurement model and structural relationships were estimated using SPSS-21.
Findings - Reliability, security and non deception are significant predictors of website trust. The direct effect of privacy on website trust is found to be insignificant.
Research limitations/implications – This study focussed on direct impact of online ethics on website trust. Other factors such as satisfaction and commitment as mediating factors would have been studied. Due to the limited studies on ethics in e-retailing in India context, most of the researches were adopted from foreign countries and their findings may not be suitable to apply in India.
Practical implications - E-retailers must deal with ethical issues related to websites by protecting consumer information, delivering timely and accurate products, and avoiding deceptive practices.
Originality/value - The current research is one of few studies in e-retailing that examines the relationship between perceived online ethics and website trust in Indian context. By presenting proofs to earlier conflicting results in the literature, a strong relationship between what consumers perceive as ethical e-retailing and trust towards website was confirmed.

Keywords - e-retailing, ethics, trust, online consumers

Adnan Ahmed Sheikh  
Othman Yeop Abdullah, Graduate School of Business, University Utara Malaysia

Arfan Shahzad  
Othman Yeop Abdullah, Graduate School of Business, University Utara Malaysia

Awanis Binti ku Ishak  
Othman Yeop Abdullah, Graduate School of Business, University Utara Malaysia

Abstract

Now a day, E-Marketing has become an essential factor in the development of business-to-business relationship for many organizations. The increasing trend of digital marketing and the role of Millennials generation in buying decision has made a great impact on enterprise sales. Most of the firms are facing the high cost of business and unable to reach to their buyers around the world, this research will be focused on the organizations to check the E-Marketing use. The main purpose of this study is to examine the use of E-Marketing as a mediating on the firm performance. Technology adoption such as E-Marketing and its utilization is increasing with the passage of time, but still this technology is new for many emerging economies who are unaware of the proper implementation of E-Marketing. However, E-commerce, E-Marketing or e-Business has always played a significant role in business-to-business communication process and give support to the firms in order to compete with their regional buyers. In the meantime, E-Marketing (EM) has appeared to be one of the essential factors in achieving the competitive advantage for any firm. Furthermore, in this study TOE (Technology-Organization-Environment) model in linkage with RBV theory has been established to make a strong base of overall conceptual framework. Moreover, this framework can be enhanced by adding other variables and to check firm performance not only by means firm performance, but also for the marketing performance of the particular industry. Further, the researcher will empirically validate this research by administering a survey questionnaire among Firms in a number of developing countries. So that, the research could conclude with several findings, gaps and contributions. Nevertheless, this paper will contribute to the existing knowledge and help the firms to work globally and to overcome both internal and external issues which are becoming barriers in their business performance.

Keywords: E-Marketing, Globally, B2B, Firm, Performance, Emerging Economies
Women Entrepreneurs’ Spirituality in Business Based on Al-Quran and Sunnah (MYMS047)

Yusuf Musa Hammawa,
College of Business, Universiti Utara Malaysia

Norashidah Binti Hashim,
College of Business, Universiti Utara Malaysia

Abstract

This paper attempts to highlight the women entrepreneurship spirituality in business based on Al-Quran and Sunnah. Existing literature has been identified to get some evidence that leads to entrepreneurship spirituality towards business performance. Taqwa, Ihsan, Adl, Amana etc. Women entrepreneur’s spirituality is distinctive in its nature as it not only influences but shapes the behaviors of individual entrepreneurs spiritually in business activity morally. It enhances ethics and spiritual values into their firm that leads to increased productivity and profitability. Besides employee retention and customer loyalty, it also enhances morale. It also has socioeconomic effects more to the point heartening entrepreneurship development and reinforcement relations among entrepreneurs. The study used the entrepreneurship principles approach which is based on ethico-metaphysical dimensions that are not inspired by material objectives. Owner manager and employee relationship is purely based on religion. Both are accountable and answerable to Almighty Allah for their deeds and are His trustees on earth.

Keywords: Islam, Entrepreneurs, Business, Performance, spirituality, Taqwa, Ihsan, Adal
Demographic Factors of Women Entrepreneurship in Malaysia (MYSC020)

Rabiatol Adawiyah Ahmad,
Faculty of Management, Universiti Teknologi Malaysia,

Norhani Bakri,
Faculty of Management, Universiti Teknologi Malaysia

Rohazi At Baharun,
Faculty of Management, Universiti Teknologi Malaysia,

Muhammad Khairi Majid,
Faculty of Management, Universiti Teknologi Malaysia

Abstract

**Purpose:** This paper aims to identify the demographic characteristics that includes age, marital status, educational level, parent's education and occupation background, and birth order of women entrepreneurs in Malaysia and to determine demographic factors that influence them into the venture.

**Methodology:** Survey with cross sectional study are conducted to women entrepreneurs of Iskandar region. The instrument for data collection is using structured questionnaire with nominal scale. The analysis used the procedure of descriptive research to describe characteristics of a population or phenomenon that being studied.

**Findings:** The demographic characteristic of women entrepreneurs in Malaysia consist the data of age, marital status, number of children, education level, respondents' age at business formation, family background of respondents inclusive of parents' education and occupation and birth order have been determined. The data is further understood on which demographic factor drive the women into entrepreneurship.

**Research limitations:** The study has contributed to the demographic factors of women entrepreneurs during the start-up and growing the business. However, the survey measured feedback from women entrepreneurs in Iskandar Malaysia, where positioned close to the neighbourhood which is a developed country. The result for difference population may vary based on location and business opportunity provided.

**Implications of research:** This research is felt as another contribution to focus on women entrepreneurship. Information obtained will expose the growing population of Malaysian women entrepreneurs. The research findings will serve as resources to the educational development and positive encouragement of Malaysian youth and young women to identify themselves as future entrepreneurs.

**Keywords:** Women entrepreneurship, demographic, profile
Current Media Participation Norms Among Youth In Malaysia (MYSC084)

Norshuhada Shiratuddin  
AHGSchool of Arts and Sciences, Universiti Utara Malaysia

Shahizan Hassan  
OYAGSchool of Business, 06010, UUM, Sintok, Kedah

Mohd Azizuddin Mohd Sani  
School of International Studies, UUM, Sintok, Kedah

Mohd Khairie Ahmad  
School of Multimedia Technology and Communication, UUM, Sintok, Kedah

Noor Sulastry Yurni Ahmad  
Department of Anthropology and Sociology, 50603, UM, Kuala Lumpur

Kartini Aboo Talib  
Institute of Ethnic Studies, 43600, UKM, Bangi, Selangor

Zainatul Shuhaida Abdull Rahman  
School of International Studies, UUM, Sintok, Kedah

Nurul Labanihuda Abdull Rahman  
OYAGSchool of Business, 06010, UUM, Sintok, Kedah

Abstract

Policies and programmes involving youth participation in social, political and economic development are actively being developed and widely promoted. This paper reports on a survey conducted in Malaysia, with the aim to identify the current status of youth participation and media usage in the country, and reveal the existing participation norms of the youth in the communities. It was revealed that the majority of the youth use mobile phones with WiFi/Internet access. A significant number of them turn to social media to get the latest news. Seven major social media tools used by the youth are WhatsApp, Facebook, Google+, WeChat, YouTube, Instagram, and Twitter. The result also shows that the youth are not actively involved in social, political and economic activities, suggesting that programmes and tools should be planned if youth level of participation is to be increased.

Keywords: Youth, participation, media social
Sociological Perspectives on Survival and Growth of Women entrepreneurs: Ecology Theory Perspective
(MYMS122)

Sulaman Hafeez Siddiqui,
The Islamia University of Bahawalpur Pakistan;

Pranav Kumar,
Universiti Utara Malaysia;

Hadia Yousuf,
Universiti Utara Malaysia

Abstract

Sociological perspectives about organizational failure under ecology theory offer research avenues to look into their implications for new organizational forms. Women entrepreneurship or female run businesses in developing countries risk the liability of newness due to lack of their presence in commercial business activities. Though the presence and role of women in rural economy of these developing countries is more than significant yet the urban sector still lacks the luster of new social values to accept and value this new organizational form. The study elaborates the key sociological processes postulated by ecology theory by which female run businesses make their way to create inclusive markets and shared growth in a socially constrained business environment. The organizational ecology framework is postulated to study the women entrepreneurship process i.e. birth, survival, and growth of female run businesses through change in the social value structure of the society. This perspective treats women entrepreneurship as a distinct organizational form and depicts it as a social process involving the population of organizations than the individual process targeting the women entrepreneurs themselves. This has allowed analyzing the impact of gender belief system and other social processes that institutionally work against the founding rate, survival and growth of female run businesses. The study also points out the market imperfections emerging from the socially constrained business environment that further weaken their chances of short term survival and long term growth. Lack of social capital creates a business environment that mainly allows business opportunities to female businesses in the perfectly competitive markets. These perfectly competitive commodity and low level services markets offer possibilities of losses in short term while opportunity to barely earn normal profits in the long run. The propositions generated from the postulated linkages can be tested using quantitative methods. The theoretical framework developed here nonetheless offers fresh insights into the women entrepreneurship, its process and outcomes.
A Malay Translation of Singapore Youth Resilience Scale (SYRESS) (MYSC105)

Siti Rozaina Kamsani
Universiti Utara Malaysia, Malaysia

Kimberly Asner-Self
Southern Illinois University Carbondale, USA

Abstract

The Singapore Youth Resilience Scale (SYRESS) is the first instrument that was designed to measure resilience among Singaporean youth. Just as there are differences based on culture between teens from a different areas or places, so are there different cultural influences among Malaysian population. The SYRESS consists of 50-items, which is originally in English version. In this regard, the aim of this study was to translate the SYRESS into Malay language and to identify its reliability and validity. A multiple-steps process of translation was conducted and the test-retest reliability was evaluated at a 2-week period of time. A total of 94 orphan adolescents were participated in this study. The internal consistency reliability of the SYRESS was higher, with a Cronbach’s alpha 0.913. While, the result found that test-retest reliability was adequate. This finding also indicated that a cross-cultural adaptation would be significantly influenced on the process of translation according to linguistic adaptation and cultural construct in a specific population. Participants will learn about issues related to cross-cultural construct validity when adapting a measure even across seemingly similar cultural backgrounds. Participants will also discuss how resilience can be assessed in different cultural background. This presentation should be of interest to researchers and counselors engaged in cross-cultural work. Handouts provided.

Keywords: SYRESS, resilience, Malay translation, cultural adaptation, adolescent
Competitive Advantage as Mediating Variable of the Relationship Between Innovation and Business Performance (Empirical Study of Small and Medium Enterprises in Purwokerto (MYMS 116))

Sri Murni Setyawati  
Jenderal Soedirman University

Monica Rosiana  
Jenderal Soedirman University

Mohd Noor Mohd Shariff  
Universiti Utara Malaysia

Abstract

The rapidly emerging wireless and mobile network which offer new platform to sell their products with efficiencies are known as M-commerce (mobile commerce). The purpose of this paper is to identify the effect integrated TAM3 model and individualism-collectivism at individual-level (ICAIL) as a moderating variable in mobile commerce adoption in Malaysia. The finding from the research is important for theoretical contribution because there have been many questionable findings regarding the relationships among some of these determinants which are perceived usefulness and perceived ease of use. Besides that, this research contributes to the advancement of knowledge in retail or service industries which companies can have better understanding on the factors that influence young generations to use m-commerce. Finally, young generations who are early adopters of new technologies are able to understand their usage behaviour in using M-commerce in their daily life.

Keywords: Mobile commerce (M-commerce), Technology acceptance model (TAM3), Individualism-collectivism at individual-level (ICAIL)
Modelling Social Business for Youth living in the Marginalised Communities in Malaysia (MYMS097)

Raja Suzana Raja Kasim\textsuperscript{a}, Zulazli Hashim\textsuperscript{c}, Siti Suhaila Mokhtar\textsuperscript{a}
\textsuperscript{a,c}Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan
\textsuperscript{b}Universiti Teknologi MARA Sarawak, Malaysia

Abstract

The heart of social business is a willingness to try out ideas that are helpful to others. Social business entrepreneurs are also action researchers. They learn primarily through experimentation, not just by relying on theory. This paper aims to revisit social business values that exist among youth who are keen to create social change. The background of this paper begins and takes from the definition of social business model of Grameen Bank. The model was tested among 100 youth living in the marginalised communities in Malaysia and was descriptive-correlational in nature. It was found that educating young people to think and behave this way is different from helping to acquire knowledge. It was also found that more young people are keen to improvise their careers, responding to shifting needs and opportunities. Social business is addressing social issues which in turn produces social values. This paper recommends that in order to facilitate the multiplier effect, the Government of Malaysia should support more young entrepreneurs from the marginalised communities so as to improve social problems, improving communities and people's life change.

Keywords: social business, Grameen Model, youth entrepreneurship, social value, Malaysia
The impact of Social Innovation on the Enterprise Success (MYMS098)

Raja Suzana Raja Kasim, Zulazli Hashim, Siti Suhaila Mokhtar

Faculty of Entrepreneurship & Business, Universiti Malaysia Kelantan
Universiti Teknologi MARA Sarawak, Malaysia

Abstract

The paper presents a theoretical understanding on the impact of social innovation on the success of an enterprise. Social innovation is framed within the context the European Commission Social Innovation principles (2013) and the Social Return on Investments Model of New Economic Foundations (2004). A total number of 100 new and young enterprises participated in this survey. Findings indicated that social innovation has a positive and significant relationship with the enterprise success. This paper offers indicators for a viable model in establishing economic viability and multiple economic specialisation. However, this move also offer some limitation as it is heavily depending on the supporting ecosystem that each region has to offer. In conclusion, each ecosystem if interacts well within the needs of new and young enterprises, the social innovation is positively creating an impact; and has significant role of entrepreneurship in economic viability. Future work is recommended to focus on specific social innovation programmes and actions that can create more values for new and young enterprises.

Keywords: social innovation, youth entrepreneurship, new venture creation, Malaysia
Moderating Effects of Knowledge Inertia and External Environment on the Relationship between Innovation, TQM Practices and SMEs Performance in Pakistan: A Proposed Framework (MYMS059)

Uzma Haroon,
Universiti Utara Malaysia;

Mohd Noor Mohd Shariff,
Universiti Utara Malaysia

Abstract

The intended study is in acknowledgment of the increasing importance of entrepreneurial activities for the promising and developing economies like Pakistan, where the lack of understanding of the dynamics and significance of the interplay between Knowledge Inertia, External Environmental, Innovation and TQM practices is hampering the entrepreneurial businesses’ success at large. The study aims to identify the existent practices of entrepreneurs’ Knowledge orientation/inertia, Innovation, TQM practices and analyze their role and impact on Small and Medium Enterprises’ (SMEs) performance. The findings would provide insights about how the new as well as existing ventures should achieve higher performance and sustainable competitiveness through the aforementioned variables.
Digital Engagement, Political and Civic Participation: Mobilizing Youth (MYSC090)

Jamali Samsuddin,
Universiti Putra Malaysia

Abstract

Young people, labeled as “digital natives” by the International Telecommunication Union (ITU), are increasingly disengaged from political and civic activities, despite the potential of the Internet to mobilize their participation. Therefore, this quantitative study was conducted from September 2015 to March 2016 to: (i) examine the pattern of Malaysian youth’s digital engagement with the Internet in performing various activities in their daily lives; (ii) examine the pattern of their political and civic participation; and (iii) to identify the relationship between digital engagement and political as well as civic participation. The framework of the study was based on the Mobilization theory, which suggested that new communication technology such as the Internet could mobilize participation. The data were obtained through a survey completed by 989 youths aged from 15 to 25 years old in four parliamentary constituencies in the Klang Valley, namely Kota Damansara, Klang, Seri Kembangan and Kerinchi. The study found that while the subjects were digitally engaged, their engagement was still characterized by basic use of the Internet, such as communicating with friends. The study also showed that the youth’s political and civic participation is low. However, the study found a significant relationship between digital engagement and their participation. These results suggested that both basic digital engagement, and low political and civic participation do not bode well for the future of the country, which lies in the hands of the younger generation.
Determinants Towards Adoption of Mobile Commerce Among University Students in Malaysia (MYSC060)

Nurul Labanihuda Abdull Rahman
Universiti Utara Malaysia

Shahizan Hassan
Universiti Utara Malaysia

Abstract

The rapidly emerging wireless and mobile network which offer new platform to sell their products with efficiencies are known as M-commerce (mobile commerce). The purpose of this paper is to identify the effect integrated TAM3 model and individualism-collectivism at individual-level (ICAIL) as a moderating variable in mobile commerce adoption in Malaysia. The finding from the research is important for theoretical contribution because there have been many questionable findings regarding the relationships among some of these determinants which are perceived usefulness and perceived ease of use. Besides that, this research contributes to the advancement of knowledge in retail or service industries which companies can have better understanding on the factors that influence young generations to use m-commerce. Finally, young generations who are early adopters of new technologies are able to understand their usage behaviour in using M-commerce in their daily life.

Keywords: Mobile commerce (M-commerce), Technology acceptance model (TAM3), Individualism-collectivism at individual-level (ICAIL)
The Relationship among Risk preference, Self-confidence and Entrepreneurial Intention: The Role of Entrepreneurship education (MYMS016)

Yakubu Abdullahi Yarima
Universiti Utara Malaysia

Hassan Bello
Abubakar Tafawa Balewa University Bauchi

Abstract

This study investigated the mediating role of entrepreneurship education on the relationship between risk preference, self-confidence and entrepreneurial intention. A quantitative approach was adopted using a cross-sectional research design. The study used a sample of 341 final year students at 10 Colleges of Education in the north-eastern part of Nigeria during 2014/2015 academics session. However, a model was developed based on theoretical consideration to explain the relationship. The data was analysed using Partial Least Squares (PLS) technique and the findings imply that relationship exist among risk preference, self-confidence and entrepreneurial intention. Furthermore, the findings the study explained significant mediating role of entrepreneurship education in the relationship between risk preference, self-confidence and entrepreneurial intention. Future studies should employ longitudinal study so that the direct effect of the independent variables on the dependent variables could be further validated.

Keywords: risk preference, self-confidence, entrepreneurial intention, entrepreneurship education, Partial Least Square (PLS)
Mediating Role of Competitive Advantage on the Relationship between Social Network, Entrepreneurial Orientation and Performance of SME’S: a Proposed Research Framework (MYMS060)

/Naala Mohammad Nura Ibrahim,
College of Business, Universiti Utara Malaysia,

Rosli B. Mahmood,
College of Business, Universiti Utara Malaysia

Abstract

Although the significance of SMEs in influencing economic growth is recognized, Performance of SMEs in Nigeria is unanticipated. The low level of employment and contribution to the Nation GDP indicates low performance. Also, the high failure rate of SME’s is an additional indication of low performance. Nevertheless, inadequate entrepreneur’s social network, orientation occupies a central position for the low performance of SMEs in Nigeria. Equally, previous studies advocate that entrepreneur’s social network, and orientation have a significant influence on firm performance, the mechanism through which these variables are related is neglected. Therefore, this paper aims to undertake a review of the related literature to develop and propose a research conceptual framework for SMEs performance. Based on the combination of this variables, this study proposes that competitive advantage may further explain the relationship. It highlights the importance of the research on the relationship between social network, entrepreneurial orientation, competitive advantage and SMEs performance in Nigeria.

Keywords: SMEs, social network, entrepreneurial orientation, competitive advantage Performance
The mobilization of social capital and community spirit to create awareness towards social entrepreneurship for socio-economic development among fishermen. An analysis of the fishing communities in Kuala Perlis - Kuala Kedah (MYMS088)

Sharifah Sofiah Atiqah bt. Syed Ibrahim  
University Malaysia Perlis (UNIMAP)  

Azizan b. Bahari  
University Malaysia Perlis (UNIMAP)  

Shuharimi b. Abdullah  
University Malaysia Perlis (UNIMAP)  

Abstract


Elemen modal social yang di ambil adalah dari World Bank dan elemen keusahawanan sosial diambil dari Dees (1998). Kertas akan membincang rangka penyelidikan yang merangkumi elemen yang perlu ada dalam masyarakat yang akan membangkitkan kapital dan modal ini akan membawa kesedaran kearah social entrepreneurship. Elemen social entrepreneurship dengan gabungan spirit of community akan menyediakan daya untuk meningkatkan energy pembangunan sosioekonomi dari dalam masyarakat itu sendiri (development from within). Kertas ini akan membincang secara konseptual bagaimana elemen yang berasal dari masyarakat itu sendiri berdaya mandiri untuk mewujudkan social entrepreneurship di kalangan masyarakat tersebut dan mereka akan bangun untuk berjuang membetulkan dan membangunkan diri mereka as a group utk menangani masalah kemiskinan yang sering berlaku di kalangan nelayan.  

Kata kunci: modal social, keusahawanan social, community spirit dan pembangunan sosioekonomi
Impact of Microcredit and Personal Empowerment on Women Borrowers Quality of Life in Bahawalpur, Punjab, Pakistan (MYEC013)

Sana Fayyaz  
University Utara Malaysia

Roslan Abdul Hakeem  
University Utara Malaysia

Shahzida Jan Mohammad  
University Utara Malaysia

Abstract

The present study will explore the impact of microfinance and personal empowerment on women borrowers’ quality of life in Bahawalpur, Punjab, Pakistan. The sample will be consisted of 800 women. Which will be further divided into two homogenous groups of the basis of taking a loan or not taking a loan. The sample of 400 women borrowers will be taken from khushali bank, Tameer bank and National Rural support Program bank. The remaining 400 will be taken from non-borrowers sample. The age range will be between 18-65 years. The cross sectional data for this study will be collected by using a questionnaire. Results of the study will be revealed by using multinomial logit model with the help of Partial least square software. This study is intended to be a valuable contribution in term of socio-economic and political arena for women to improve their quality of life.

Keywords: Microfinance, Women, socio-economic, political arena, Quality of Life.
The Interaction effect of Entrepreneurial Orientation between Innovation Practices and Performance of Malaysian Medium-sized Manufacturing Firms. (MYMS091)

Abdul Rahman Jaaffar  
UUM, School of Business and Management

Mohmad Yazam Sharif  
UUM, School of Business and Management

Nuraishani Baharom  
UUM, School of Business and Management

Abstract

The objective of this paper is to address the needs for research in the relationship between Innovation practices, Entrepreneurial Orientation (EO) and Firm Performance of Malaysian manufacturers. It has been said that competitive firms may contribute to the progressive economic development and improve resilience to both the organizations and the nation. A theoretical model based on the Resource-Based View approach to business performance of SME was developed to answer the research questions, these are: (i) There is a significant relationship between Product, process, administrative and marketing Innovation and firm Performance. (ii) EO components moderated the relationship between innovation practices and firm performance. A quantitative survey method was employed in the study, and the questionnaires were used to obtain the data from the top management of the medium-sized manufacturing firms in Malaysia. A total of usable 156 usable questionnaires was obtained from the survey, giving a response rate of 22.03%. Data were analyzed using a PLS path modelling technique to test direct and interaction relationship. The finding indicates the supported relationship between product, administrative innovation and firm performance and the positive moderating effect of EO between product innovation, administrative innovation and firm performance. The findings offered several implications to the sector and other stakeholder in the quest to improve firm competitiveness and performance, and subsequently improve their resilience from possible domestic and international crisis.

Confirming Entrepreneurial Orientation Dimensions and Linking it with Entrepreneurial Intention among Business Students in Indonesia (MYMS081)

Muh Amsal Sahban  
Management College of Lasharan Jaya Makassar, Indonesia

Abdul Qadir Rahomee Ahmed Aljanabi  
Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia

Dicky Hida Syahchari  
Economic Faculty, University of Tama Jagakarsa, Indonesia

Abstract

**Purpose** – The objective of this study is to confirm the dimensionality of Entrepreneurial Orientation (EO) based on an exploration of its factors among Indonesian business students. It also aimed to examine the relationship between EO and student inclination toward entrepreneurship.

**Design/methodology/approach** – A cross-sectional survey was conducted targeting students at Indonesian universities. Using a pilot sample of 65 students, the authors developed their hypotheses. Thereafter, based on a sample of 381 students, the hypotheses were tested using structural equation modeling.

**Findings** – The findings revealed that EO in the Indonesian context was a three-factor instrument consisting of the three dimensions: risk-taking, innovativeness and pro-activeness. Moreover, the findings showed there is a positive relationship between EO and Entrepreneurial Intention (EI) among business students at Indonesian universities.

**Practical implications** – Given the imperative need for universities to monitor and improve the entrepreneurial spirit among business students, this study can help business students to understand better regarding the business attitude they need to maintain, which can help them to improve proactive personality and formulate effective business strategies in the future.

**Originality/value** – This paper came to be one of the first studies that attempted to assess the EO among business student in Indonesia using AMOS-SEM. Additionally, this study pioneered through drawing a factorial picture for EO in the Indonesian context.

**Keywords** Entrepreneurial intention, Entrepreneurial orientation, Structural equation modeling, Business students
Abstract

**Purpose**: Having discovered that the performance of the Nigerian SMEs is in downturn, this conceptual study proposes a High Performance Work System-Performance model for the enhancement of the Nigerian SMEs’ performance. Also, in this paper, employee creativity is proposed to serve as mechanism through which high performance work system-performance nexus can be explained.

**Design/methodology/approach**: This work is theorized on the basis of far-reaching literature survey through which a conceptual model is developed and discussed. Nexus between high performance work system and SMEs performance is evaluated and established via published research. Also, potential mediating role of employee creativity is discussed. Using AMO model, the components of high performance work system are logically and empirically chosen to reflect the fact that SMEs’ success heavily relies on the inputs of highly committed, well-motivated and qualified employees.

**Findings**: This paper proposes a conceptual model to serve as an answer to how Nigerian SMEs’ performance can be enhanced via employee-oriented high performance work system.

**Research limitations/implications**: The proposed model in this work is based on survey of published research, but it can be empirically solidified further via collection and analysis of relevant data.

**Practical implications**: The paper can help SMEs’ owners/managers to understand better the roles of HRM practices and motivated employees in the enhancement of SMEs’ performance.

**Originality/value**: The proposed conceptual framework is a unique and comprehensive model that will hopefully contribute towards the enrichment of the relevant literature, and serve as a useful guide for stakeholders on how they can boost the performances of SMEs to actualize the initiatives under the Nigeria’s Vision 2020 and ensure that Nigeria become one of the top 20 economies in the world by 2020.

**Keywords**: Keywords: high performance work system, Strategic Human Resource Management, creativity, performance.
Mentoring and Organizational Performance: A Review of Effects of Mentoring on Small and Medium enterprises (MYMS046)

Muzaffar Hussain Shah  
E-mail: bukhari941@gmail.com

Abdul Rahim bin Othman  
E-mail: rahim@uum.edu.my

Mohd Najib bin Mansor  
Universiti Utara Malaysia

Abstract

Mentoring has gained a substantial attention in small and medium enterprises recent years due to its high impact on business performance. Several studies have delineated the impact of mentoring on small and medium enterprises and found mentoring is helpful for improving organizational performance and transferring information from experience entrepreneur to inexperience or low experience entrepreneur which has cause the highest productivity of organization, better job satisfaction, and retention of workers. This current study reviews the literature of mentoring and the components of mentoring, and findings of the study shows that mentoring has a positive impact on business performance. However, the result of the study has significant decision-making suggestions for SME’s that how to improve or increase the business performance by providing them efficient mentoring programs which benefits employee as well as the organization. Mentoring programs not only increase the value of employees but also the effectiveness of the business.

Key Words: SME, Mentoring, Small business performance.
Grassroots SMEs Development & Improving Standard of Living: The Innovation & Policy Gap: The case of Malaysia and Zanzibar (MYSC014)

Aini Suzana Ariffin
Universiti Teknologi Malaysia

Salum S. Ali
Universiti Teknologi Malaysia

Abstract

Recently, the application of science, technology and innovation to Small and Medium Enterprises development programs has been highly considered by both national and international communities as a strong tool for increasing production and facilitating economic growth and improving standard of living. However, the situation at the grassroots level in the developing countries like Malaysia and Zanzibar the story is different. It has been observed that grassroots entrepreneurs are lack of proper innovation strategies and most of them are ignored during the development of policy stage for entrepreneurship and SMEs development and hence the national policy missed the proper policy strategies for grassroots entrepreneurs. Thus, this paper discusses the innovation and policy gap that existing at the grassroots level using extensive literature review. The paper asserts that introduction of proper innovation strategies and establishment of bottom up participatory approach on entrepreneurship development will enable a conducive small and medium Enterprises development and accelerating the local business improvement and final support for improving standards of living particularly in both countries.

Keywords: Grassroots, Innovation, SME Development, Innovation Policy, Standard of Living, Malaysia, and Zanzibar,
The Feasibility of Incorporating the Interactive Whiteboard in EFL Primary Classrooms (MYSC050B)

Mohammad Husam Alhumsi,
SEML, CAS, Universiti Utara Malaysia

Ahmad Affendi Shabdin,
SEML, CAS, Universiti Utara Malaysia

Abstract

This paper describes the uses of interactive whiteboard in English as a Foreign Language (EFL) primary classroom. The purpose is to explore the potential of the Interactive Whiteboard (IWB) as a learning pedagogical tool to support the development of primary school students’ ability to reach a considerable level while learning in their classes. Additionally, this paper tries to answer the following questions: First, what is an interactive whiteboard? Second, how can interactive whiteboards promote student engagement? Third, what are the interactive whiteboard activities in the EFL classroom? The researcher’s impression is that the interactive whiteboard can easily employ the three learning style in a way that positively reflect upon the individual learner. Results implicated that the IWB could be used to support the students’ abilities development in other subject matters and provide a very interesting choice for importing the Internet into every EFL classroom.

Keywords: interactive whiteboard, English as a Foreign Language (EFL), primary classrooms, engagement
Design Thinking: Innovating For 21st Century Learning in Malaysia (MYSC005)

Shafina Mohd Shah,
Universiti Teknologi MARA

Zainab Mohd Nor,
Faculty of Education, Universiti Teknologi MARA

Abstract

In line with the current Malaysian Education Blueprint 2013-2025 and international best practices, the Blueprint is geared towards raising Malaysian’s education towards international standards and preparing Malaysia’s children for the needs of the 21st Century. The emphasis is not just on the importance of knowledge but it is also hoped that all students will develop skills of inquiry and learn how to continue acquiring knowledge throughout their lives and be able to connect different pieces of knowledge and creating new knowledge. Specifically, students will be able to innovate, generate new possibilities, analyse information, anticipate problems and approach issues critically, logically, inductively and deductively in order to find solutions and ultimately make decisions using the tools of Design Thinking. This paper contributes to the current interest in Design Thinking (DT) for learning innovation in the classroom as Design Thinking is deemed fit for the 21st Century learning where skills of higher order thinking are applied to generate amount of intensity and collaborative efforts in drafting solutions. Design Thinking offers enormous potential to enrich learning and teaching in many disciplines so as to achieve the aspirations stipulated in the Malaysian Education Blueprint.

Keywords: Design Thinking, innovation, 21st Century, Learning and teaching, Higher Order Thinking Skills
Strategies for Effective Teaching in the 21st Century: How it Should Be Done (MYSC017)

Siti Faizzatul Aqmal Binti Mohamad Mohsin,
University Tun Hussein Onn Malaysian

Razali Bin Hassan
Faculty of Technical and Vocational Education,
University Tun Hussein Onn Malaysia

Abstract

The tremendous upheaval changes of information and communication technologies have a great impact on educational world. Thus, learning in the 21st century has so much different than previous years. The revolution of technology in this digital era has brought changes in the educational world with introducing a brand new learning environment which is called as Frog Virtual Learning Environment (Frog VLE) in Malaysian schools. Besides, the importance on the integration of the 21st Century Skills among students becomes a watchword in today’s world. A new learning strategy on how to best learn in this 21st century by taking into account technology usage in a Virtual Learning Environment (VLE) and 21st Century Skills acculturation become an important step to be implemented. This paper will explore in-depth how to best prepare learning strategy that will involve technology usage in teaching and learning process in order to enhance 21st century skills as well as achieving desired learning outcomes by amalgamating Dale’s Cone of Experience and Bloom’s Taxonomy along with the framework of 21st Century Skills as presented by Partnership for 21st Century Skills. Hence, this paper provided a brand new framework on how to best learn in this 21st century by using technology as the main catalyst in today’s classroom by introducing a new framework of learning strategy which is called as Learning Strategy Framework for 21st Century Skills Acculturation (FF21A Model) to be applied in today’s educational world. The FF21A model carefully and clearly explain how the process of teaching and learning in this 21st century should be carried out effectively by implementing the Web 2.0 technology along with teaching and learning activities in order to achieve the desired learning outcomes.

Keywords: Dale’s cone of experience, Bloom’s taxonomy, Web 2.0 technology, 21st century skills, Learning Strategy Framework for 21st century skills acculturation (FF21A)
Collaborative Learning via Sharing Session towards Achieving Training Effectiveness in Negotiation Education (MYSC108)

Shahrizal Badlishah  
School of Business Management,  
College of Business, Universiti Utara Malaysia,

Abdul Halim Abdul Majid  
School of Business Management,  
College of Business, Universiti Utara Malaysia,

Abstract

Attaining training effectiveness for Negotiation as an elective subject in obtaining Bachelor of Human Resource Management in University Utara Malaysia will be beneficial for students when they start to work. The subject requires strong fundamental knowledge in human resource management and other management related subjects, as it demands students to be able to relate issues and needs in business venture strategic decision. However, the drawback in achieving this is difficult because students are weak in the basics due to low clasp of fundamental understanding. This action research has been conducted in two consecutive semesters in order to find the best way to improve student basic understanding thus connection to the higher-level knowledge is possible. Collaborative teaching, which was introduced as a sharing session, through small group discussion has been chosen for the purpose of developing effective negotiation education. As a result, students are more comfortable to be open-minded and less stressful while learning with their peers compares to instructors. Based on interviews and observations, results found that collaborative learning do improve understanding and built critical thinking. The approach developed had resulted a more relax and conducive learning environment and the training effectiveness achieved served as evidence in students’ performance.

Keywords: Collaborative Learning, Training Effectiveness; Negotiation Education; Human Resource Management
The Amalgamation Of Dale’s Cone Of Experience And Bloom’s Taxonomy In The 21st Century Education And Its Effect On The Inculcation Of 21st Century Skills And Cognitive Appraisal (MYSC018)

Siti Faizatul Aqmal Binti Mohamad Mohsin,
University Tun Hussein Onn Malaysia

Razali Bin Hassan
Faculty of Tech and Vocational Edu,
University Tun Hussein Onn Malaysia

Abstract

The revolution of technology in this digital era has brought changes in the educational world, and in Malaysian schools, a brand new learning environment called Frog Virtual Learning Environment (Frog VLE) has been introduced. In tandem with that, the importance of the integration of the 21st Century Skills among students has become a watchword in today’s educational world. A new learning strategy on how to best learn in this 21st century by taking into account technology usage in a Virtual Learning Environment (VLE) and 21st Century Skills acculturation as well as achieving desired learning outcome has become an important step to be implemented. In view of that, this study has developed a VLE framework named Learning Strategy Framework for 21st Century Acculturation (FF21A). FF21A emphasizes on the amalgamation of the framework of Dale’s Cone of Experience and Bloom’s Taxonomy along with the Partnership for 21st Century Skills and on the application of the social learning approach when using Web 2.0 technologies which are embedded in Frog VLE. This study used a quasi-experimental research design to show if there any statistical differences between using FF21A during teaching and learning process in enhancing the 21st Century Skills among students and also in achieving desired learning outcomes which can be evaluated through students’ academic achievement from their performance test. Independent Sample t-test was used to determine the difference in the mean of two groups in variable of interest. The result showed that using FF21A during teaching and learning process able to enhance students’ 21st Century Skills. Besides, using FF21A also able to helps students to achieve desired learning outcome as desired by teachers.

Keywords: Dale’s cone of experience, Bloom’s taxonomy, Web 2.0 technology, 21st century skills, Learning Strategy Framework for 21st century skills acculturation (FF21A)
Experiential Learning: A paradigmatic shift from One-Fits-All (Traditional) Learning to the Personalized Learning in Higher Education (MYSC068)

Marium Din
NUML University Islamabad Pakistan

Abstract

Experiential learning is learning in which educator purposefully engages students in concrete experience and reflection for the sake of increasing knowledge, developing skills, and clarifying values. It is learning through action and active involvement of the learner in teaching-learning process. This paper explores nature of experiential learning. It also describes David, A. Kolb’s experiential learning model and signifies its relevance as the learning that is more effective and beneficial. It also highlights the advantages of experiential learning over one-fits-all learning that is traditional learning. This paper is a synthesis of many research-based evidences which demonstrates the effectiveness of experiential learning.

**Key words**: experiential learning; one-fits-all learning; collaborative learning; active learning; constructivism; didactic.
Theoretical examination of mobile phone brand loyalty formation (MYMS104)

Linda Seduram,  
Universiti Utara Malaysia

Selvan Perumal,  
Universiti Utara Malaysia

Hasnizam Bin Shaari,  
Universiti Utara Malaysia

Abstract

Purpose: The main purpose of this conceptual paper is to identify the determinants on mobile phone brand loyalty from the standpoint of Oliver’s four stage loyalty model (1997), cognitive, affective, conative and action theorization of brand loyalty.

Design/Methodology/Approach: The study utilizes qualitative inductive methodology to critically review and reconcile the Oliver’s (1997) four stage loyalty model with the major constituents of every loyalty stage to propose expansion in the Oliver’s model in context of mobile phone brand loyalty.

Findings: In the proposed research model, a sequential process of loyalty developed through utilitarian value and hedonic value (cognitive), brand satisfaction (affective), brand trust (conative) and mobile phone brand loyalty (action loyalty).

Research limitation: This conceptual paper discusses a host of propositions concerning the relationships among the determinants of mobile phone brand loyalty yet those propositions were not empirically tested. Future research on the area mobile phone brand loyalty should consider those propositions and empirically test the research model.

Practical Implication: This paper hoped to provide more accurate insights into the determinants of mobile phone brand loyalty in a comprehensive manner which will assist mobile phone manufacturers in drawing up more effective customer retention strategies that could significantly affect mobile phone brand loyalty among their customers.

Originality/Value: Prior research focusses on only one or two key determinants of mobile phone brand loyalty in isolation rather than offering a comprehensive set of determinants in an integrated manner and lack of clear conceptual understanding of the mobile phone brand loyalty formation phenomenon in the previous literature. This situation represents one of the gaps in the current literature in explaining the determinants or formation of mobile phone brand loyalty. Therefore, this conceptual paper seeks to address this issue by proposing a research model that integrates the major constituents of each loyalty stage in Oliver (1997) model such as cognitive (utilitarian value and hedonic value), affective (brand satisfaction), conative (brand trust) in order to provide a better understanding on the mobile phone brand loyalty formation.

Keywords: Utilitarian value, Hedonic value, Brand satisfaction, Brand trust and Mobile phone brand loyalty.
The Impact of Brand Personality on Brand Equity in Malaysian Small and Medium Enterprises: A Conceptual Paper (MYSC034)

Suhaini Binti Mat Daud,  
Universiti Utara Malaysia;  
Noor Hasmini Hj. Abdul Ghani,  
Universiti Utara Malaysia

Abstract

Purpose: The purpose of this paper is to discuss at a conceptual level on the impact of brand personality on the formation of brand equity in Malaysian small and medium enterprises (SMEs).

Design/ Methodology: This conceptual paper provides a comprehensive review of the previous study that examined brand personality and posits a conceptual framework of brand equity.

Findings: The paper found that brand personality have a positive relationship with brand equity. This paper attempts to assist SMEs practitioners in improving their competitive advantage in the market by using intangible assets which is brand equity.

Originality/ Value: Previous studies examined the effect of brand personality on brand equity in the context of large companies. Yet, there are limited studies that investigate the effect of brand personality on brand equity in the context of SMEs.

Keywords: Brand Equity, Brand personality, Small and medium enterprises
The Role of Subject Culture on Consumer Perception Toward Service Quality Delivery (MYSC049)

Tiara Turay,
Universiti Utara Malaysia

Abstract

Consumer perception is a complex subject to be understood since it’s connected with subjective assessment that influence by consumer’ subjective culture. Subjective Culture itself becomes one of the critical factors that determining the success or failure of organization including the organization that focus in service sector. Highlighting the crucial influence of subjective culture on consumer perception, therefore; it will be benefited for organization to understand the perspective of its consumer through subjective cultural approach. Remembering that subjective culture shapes consumer thought, behaviour, expectation and perception. This research is a conceptual paper. The methodology for this research is library research which involving the writer in collecting and analysing secondary data from valuable resources such as; articles from journals, books, and on-line information. This paper is aimed to describe how subjective culture has crucial role in shaping consumer perception toward service delivery.

Many researches had been done previously in the relationship between culture and consumer perception. It came to agreement that consumer perception varies based on culture. There were also many researches had been conducted in measuring Consumer Perception of Service Quality through the approaches of demographic, segmentation, psychographic, and gender. In addition for academic and practical contribution, in this research the writer focused on subjective culture as the approach in understanding consumer perception. The research objective for this study is to analyse the effect of subjective culture on consumer perception toward service delivery. Academics and practices can be both benefited by learning more about their consumers’ subjective culture. By understanding the role of subjective culture in shaping consumer perception, it will enable the organizations to full fill their consumer requirement on service since the organizations will have more understanding toward their consumer insight, preference and expectation of service based on their subjective way of consumers’ upbringing. Accordingly, this paper is expected to give additional valuable insight for academicians in gaining information and knowledge related to subjective culture on how it is influencing consumer perception.

Keywords: Subjective Culture, Consumer perception, Service Quality
Evaluating the Effects of Brand Equity on Consumer Responses in Malaysia (MYMS018)

Suleiman Garba Aminu,
Universiti Utara Malaysia;

Norzieirani Bint Ahmad,
Universiti Utara Malaysia

Abstract

Brand equity plays a significant role in the firms in creation and development of products and company’s brand strategy. Brand equity increase the efficiency of the marketing plans and customer loyalty for the brand, decreases expenses and cost of the promotional activities and provides platform to develop it via brand extension. This paper presents a conceptual model to better comprehend the creation of brand equity and the effects on consumer responses in Malaysia. The aim of this paper is to examine four dimensions of brand equity (i.e. brand awareness, brand association, perceived quality and brand loyalty) and their inter-relationship with overall brand equity. Moreover, this study also aims to investigate the effects of the overall brand equity on consumer willingness to pay price premium, attitude towards brand extension, brand preference, purchase intention and how brand equity can lead to reduction in the cost of searching information by consumers.

Keywords: Brands, Brand equity, Consumer responses, Consumer-based brand equity.
The Moderating Effect of Technology Acceptance Model on The Formation of Perceived Service Value and Perceived Service Satisfaction in Low Cost Carrier Airline (MYMS019)

Muhammad Khairi Majid, Universiti Teknologi Malaysia;

Norhani Bakri, Universiti Teknologi Malaysia;

Nur Shazwani Laila, Universiti Teknologi Malaysia;

Rabiatol Adawiyah Ahmad, Universiti Teknologi

Abstract

Electronic service markets have been growing rapidly over the past several years on airline website. Electronic commerce and electronic service marketing activities have attracted a great deal of attention since they reduce the waiting time incurred by online shopping transactions. Electronic service quality plays an important role for any business that involve with online transaction to attract customers. With improving service quality it will improving perceived service value by create perceived service satisfaction. Customers perceived service value created based on their actual experience of interacting with the website. The present research address dimensions of perceived service value in the low cost carrier airline context and their relationship with customers perceived service satisfaction. Furthermore the moderating effects of perceived ease of use and perceived usefulness on the relationship between perceived service value and perceived service satisfaction also examined. This research employed the quantitative research paradigm and a convenience sampling procedure. The questionnaire was adopted as method to collects data, 392 completed questionnaires were gathered from Malaysia airline industries (low cost carrier) website user. To examine the moderating effects of perceived ease of use and perceived usefulness of Technology Acceptance Model (TAM) on the relationship between perceived service value and perceived service satisfaction, hierarchical regression analysis were used. The result illustrate that perceived ease of use and perceived usefulness the dimension of Technology Acceptance Model (TAM) positively moderated the relationship between perceived service value and perceived service satisfaction.

Keywords: Technology Acceptance Model; Perceived Ease of Use; Perceived Usefulness; Perceived Service Value; Perceived Service Satisfaction
Impact of Individual Feeling of Energy on Creative Work Involvement: A Mediating Role of Leader-Member Exchange (MYMS089)

Muhammad Shahnawaz Adil  
School of Business Management | College of Business  
Universiti Utara Malaysia

Muhammad Asif Qureshi  
School of Business Management | College of Business  
Universiti Utara Malaysia

Abstract

**Purpose:** Individual feeling of energy, creative work involvement and leader-member exchange (LMX) are under-researched domains in Pakistan. The purpose of this study is to analyze the mediating role of leader-member exchange on the positive relationship between individual feeling of energy and creative work involvement.

**Design/methodology/approach:** A sample of 300 responses is drawn from the manufacturing companies of Karachi using a Likert-scale questionnaire administered to them. Exploratory factor analysis is used in SPSS to extract three orthogonal dimensions. The magnitude and the statistical significance of the mediating effect of LMX are determined through 5,000 bootstrap samples in AMOS.

**Findings:** All of the three latent constructs show very good internal consistency reliability and discriminant validity. Moreover, LMX partially mediates the positive relationship between individual feeling of energy and creative work involvement.

**Research limitations:** This study used a cross-sectional research design therefore, cause-and-effect relationship may not be determined. Besides, we took the manufacturing companies without regard to different sectors therefore the findings of this study may not be generalized on different manufacturing sectors in Karachi.

**Practical implications:** The management of the manufacturing companies in Karachi should take LMX relationship between the manager and the subordinates into account if they intend to increase the creative work involvement of their employees.

**Originality/value:** This study is one of the first to empirically analyze the mediating effect of LMX on the positive relationship between individual feeling of energy and creative work involvement in the context of the manufacturing companies in Karachi (Pakistan).

**Keywords:** individual feeling of energy, creative work involvement, leader-member exchange relationship, manufacturing, Pakistan.
Leveraging on Service Quality to Drive Customer Satisfaction in a Retail Business (MYSC038)

Nooraini M Sheriff  
Arshad Ayub Graduate Business School, UiTM, Selangor, Malaysia

Rabtah Hanum Nosbah  
Arshad Ayub Graduate Business School, UiTM, Selangor, Malaysia

Nur Hasidah Hussein  
Arshad Ayub Graduate Business School, UiTM, Selangor, Malaysia

Abstract

This study ascertained the relationship between retail service quality and customer satisfaction of patronizing a convenience store. A survey was conducted via self-administered questionnaires among 230 respondents who are walk-in customers of the store. Regression analysis revealed that 76% of the variance in customer satisfaction was explained by retail service quality dimensions namely physical aspect, ambience, reliability, personal interaction, problem solving and policy. Additionally policy, ambience and personal interaction dimensions were significant at <0.05. Thus indicating the need for retail management to pay close attention in planning, delivering and monitoring these aspects of service quality so as to heighten the satisfaction of their customers so as to remain competitive in the Malaysian retail industry particularly in the convenience store sector.

Keywords: Physical aspect, Ambience, Reliability, Personal interaction, Problem solving, Policy and Customer satisfaction.
Musical Power and Its Affect on Consumer Decision Making (MYSC062)

Syazwani Mahsal khan  
Universiti Utara Malaysia

Abstract

The purpose of this study is to examine whether musical power in advertising can affect decision making of young consumer toward advertised products and services. The method use for this study is the utilization of focus group with undergraduate student on their involvement with television advertisements. An in-depth interview will also be conducted with expert of advertisers and musician. Participants for these 2 approaches are based on purposeful sampling. This study will apply Elaboration Likelihood Model (ELM) to view the process of decision making made by the young consumer. It is hope that this conceptual research will give an insight for advertisers in developing advertisements with suitable musical influence. For the focus group will be in three groups involving eighteen students. For the in-depth interview, will be involved 15 informants of both sides which is expert on advertising and musician.

Keywords:  Music, Consumer decision making, Advertising, Behaviour
Malaysia as the Preferred Destination for Global Tourists: a Review (MYMS113)

Pranav Kumar  
School of Business Management,  
UUM College of Business, 06010, Malaysia

Sulaman Hafeez Siddiqui  
Department of Management Sciences,  
The Islamia University of Bahawalpur Pakistan

Abstract

This paper reviews the positioning of Malaysia as a preferred destination by tourists coming from USA, UK, Vietnam, Thailand, and the middle-eastern countries. Various points-of-parity and points-of-difference related issues inflicting Malaysian tourism were looked into. It was found that there have been sincere efforts by the government towards fostering the status of Malaysian tourism, however still there are several areas which require more planning and enhanced focus with a competitive orientation. Development of landmark tourist spots, and promotion of golf and halal tourism in an innovative manner are some of the suggested areas for reconsideration with a better strategic focus.
Mobile Web Acceptance in Malaysia: The Role of Perceived Usefulness and Perceived Ease of Use (MYMS095)

L. Thaneshan  
Universiti Utara Malaysia

Fadhilah Mat Yamin  
Universiti Utara Malaysia

Siti Norezam Othman  
Universiti Utara Malaysia

Abstract

**Purpose:** Mobile devices are changing the way people accessing the Internet due to the rapid development in information and communication technology. From an early investigation, it is found that although mobile devices are highly flexible, accessible and convenient, their usage to access websites is still average. The objective of this study is to conceptualize the factors that drive users to access websites through mobile devices.

**Design/methodology/approach:** This study presents the scenario and current situation of mobile web usage among mobile device users. This paper extends the applicability of the Technology Acceptance Model (TAM) to the field of mobile web. It further critically discusses the role of two constructs namely, perceived usefulness and perceived ease of use in explaining user’s intention to use mobile web.

**Findings:** Critical review of the past literature shows that although TAM is a well-established model, very few studies have utilised TAM for use with mobile web usage. Therefore, this study proposes to examine the intention to use mobile web by utilising TAM.

**Research limitations/implications:** The study adapts the TAM to understand what factors affect usage intention of mobile web, an important topic for current and future research. The limitations lie in the depth of investigation where empirical investigation should be conducted in the future studies to proof the findings of this conceptual study.

**Practical implications:** This study aims to explain the factors that will influence intention to access mobile websites. Determining those factors will help web designers to develop mobile web pages that will be preferred by its users.

**Originality/value:** Improving user’s experience of accessing web through mobile devices will enables web service providers to offer web services more effectively that will satisfy the needs of the users.

**Keywords:** Mobile web, perceived usefulness, perceived ease of use
The Role of Local Brand Patriotism, Government Support and Trust with Full Mediating of Purchase Intention Effect Actual Purchase in Malaysia(MYMS037)

Farouk Djermani  
Universiti Utara Malaysia  

Dr Jamal Mohammed Esmail Aleka  
Universiti Utara Malaysia  

Mohd Rodzi Ahmad  
Universiti Utara Malaysia  

Shahrina Othman  
Universiti Utara Malaysia  

Afan Shahzad  
Universiti Utara Malaysia  

Abstract  
The goal of this study is to examine the antecedents of actual purchase on Malaysian brand, Patriotism, trust, government support and intention. Moreover, the research framework was built and tested based on the Theory of Planned Behavior. The research instrument consisted of 39 items, patriotism 10, trust 8, government support 8, intention 8, and actual purchase 5, adapted from previous studies. Questionnaires were distributed to 300 respondents in Kedah (Jitra, Changloon, Simpang Kuala and Sungai Petani (170), Penang ( Kepala Batas (40)), Perlis (Arau (90)) with 202 respondents, consequently this representing 67.3% response rate. The data were analyzed using Structural equation modelling (SEM). This study has established seven direct and indirect hypotheses. The findings of the study highlight that purchase intentions has significant relationship with trust,(Estimate 0.382, C.R.2.792, p-value 0.005), as well as actual purchase has a direct significant relationship with patriotism (Estimate 0.298, C.R. 2.331, p-value 0.02 ), actual purchase has significant relationship with purchase intention (Estimate 0.7, C.R. 6.206, p-value 0.000*** ), lastly government support has significant relationship with purchase intention(Estimate 0.287, C.R. 3.079, p-value 0.002 ).Meanwhile, full mediating between trust and actual purchase. Finally this result of this study will deepen the understanding of Malaysian customer’s behavior toward its own products.

Keywords: Local brand, actual purchase, intention, patriotism, Trust, government support, SEM
The Mediating Effect of Infrastructural Facilities on the Relationship between Organizational Policies, Staff Welfare to Staff Performance (MYSC113)

Naziru Mohammed Musalli,
Universiti Utara Malaysia;

Azhar Harun,
Universiti Utara Malaysia;

Ruslan Zainuddin,
Universiti Utara Malaysia.

Abstract

The attainment of efficiency is always achieved with the calibre of staff in an organization as well as effective supporting equipment’s to assist them in discharging their duties. Nigeria Immigration Service (NIS) is one of the paramount important organizations charge with responsibility of Border management. Border management is the process of promoting open and secured-border to allow legal movement of people, good and services. Effective border management is regarded as the processes and procedures leading to unimpeded flow of people goods and services. These include the means of transportation which ensure mutual benefit between countries bordering each other. It also recognised the important of trade which contributed to both social and economic development of the nations. The main objective of this study is to examine the role of infrastructural facilities to the staff performance in achieving sound border control in Nigeria. Porosity of borders coupled with shortage of manpower challenges to monitor the borders especially in north/Eastern part of Nigeria affects both human and economic development in the country. Excessive influx of illegal immigrants with proliferation light arms and many form of contraband goods organized criminal activities, disturb national security and economic development in Nigeria north/eastern part of the country in particular as study focus area. Considerable number of questionnaires was distributed in the Nigeria Immigration Service and the data was analysed quantitatively using PLS Statistical package. In the conclusion this study suggestions would be given more concern of investigating a proper way to improve the performance of personnel in Nigeria Immigration Service (NIS) in order to achieve the purpose of this study.

Keywords: Border Management, Insecurity, Porosity of Border, Border Personnel, Nigeria Immigration Service.
Role of Computer Efficacy, Perceived Usefulness, Perceived Ease of Use on Computer Usage: An Empirical investigation (MYMS087)

Munwar Hussain Pahi  
School of Business Management, University Utara Malaysia, Malaysia

Aljerais Turki Mansour  
School of Business Management, University Utara Malaysia, Malaysia

Bakhit Thamer Ali T  
School of Business Management, University Utara Malaysia, Malaysia

Abstract

Computer usage is on an increasing approach whereby, the current study attempted to investigate the impact of individual computer efficacy, perceived usefulness and perceived ease of use on computer use. A total of 144 general office staff members from a large public sector university were sampled for the study. Structural equation modeling through using PLS path modeling approach outlined that computer efficacy was positively related with computer usage. Similarly, the study found that perceived usefulness and perceived ease of use of computers was also positively related with actual computer usage. Implications and recommendations are discussed in detail.
Determinants of Employee Performance in Embryonic Economy (MYMS077)

Mohammed Jibrin Bida  
School of Business Management,  
College of Business,  
Universiti Utara Malaysia,

Abdul-Halim Abdul-Majid  
School of Business Management,  
College of Business,  
Universiti Utara Malaysia,

Abdussalaam Iyanda Ismail  
School of Business Management,  
College of Business,  
Universiti Utara Malaysia,

Abstract

Purpose: Since the building of a nation is the main concern of most governments worldwide, and human resources have been recognized to be one the most important promoters in the nation’s development, this paper therefore focuses on the relationship between HR practices and employee performance in the embryonic economy. Also, this work seeks to establish the relationship between selected HR practices and employee performance.

Design/methodology/approach: In this work, extensive literature review is the approach adopted for the development of conceptual model. Also, review of literature is used to measure and discourse the relationship between the selected HR practices (i.e., compensation, performance appraisal, and succession planning) and employee performance.

Findings: This paper proposes a conceptual framework that indicates direct and positive relationship between the selected HR practices and employee performance. Hence, this work serves as guide on enhancement of employee performance.

Research limitations/implications: This paper is a conceptual work that has its own limitation. However, the study can be improved upon through collection and analysis of related data.

Practical implications: The paper can guide the stakeholders in Nigeria to understand better the roles of HRM practices through which employee performance can be enhanced.

Originality/value: It is believed that this work is a compendium that contributes to the extant body of knowledge in the HRM-performance research field, and serves as guide for stakeholders on the enhancement of employee performance.

Keywords: employee performance, Human Resource Management, performance appraisal, succession planning.
E-Government Information Systems Interoperability in developing countries: The case of Jordan (MYMS042)

Naser Ahmad Sulehat
School of Business Management, College of Business,
Universiti Utara Malaysia,

Che Azlan Taib
School of Business Management, College of Business,
Universiti Utara Malaysia,

Abstract

**Purpose:** The aim of this paper is to examine the factors that influence e-Government (IS) Interoperability, with focusing on IS Interoperability as the key concept to reach successful e-Government.

**Approach:** A variety of published literatures related to the scope of the study thoroughly analyzed, including analyzing the Jordanian e-Government strategy (2014-2016). From the literature review the four interactions types of e-Government has been introduced (G2C, G2B, G2C, and G2E), those types of interactions identify the relationship between the government and its stakeholders. The e-Government IS interoperability levels have been discussed in this paper. Then, identification of the significant barriers that affect IS interoperability. The factors that can drive success implementation of e-Government where also introduced.

**Findings:** Technical, semantic, and organizational interoperability are the main stages for successful e-Government IS interoperability. ICT infrastructure, top management support, human resources, data and information, security and privacy, and business process founded as the most obstacles. In the other part, high level interoperability goals, commitment of government bodies, and customer focusing are the main success factors leads to e-Government IS interoperability. Strategies, work process should be aligned, common standards, and knowledge should be shared to move toward Jordan e-Transformation.

**Limitations:** The study was limited to the theoretical part of identifying the critical factors that influence the adoption of the e-Government IS interoperability.

**Practical implications:** This study can be the start point for the practical side, the e-Government conceptual frame work was developed, and indicates the factors that lead to the success of IS interoperability within the government agencies specifically for Jordan, and generally for other developing countries.

**Originality:** This study enriches the literatures in this context, and at the practical side contribute through focusing on the IS interoperability success factors within the government agencies. The proposed conceptual model is the first stage in the process of understanding the factors that influence e-Government IS interoperability. The second stage would be empirically evaluate the effectiveness.

**Keywords:** Jordan, e-Government, IS Interoperability, e-Transformation.
Manufacturers’ perceived quality of electricity service and organizational performance in Nigeria (MYMS056).

Abdul Rahman Muhammed
Universiti Utara Malaysia

Abstract

This paper attempts to investigate the impact of electricity service quality on the performance of Manufacturing companies in Nigeria. Members of the Manufacturers Association of Nigeria (MAN) are the target participants. Data was collected using questionnaire survey from managers, owner-managers and the CEOs of manufacturing companies. Out of 600 distributed questionnaires, 319 were returned and 313 were found useful for analysis. The data was analysed using PLS-SEM and the result shows strong positive effect for all the dimensions of exogenous variable (electricity service quality) on endogenous variable (organizational performance) with exception of one dimension (tangibility). This study contributes to literature on the use of service quality dimensions on electricity service.

Keywords: organizational performance, quality, service
The Causes of Leadership Incapability in the Algerian Public Sector (MYMS005)

Benlahcene Abderrahmane
University Utara Malaysia, Ghazali Shafie Graduate School of Government, Sintok, Kedah, Malaysia

Abstract

This study aims at investigating the phenomenon of public leadership within the Algerian context. The primary objective of this research is to explore the main causes of public leadership incapability. Primary data has been generated to solve the research problem. The method used in this study to collect data was a qualitative method. Semi-structured interviews were conducted with 53 Algerian students and academicians in three different Malaysian Universities, the respondents were selected using convenience sampling technique. The study was conducted in time-frame of six months. The findings of the study indicated that public leadership in Algeria is facing many challenges, the study found that the causes of public leadership incapability in Algeria are: endemic corruption, ineffective recruitment system, lack of leadership competencies, the absence of leadership development strategies, lack of innovation and resistance to change, ineffective judicial system, political and ideological loyalties, and ineffective educational system. In conclusion, the first step towards the building of capable and qualified leaders is to put a finger on the problems that are pulverizing the country potentials. In spite of the challenges that are facing public leadership in Algeria, leaders have all the potentials and resources to reclaim their critical role in steering the country development and changing the status quo for the betterment of the Algerian people.

Keywords: Leadership, Autocratic leadership, Corruption, Ethics
Integration of Six Sigma and ISO 9001 Quality Management System (MYMS102)

Teoh Yi Teng  
Universiti Utara Malaysia  
yiterng89@hotmail.com  

Che Azlan Bin Taib,  
Universiti Utara Malaysia.  
c_azlan@uum.edu.my

Abstract

Purpose: There are many documented case studies of Six Sigma application, where improvement in process and reduce defect significantly. Most of organization that implemented Six Sigma is supported with ISO quality management system. However, ISO QMS may lack of emphasis on continuous improvement. Thus, the purpose of this paper is to study the integration of Six Sigma and ISO quality management system (QMS) to achieve large-scale improvement towards robust process measured and minimum defect in products.

Design/methodology/approach: A variety of related literature to the topic thoroughly reviewed. Based on the literature survey, the paper provides an integration conceptual framework of Six Sigma and ISO QMS.

Findings: ISO focuses on quality improvement. The study found ISO can be incorporated with Six Sigma towards achieving organizational quality improvement. The study also found the integration with ISO and Six Sigma involved in minimum effort and expenditure. Finally, this framework will be served as a theoretical guideline for organization to integrate Six Sigma and ISO QMS.

Research limitations/implications: For the effort of integrating ISO with Six Sigma, the integration model of ISO and SS is illustrating and presenting in this paper.

Practical implications: The aim of this paper is to study the advantage and benefit of integrating Six Sigma in relation to ISO quality management system.

Originality/value: The paper structure is based on the dichotomies within the Six Sigma literature, what are Six Sigma and ISO QMS; what are their strength and limitation is stage one in the process of integration ISO and Six Sigma. Finally to provide a new framework to be in line with both of Six Sigma and ISO QMS limitation and then discuss its implication will be performed at the second stage with an empirical study.

Keywords (3-): Integration, ISO 9000, Quality management system, Six Sigma ,manufacturing
Are Dimensions of Learning Organization Questionnaire Applicable in Malaysian Commercial Banks Setting? (MYMS115)

Mohmad Yazam Sharif,
Universiti Utara Malaysia
E-mail: yazamsharif@gmail.com
Tel:+6012-4832249

Abstract

Purpose: The purpose of this paper is to determine whether the Dimensions of Learning Organization (DLOQ) is applicable in the context of commercial banks in Malaysia.

Design/methodology/approach: This study had used the DLOQ survey questionnaire created by Watkins and Marsick (1993). 500 questionnaires were distributed. A total of 430 participants responded to the survey.

Findings: The DLO questionnaire with American-based questions was equally suitable and applicable to be used in Malaysia, specifically on the commercial banks. There was no influence of cultural element.

Research limitations/implications: The study only covered the domestic commercial banks in Malaysia.

Practical implications: The DLO questionnaire could be used for other types of banks in Malaysia.

Originality/value: Studies on learning organizations in Malaysia had been well established. But this study which focused on domestic commercial banks could be said to be among the first to determine the applicability of the DLOQ tool in the sector. Previous studies in Malaysia had concentrated on the public and private higher institutions of learning. Less focus were given by researchers on business firms.

Keywords: Commercial bank, DLO questionnaire, learning organization, Malaysia
Abstract

**Purpose:** The purpose of this paper is to examine the relationship between interpersonal trust, employee satisfaction, employee commitment, and employee loyalty in an automotive firm in Malaysia which has national status.

**Design/methodology/approach:** This study uses survey questionnaires and multiple regression analysis. In total 361 participants responded to the survey.

**Findings:** Employee satisfaction and employee commitment have significant contribution to employee loyalty while interpersonal trust does not have significant influence on employee loyalty.

**Research limitations/implications:** The cross sectional survey design is selected. However it may not be able to capture the behavior under continuous conditions. Longitudinal data survey would provide better insight on the relationship over a period of time.

**Practical implications:** Companies are to focus on strategies and practices to enhance employee satisfaction and employee commitment. These can be work packages, and effective communication through feedback system to gauge the reception of the employees to HR practices in the company.

**Originality/value:** This is a first empirical study to examine the relationship between interpersonal trust, employee satisfaction, employee commitment, and employee loyalty in manufacturing firm in Malaysia.

**Keywords:** Employee loyalty, interpersonal trust, employee satisfaction, employee commitment
“Nobody Cares, Lah!” The Phenomenon of Flaming on Youtube in Malaysia. (MYSC008)

Revathy Amadera Limgam  
School of Multimedia Technology and Communication,  
Universiti Utara Malaysia

Norizah Aripin  
Senior Lecturer,  
School of Multimedia Technology and Communication,  
Universiti Utara Malaysia

Abstract

Every year, an average number of 22 million students around the world are being cyber-bullied. One of the major acts of cyber-bullying in today’s Internet era is flaming. Flaming refers to the use of offensive language such as swearing, insulting and providing hateful comments through an online medium. In this study, the act of flaming will be explored in the context of social media, particularly YouTube. The research questions designed for this study is to investigate what motivates people to provide malicious comments on YouTube in Malaysia. This study will also question the differences between how flaming is constructed in each video classification and how are flaming comments categorized. Finally, this study will also attempt to explore are the views of the YouTube community in Malaysia on flaming. This qualitative study will be done using interviews and content analysis as the method of study.

Keywords: Social networking; online harassment; flaming; YouTube; malicious comments.
School Based Assessment or Centralized Examination: Malaysian Accounting Teachers' Preferences and Practices (MYSC031)

Kalai Selvan Arumugham
Universiti Utara Malaysia

Abstract

This qualitative study aimed to examine and understand which assessment method was given priority among Malaysian accounts teachers. Malaysian Examination Syndicate has introduced a mix method of assessment in accounting education, hence there is a need to identify which is given priority and by the same time need to understand why they prefer such kind of assessment method. Ten accounts teachers were selected as a participant for this study. Data was collected via semi structured interviews and document analysis. Findings from both interviews and document analysis indicate that, teachers prefer to written examination compared to School Based Assessment as written examination carries higher weightage.

Keywords: Index Terms—School Based Assessment, Centralized Exam, Teaching and Learning
The Effect of Task Based Language Teaching on Productive Skills of EFL Learners in Malaysia (MYSC029)

Rai Zahoor Ahmed
Department of Language Studies
School of Education and Modern Languages
Universiti Utara Malaysia, Sintok, Kedah Dar ul Aman

Abstract

The current empirical study has verified and established the strength of Task Based Language Teaching in promoting productive skills of EFL learners belonging from various nationalities and studying in Malaysia. Task Based Language Teaching is recognized as one of the most effective language teaching methods by leading experts of Second Language Acquisition. Task Based Language Teaching is emerging as a part of curricula in language pedagogies in several countries around the globe. In present study the research participants were divided in experimental and control groups and the data were collected following Mixed Method Research paradigm during pretest and posttest. Vast majority of the learners opined in their reflective journal that Task Based Language Teaching was the most interesting method as well as a learner centered approach enabling learners to use their existing linguistic resources. The use of existing linguistic resources leads the EFL learners to be fluent and confident users of English language both inside and outside the class room in real life situations.

Keywords: Task Based Language Teaching, Productive skills, Second Language Acquisition EFL, Mixed Method Research
Study on the Use of Problem-based learning Towards Improving Soft skills of Undergraduate Students in the English Language Class (MYSC052)

Sadia Deep
Department of Humanities
Universiti Tun Hussein Onn Malaysia
Batu Pahat, Johor, Malaysia

Abstract

Various studies around the globe indicate lack of soft skills in students graduated from universities. Along with the acquisition of knowledge, there have also been a lot of researches on the role of Problem-based learning in the skill development and group learning of students. A bulk of studies in various disciplines indicates improvement of various skills through implementation of Problem-based learning (PBL) approach. The objectives of this study are therefore, to identify and determine the effects of PBL in improving and developing conflict resolution and other soft skills among the undergraduate and secondly, to identify the aspects of enhancing group learning in them. A quasi experimental study with mixed method was used involving questionnaire, observation and document analysis. A total 57 students from different faculties at Universiti Tun Hussein Onn Malaysia (UTHM) participated in the semester long study. Pretest and posttest were administered in the beginning and end of the study. The researcher attended all the classes to systematically observe the teaching learning process and its outcomes. Findings revealed that PBL has a significant effect on improving the soft skills of the students and enhancing group learning including overcoming communication conflicts.

Keywords: Problem-Based Learning, Generic Skills, Conflict Resolution Skills, Group learning
Predictors of Employee Information Sharing Behaviour through Social Media (MYMS055)

Tiny Azleen Yahaya  
Professional Development and Continuing Education  
Universiti Putra Malaysia, Malaysia

Khairuddin Idris  
Professional Development and Continuing Education  
Universiti Putra Malaysia, Malaysia

Turiman Suandi  
Professional Development and Continuing Education  
Universiti Putra Malaysia, Malaysia

Abstract

Web 2.0, is an interactive internet usage using social media tools. It has taken over the traditional way of sharing information. Sharing of information is no longer subject to the by meeting face to face or in person, email, faxing, notice board, circulation of memo, or news in bulletin. Information sharing is now entering the era of high technology, whereby an interactive social media tools like Facebook, Wikis, YouTube, LinkedIn, blogs, and twittering are taking over the way employee share the information. World top 10 companies, with higher annual income reported by Fortune 500 magazine, have been identified that they have their own corporate Facebook as their medium of interact interactively with the customer and the way they share the information of their product and company activities. The information sharing through social media tools not only limited between the individuals but also can be shared within to their online community. The use of Web 2.0 social media technology is suggested to be the medium of information sharing among the employee especially Government-Linked Investment Company (GLIC) in Malaysia. This study is to identify the predictors of the employee information sharing behaviour through social media among the Malaysian employee but limited to GLIC company only. This study would also identify the existence of readiness for change as mediator between the intrinsic expected values and the actual behaviour of the employee related to information sharing through social media tools using Web 2.0 technologies. Yet study has been done to focus on the readiness for change as mediator to mediate employee expectation and actual behaviour. Therefore, this study will focus on predictors of employee intrinsic expectation values, readiness for change as mediator and those relationship towards information sharing behaviour through social media among GLIC’s employees.
Appraisal of Boko Haram Insurgency in Nigeria and the Environmental Factors that created and shaped its Emergence (MYSC107)

Imaji Zekeri Ojonumiache Sule
Universiti Utara Malaysia;

Tijjani Halliru
Ahmadu Bello University Zaria, Nigeria;

Mohammed Bashir Abubakar
Ahmadu Bello University Zaria, Nigeria

Abstract

The Boko Haram (BH) Islamic fundamentalist emerged in Nigeria in 2002 with the idea of turning Nigeria into an Islamic country to be ruled by the Sharia law. Other reasons were hatred for the West and adverse domestic factors in the north-east where the group has been more prevalent. The domestic-based insurgent group established links with some international terrorist organizations (ITOs) such as Al-Qaeda, AQIM and Al-Shabaab and became more sophisticated in its attacks and tactics after receiving training, funding and weapons. These contacts threatened the national security and caused destruction of lives and property in Nigeria. Economic activities were also severely affected and schools closed for fear of attacks. This paper seeks to argue how Boko Haram has been created and shaped by some domestic factors prevalent in the north-east of Nigeria; and then conclude with some strategies to be adopted to put a stop on the escalation of the criminality perpetuated by the group in the country with the ability to seriously threaten the security of the state and the society. To achieve these objectives, a qualitative research design was employed in which data were collected via interviews and documentary analysis. Findings of this study showed that: some domestic factors such as religious and socio-economic factors led to the emergence of BH in Nigeria and that due to the inability of the government to counter the insurgency with military force alone led to the recommendation of other alternative counter-measures in this paper.

Keywords: Boko Haram, Domestic factors, Insurgency, International terrorism and National Security
The Impact of Information & Technology on the Performance of Public Universities in Malaysia (MYMS116)

Anwar Salem Musibah  
King Faisal University, College of Business Administration,  
Kingdom of Saudia Arabia

Arfan Shahzad  
Othman Yeop Abdullah, Graduate School of Business,  
University Utara Malaysia (UUM)

Adnan Ahmed Sheikh  
Othman Yeop Abdullah, Graduate School of Business,  
University Utara Malaysia (UUM)

Abstract

The performance of using information technology is still an issue between learning outcomes of students as many public universities are still behind in implementation of proper IT related processes in their systems in order to facilitate the students with online learning. Therefore, the current study aims to examine the infrastructure performance of information technology in public universities serving in Malaysia. However, the general objective of this study is to see the impact of information & technology infrastructure, internet connection, security and privacy on the Performance of universities. The current study includes three public universities which are; Universiti Utara Malaysia (UUM), Universiti Malaysia Perlis (UNIMAP) and Universiti Teknologi MARA (UiTM). Simple random sampling technique has been used by distributing 340 questionnaires among the students. Furthermore, the study has employed quantitative, cross sectional research design. Additionally, since the measurement model has been considered as a valid and reliable, Partial Least Squares Structural equation modeling (PLS-SEM) has been selected to test the hypothesis, as the major analysis technique. Based on the data analysis, the most significant variables, facilities of ICT, security & privacy and usefulness of ICT has a positive significant affect on the Performance of Using Information Technology in Campus Ease of Use. On the other hand, the result shows that, there is no significant relationship between internet connection and performance of using IT. Besides, the study will contribute in the existing knowledge of the literature by improving the quality of education through online learning and to give a platform for the students to enhance their capabilities through better online education system.

KeyWord: Internet connection, facilities of ICT, Security and Privacy, Usefulness of ICT, Ease of USE ICT
Panacea to Developing Countries: Public-Private Partnerships in Nigeria (MYSC130)

Abubakar Idris Hassan,  
[hassan_abubakar@gsgs.uum.edu.my, abuidrishassan@gmail.com]  
+60164961605, +2348038960609
Universiti Utara Malaysia

Abu Idris,  
[abu_idris@gsgs.uum.edu.my, abuidris769@gmail.com]  
+601135200769, +2348066000769
Universiti Utara Malaysia

Abstract

This study adopts contents analysis to assess the effects of public-private partnerships (PPPs) in Nigeria. The study revealed that PPPs has succeeded in developing comprehensive infrastructural facilities in the country that address accommodation and congestion problems that resulted from exodus of immigrants into the capital cities. However, inconsistent funding of the projects, dearth of skills, organizational and cultural barriers among others militates against smooth operation of PPPs in Nigeria. Consequently, the success of PPPs in Nigeria rely heavy on viable success factors – macro economic, stable political and social environment, collective responsibility and risk bearing between public and private partners as well as enforcement of law among partners.

Keywords: Infrastructure, public-private partnership, project, success factors, Nigeria
Leadership in Organizational Behavior: Impact Humanity in Government Sector (MYMS118)

Norazilawani Bt Ahmad,
School of Human Development and Techno-Communication,
Universiti Malaysia Perlis,
Kangar, Perlis

Hanum Bt Hassan
School of Human Development and Techno-Communication,
Universiti Malaysia Perlis,
Kangar, Perlis

Abstract

Leadership in organizational behavior can be impact of humanity in Government Sector. Communication style in the organization is very important and also key forces in providing employees with job satisfaction, humanity and communication skills. When employees do not get satisfaction from their jobs, morale drops and absences and lateness increases. Any person just follow instruction from a leader behavior and subordinates even the step, instruction good job, take action for responsibilities from communication transaction by interpersonal.

Keywords: Leadership In Organizational Behavior Impact Humanity in the organization base on Government Sector.
Factors influencing the intention to use E-government services in Algeria: An empirical study (MYMS119)

Farouk Djermani,  
frie.sein@gmail.com  
Othman Yeop Abdullah, Graduate School of Business, Universiti utara Malaysia

Arfan Shahzad  
arfan@uum.edu.my  
Othman Yeop Abdullah, Graduate School of Business, Universiti Utara Malaysia

Adnan Ahmed Sheikh  
adnanucp@gmail.com  
Othman Yeop Abdullah, Graduate School of Business, Universiti Utara Malaysia.

Dr Jamal Mohammed Esmail Alekamin  
Universiti Utara Malaysia.

Abstract

The purpose of this paper is to investigate about behavioral intention of an Algerian citizen to use e-government services and also to see certain factors effecting to use these services. The research model includes; subjective norms and behavioral intention to use e-government services have been developed based on the technology acceptance model (TAM), which is supported by the theory of reasoned action (TRA) and theory of planned behavior (TPB). The overall framework has been applied to understand the intention to use e-government services in the context of Algeria. Furthermore, there are two independent variables family and media, which influence through mediation i.e. subjective norm on the dependent variable of intention to use e-government services. The study used 300 questionnaires, which was sent to Algerian students, 100 respondents have replied, which is about 33% response. However, the findings of this research analysis have shown that, family influence has a direct, positive and significant relationship towards intention to use e-government services, whereas media influence is significant towards intention to use e-government services with the mediation of subjective norm. Consequently, subjective norm mediates positively in the relationship between family influence and intention to use e-government. Thus, the contribution made by this study is to provide further insight and a better understanding of citizens of Algeria to use e-government services. The study represents a guideline for establishing an appropriate model for e-government adoption of citizens’ perspectives.

Keywords: e-government services, family influence, media influence, technology acceptance model (TAM) and the theory of reasoned action (RAT).
Differences of Generations in Public Service: Does Work Value Affect Their Job Performance?(MYSC001)

Z. Nur-Akidah
Human Resource Management,
College of Business, Universiti Utara Malaysia

Abstract

This article reviews the differences of generations (Baby Boomers, Gen X and Gen Y) in Malaysian public service on relationship between work values and job performance. Attitude and behavior of an individual in the workplace is closely related to the work values. Each individual has their own work values that may lead to the personal characteristics, concerning moral implications and honesty. Understanding the generational shifts in the workplace means there is an interest of this study to look on how an employee reacts to his job. As different generations start entering workplace today, it can be said that managing various group of employees in an organization is one of the vital issues need to be discussed. The instrument used is measured by 24 items which are adapted from Elizur (1996) based on past literature. Self-administered questionnaires were distributed to three generations of public servants in Putrajaya. A total of 59 respondents were involved in this study for three months. Data was analyzed to investigate the relationship among all variables involved. The results provide evidence that work values indicate a positive influence towards job performance based on dimensions accordingly to generations.

Keywords: Work values, job performance, public service
Theories on child trafficking: Literature review (MYSC054)

Faisal Lafee Etan Alobeytha,
Universiti Utara Malaysia

Abstract

Child trafficking permeates varied themes of fiction and becomes one of the pillars of young adult literature. A collection of theories should offer an integrated clarification of the manifestation of child trafficking in social science, business, and others. This paper is an attempt to find a convenient theory for child trafficking in literature. The literature review highlights the following theories: Agency theory, Bales' theory of modern slavery, Otherness, and Bronfenbrenner Ecological Theory (1994). Comparing and contrasting between the selected theories, and connecting them to the child trafficking represent the methods that guide the scholars to adopt the suitable theory. The paper reaches the following conclusions: some of the theories maybe use as a framework for discussing the child trafficking in general, but they do not give a profound analysis of the characters, themes, and plots in the fiction. Bronfenbrenner Ecological Theory (1994) is the suitable theory to discuss the child trafficking in literature because it concentrates on the victims, the close environment, and the national and international environment.

Keywords: agency, child trafficking, ecology, Otherness, slavery.
Restructuring Tertiary Institutions in Nigeria for Inclusive Leadership (MYSC019)

Stanley C. Igwe  
Department of Political Science,  
Nigeria Police Academy, Wudil, Kano, Nigeria

Mohamad Ainuddin Iskandar Lee Abdullah  
College of Law, Government, and International Studies  
Universiti Utara Malaysia

Sherko Kirmanj  
College of Law, Government, and International Studies  
Universiti Utara Malaysia

Abstract

The study carried out a survey of extant literature to discover that tertiary institutions in Nigeria are still confronted with several challenges irrespective of improved funding in recent times following from which the study contends that these institutions are now better placed to manage their problems than hitherto depending on the proprietary capacity of the management teams of the various institutions to convert present gains. The study also found that most the challenges facing tertiary institutions are sandwiched in absence or regular power supply and undue prolongation of academic programmes especially at the post graduate level. The study also found that tertiary institutions suffer heavily from bureaucratic over-centralisation and over reliance on government funding with adverse impact on their capacity for innovativeness. The study thus recommends that tertiary institutions would have to open up to the potentials within them via inclusive or participatory management. The study thus suggests the adoption of the management by objectives technique as a model for aggregating inclusive style management to unleash the potentials of the worker trapped in the doldrums of alienation. From investments in poultry farming to the establishment of mini industries, tertiary institutions would have engaged not only in fund raising but would have made learning practicable while concurrently adding to capacity-building as students majoring in related disciplines will be exposed to empirical lessons. Such a trend would not only yield profits but would also restore public confidence in Nigeria tertiary education system. As such the paper beckons on tertiary education managers to free themselves from Drucker’s “activity trap” and rise up to define alternative approaches by which to solve their problems.

Keywords: management by objectives, alienation, tertiary institutions, Nigeria, worker
The Arabian Woman’s Adaption of Western Values in Fadia Faqir’s The Cry of the Dove (MYSC028b)

Eman Mahir Jaleel  
School of Education and Modern Languages/College of Art and Sciences 
Universiti Utara Malaysia

Sharifah Fazliyaton binti Shaik Ismail  
School of Education and Modern Languages, College of Art and Sciences  
Universiti Utara Malaysia

Anne Althea Christopher  
School of Education and Modern Languages/College of Art and Sciences  
Universiti Utara Malaysia

Abstract

While the themes of identity and racism have occupied a wide area in the feminist studies in general, the concealment of the ethnic identity is directly related to the Orientalist colonial pressures. This article aims to examine how the female protagonist adapts to the Western environment in Fadia Faqir’s novel The Cry of the Dove, and how Mohanty’s theory illustrates the reason of hiding her real identity. The paper explores that, while the Arabian immigrant female protagonist faces many challenges in the receiving country, she also does her utmost to adjust with the new society. This research concludes that she carries out certain strategies to adapt to the new milieu, and hiding her identity by adopting Western values caused by racial discrimination, which mirrors the Western colonial thinking about Arabian women for being from the underdeveloped Third World countries. Nevertheless, her adaption makes her feel humiliated since she is forced to adopt the Other’s culture.
Teacher Assessing Learning Psychomotor in the Implementation of Physical Education Curriculum for Junior High School South Sulawesi Indonesia (MYSC042)

Abdul Haris
Universiti Utara Malaysia

Abstract

The implementation of curriculum aims to improve the quality and results of teaching in schools. Curriculum development is a determinant of the future and this is expected to do in Indonesia to produce student achievement and implications for the nation’s progress. Subjects of physical education is one of the subjects that low in its achievement and not able to achieve student success. The subject of physical education should be conducted a continuous assessment for student that involving the psychomotor competence. Learning assessment has accord with the syllabus of physical education. Assessment has an ability to remember the students with their names would facilitate the teacher’s assessment such as psychomotor assessment. Data indicate that, despite teachers' best efforts assessment, students did not meet all curriculum objectives. The depth of student success and success led teachers to believe that Mutual Adaptation Approach could good work in their classrooms.

Keywords: curriculum implementation, physical education curriculum, psychomotor assessment, mutual adaptation approach.
Potential of Income Diversification for Poverty Alleviation in Pakistan (PKEC106)

Abdul Majeed Nadeem
GC University Faisalabad, Pakistan

Miss Nibra Akram,
GC University Faisalabad, Pakistan

Muhammad Zahid Rafique
Center of Economic Research, Shandong University China

Sadia Parveen
Lahore College for Woman University Jhang Campus Pakistan

Khuda Bakhsh
Comsats Institute of Technology, Vehari campus, Pakistan

Abstract

Poverty reduction through different measures has been the basic target for development throughout the globe but hold special focus in the poor countries. Income diversification has emerged as an important tool for eradicating poverty in developing countries. The current study is an attempt to test this hypothesis in Pakistan’s economy using data from Pakistan Social & Living Standard Measurement Survey (PSLM) for the year 2010-11. Through FGT measure, the headcount ratio, poverty gap, severity of poverty of rural & urban households and impact of income diversification in poverty reduction adopting binary logistic and 2-stage least square regression. The binary logistic regression analysis show that education, family size, farm-employment, age, self-employment and diversification index have significant effects on poverty while that of 2SLS regression indicates that income diversification result in per capita income rise and plays important role in poverty reduction. It is concluded that better and more educational and technical skill development programmes in urban and rural areas can significantly improve employment opportunities improving income diversification and reduction of incidence of poverty in Pakistan.

Key words- Rural & urban poverty, Poverty reduction, Income diversification, 2SLS
The Implications of Islamic Religiosity and Islamic Work Ethics in Enhancing Work Engagement (MYMS063)

Novia Zahrah  
Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia

Siti Norasyikin Binti Abdul Hamid  
School of Business Management, Universiti Utara Malaysia, Malaysia.

Shamsul Huda Binti Abdul Rani  
School of Business Management, Universiti Utara Malaysia, Malaysia.

Bidayatul Akmal Binti Mustafa Kamil  
School of Business Management, Universiti Utara Malaysia, Malaysia.

Azelin Aziz  
School of Business Management, Universiti Utara Malaysia, Malaysia.

Hazlinda Hassan  
School of Business Management, Universiti Utara Malaysia, Malaysia.

Abstract

Purpose: Numerous issues of work engagement have been widely discussed by various researchers and practitioners. However, the study in enhancing work engagement through Islamic approach is still lacking. Therefore, the purpose of this paper is to study the implications of Islamic religiosity and Islamic work ethics on work engagement.

Design/methodology/approach: This study utilized descriptive correlational approach and cross-sectional analysis. 150 survey questionnaires that adopted was distributed randomly to each employee in one of Islamic Higher Education Institution (HEI) in northern Malaysia. Data was analyzed through Smart-PLS.

Findings: The results of this study indicate that Islamic religiosity and Islamic work ethics had a significant implication on work engagement.

Research limitations/implications: Cross-sectional study cannot prove any causal relationships. Thus, future researchers are recommended to conduct a longitudinal study.

Practical implications: The awareness of Islamic teachings will directly and indirectly influence the behavior of individual life, either personal or work life, since work is seen as a worship to Allah. In consequence, it will lead the individual to engage well on the tasks assigned which simultaneously contribute positively either on individual or organizational success. Thus, management shall focus on fostering Islamic work ethics and Islamic religiosity awareness on employees’ heart and mind.

Originality/value: The research highlights on the importance of awareness on Islamic teachings in enhancing the engagement and productivity in the workplace. The research is unique in respect to the Islamic approaches that utilized in assessing work engagement.

Keywords: Work engagement, Islamic religiosity, Islamic work ethics, Awareness

University Press, Bahauddin Zakariya University Multan Pakistan (www.bzu.edu.pk)
The Effect of Social Media on Intra-Organizational Communication (MYEC020g)

Arman bin Md. Yasin
Lily Suriani Ariff
Department of Human Resource Development,
Faculty of Management, Universiti Teknologi Malaysia

Abstract

**Purpose** - This paper discusses the effect of social media from an intra-organizational communication point of view. It is argued that previous studies on intra-organizational communication still discusses intra-organizational communication from a very traditional point of view, somewhat ignoring the effects of social media. In view of the rapid advancement in today’s information and communication technology, has changed the communication landscape at the workplace. The paper discusses that the social media affecting the management of information flow caused by the proliferation of social media usage at the workplace.

**Design/methodology/approach** – The paper draw from literature reviewed on the effect of social media in intra-organizational communication perspective.

**Findings** – The finding suggest that social media do have greater capabilities in distorting and damaging the formal communication.

**Research limitations** – The findings is based on literature reviewed therefore, further empirical research is needed to corroborate the findings.

**Practical implication** – Organization should be well aware on the effect of social media in intra-organizational communication. Without proper communication management and policy, social media communication could damage the formal communication.

**Originality/value** – This paper offer an original contribution on the ongoing discussion on the effect of social media towards the communication landscape in the form of intra-organizational communication. Social media is affecting the formal communications in intra-organizational communication.

**Keywords** Social media, communication, informal communication, information flow, and communication technology.
Zakah Administration under Non-Islamic Government (MYSC076)

Adamu, Ummulkhayr  
Department of Islamic studies,  
Kogi State College of Education Ankpa, Kogi State, Nigeria  

Musa Yusuf Owoyemi, Rafidah binti Mohamad Cusairi  
Centre for General Studies, Universiti Utara Malaysia.

Abstract

Zakah is the economic pillar of Islam. It is the cornerstone of the Islamic economy. It is enjoined by Allah on the wealthy to forfeit a specific amount of their wealth that has reached nisab, for the benefit of the poor. Zakah administration in Islam is carried out by authorities established by the state, or voluntary Muslim organizations, as the case may be. Poverty incidence of Muslims living under Islamic government is better managed, through zakah, compared to Muslims living under non-Islamic government. This paper which is a literature review paper focuses on the plight of Muslims living under non-Islamic jurisprudence, where there are neither government-backed zakah institution nor vibrant non-governmental organization responsible for zakah administration. The responsibility of zakah administration as belonging to the state was established, as well as the benefits of its administration by authorities. The paper also highlighted the role of non-governmental organizations in the management of zakah. The paper discussed the need for Muslims living under non-Islamic jurisdiction to take up the challenge of establishing institutions that will be responsible for zakah administration.

Keywords: administration, Islamic economy, Zakat
Effectiveness of Accounting Information System in Nigerian Banking Sector (MYAF113)

Shamsudeen Ladan Shagari  
Universiti Utara Malaysia

Akilah Abdullah  
Universiti Utara Malaysia

Rafeah Mat Saat  
Universiti Utara Malaysia

Abstract

As organizations operate in a highly competitive environment, thus the need for an effective Information System (IS) is inevitable, because IS has the potentials to transform business positively as well as enhancing organizational performance. Many academic researchers have called for investigation for the role of AIS on the effectiveness of organizations more especially the banking sector. In view of these, this paper attempts to study the influence of system usage and AIS sophistication on AIS effectiveness. Review of existing literature indicated banks in Nigeria are faced with persistent system failure. But, limited attention has been given regarding the issues. However, conceptual evidence from the literature reviewed indicated that both system usage and AIS sophistication have significant relationship with AIS effectiveness. Therefore, this paper develops a conceptual framework for determining AIS effectiveness in Nigerian banking sector with the aim of understanding and providing solutions.

Keywords: Accounting Information System, System Usage, AIS Sophistication, Nigerian Banks
A review on Transformational leadership and environment work quality (MYMS041)

Mohammed S.M. Al-zoraiki  
Faculty of Leadership and Management,  
Universiti Sains Islam Malaysia

Othman Bin Ab. Rahman  
Faculty of Leadership and Management,  
Universiti Sains Islam Malaysia

Abstract

Transformational Leadership is defined as an approach to the leadership of the reasons for the change in individuals and social systems. Effective transformational leadership affects the followers of the desired manner to achieve goals. It is clear from the various driving modes literature may affect the effectiveness of the organization and performance, and transformational leadership enhances motivation and morale and performance of followers in their work environment. Quality of work life has become a pressing issue to achieve the objectives of the organization in every sector, whether education and the services sector and the banking sector, tourism, manufacturing, etc. The high quality of work life is essential for organizations to continue to attract and retain employees. QWL is the process by which organizations aware of their responsibility in the development of work and working conditions which are excellent for the employee and the organization. Interventions quality of work life for employee actually will use the ability to ensure the wide participation of workers.

Key words: Transformational leadership, Quality of work life, employee, performance. Job
The Role of Self-efficacy To Improve the Madura Cooperations Performance (MYMS006)

Iriani Ismail
iriani.ismail@yahoo.com
University Trunojoyo Madura

Abstract

Improving the human resources (employee) performance is not an easy thing because the performance has the concept of diverse and can be analyzed from the different points of view and are influenced by various factors. The purpose of this study is to determine how much the role of self-efficacy that consisting of magnitude, generality, strength of the Madura Cooperations performance in the heat of business competition. The analytical method used in this research is descriptive quantitative method by interview and questionnaire distributed to all board Cooperation selected respondents. This analysis aims to support knowledge distribution magnitude, generality, strength on the board of cooperations in Bangkalan object being studied. The population of the 75 cooperations spread across the Bangkalan regency consists of 18 districts. The results of the study through the technique of multiple linear regression analysis found the greatest influence on the performance of cooperations self-efficacy is the magnitude. This is then followed by the generality and strength.

Keywords: self-efficacy, magnitude, generality, strength, performance.
The Relationship between Self-Efficacy and Career Autonomy with Career Development – a Case Study at a Property Development Company (MYSC035)

Salasiah Abbas  
Faculty of Management  
Universiti Teknologi Malaysia  
Skudai, Johor

Norhani Bakri  
Faculty of Management  
Universiti Teknologi Malaysia  
Skudai, Johor

Abstract

The purpose of this study is to understand the factors that correlate with career development in a property development company and in general. In light of the current trend, previous studies and the case study company experience, the researcher aims to study the relationship between self-efficacy with career development. In particular, the researcher would like to understand if self-efficacy and career autonomy of employees have any effect on their career development. This is a social science case study on employees’ career development in business environment setting. The study was conducted in a property development company subsidiaries in Johor. A total of 122 employees were included in this parameter of study. Data analysed indicated that self-efficacy and career autonomy factors have high correlation coefficient value and high significance level which indicates that the variables are linearly related and that the there is a relationship between self-efficacy and career autonomy with career development. This shows that that employees perceived that they believe more on themselves to achieve career development through self-efficacy and career autonomy. The implication these findings is that is shows how employees is motivated with self believe that they can attain career development. Career autonomy is also positively correlated with career development which means that they believe they have great influence on determining their own training and learning opportunity that are compatible with their career development and that they have considerable control over the choices they make in their career. However, the research has several limitations including limited to the subsidiaries in Johor only, time constraint and bias as well as the honesty of answering questionnaires. Nevertheless, this is an empirical study that provide direct opinion of employees which could enlightened individuals, organisations and scholars alike.
The Use of Confirmatory Factor Analysis (CFA) On Family Communication Pattern Model (MYMS065)

Aziyah Abu Bakar  
Faculty of Communication and Media Studies, Poly-Tech Mara KL University College

Asyraf Afthanorhan  
Faculty of Economics and Management Sciences, (UniSZA)

Abstract

Measurement of Family Communication Pattern is broadly used to assess the happiness of the family either happy or unhappy. It shows that the communication within family is an important part in determining the survival of the family as it is being concern in many research lately. Historically, this measurement was initiated by McLeod and Chaffee in 1972 and later on was evolved and emulated by Fitzpatrick and Ritchie in 1994 that is tailored with the current dynamic progress. However, the practice of assessing this measurement was outdated when the outcomes appear are resulting from the first generation of statistical method. Thereby, the Confirmatory Factor Analysis (CFA) was executed as it is powerful to handle multiple variables simultaneously. The result showed that the measurement of Family Communication Pattern was reliable and valid with an existence of 21 items for measuring unobserved variable.

Keywords: Family Communication Pattern, Reliability and Validity, Confirmatory Factor Analysis (CFA)
Linking Work Environment, Team and Co-worker Relationship and Organization Well-being in Increasing Employee Engagement: A Conceptual Perspective (MYMS079)

Athifah Najwani Shahidan  
Othman Yeop Abdullah Graduate School of Business, Universiti Utara Malaysia, Malaysia

Siti Norasyikin Abdul Hamid  
School of Business Management, Universiti Utara Malaysia, Malaysia

Bidayatul Akmal Mustafa Kamil  
School of Business Management, Universiti Utara Malaysia, Malaysia

Shamsul Huda Abd. Rani  
School of Business Management, Universiti Utara Malaysia, Malaysia

Azelin Aziz  
School of Business Management, Universiti Utara Malaysia, Malaysia

Hazlinda Hassan  
School of Business Management, Universiti Utara Malaysia, Malaysia

Abstract

Purpose – The purpose of this paper is to propose a conceptual framework on the key determinant of employee engagement. This paper is designed to study the three determinants that will impact on employee engagement. Three key determinants will be used as independent variables which are work environment, team and co-worker relationship, and organization well-being. Employee engagement acts as a dependant variable.

Methodology – This is a causal study.

Findings - The findings of the study that supported by The Social Exchange Theory (SET) and The Leader-Member Exchange (LMX) were expected to produce significant relationship between work environment, team and co-worker relationship and organization well-being on employee engagement.

Practical implication – A deep focus should be given to the factors that can enhance work environment, team and coworker relationship as well as providing supportive organizational well-being to ensure the employees in their organization is fully engaged.

Social implication – The determinant of employee engagement will promote a healthy and positive working environment that can contribute to positive and healthy life in social community.

Keywords - Employee engagement, Work environment, Team and co-worker relationship, Organization well-being.
The Comparison of Vocabulary Learning Strategies Among High School Students In Three Southern Border Provinces of Thailand and Malaysia (MYMS037)

Pratya Binmadnee
Department of English Language. Faculty of Liberal Arts and Social Sciences, Fatoni University, Thailand

Abstract

The research to investigate: 1) To compare the vocabulary learning strategy in English reading of upper – secondary students who have the different reading ability in three southern border provinces of Thailand and Malaysia. 2) To know the vocabulary learning strategy in English reading of upper – secondary students who have the different reading ability in three southern border provinces of Thailand and Malaysia. The research subjects were 197 high school students studying at three Southern Border Provinces of Thailand and The border state of Malaysia in the second semester of year 2015, obtained through the purposive random sampling. Students were divided into 48 high students, 76 medium students, and 73 low students based on their percentage of the reading test. The Vocabulary strategy questionnaire with the IOC value between 0.75 -1.00 adapted from Oxford (1990) “Strategy Inventory for Language Learning (SILL) were used as the main methods for data collection. The Alpha Coefficient (α) or Cronbach alpha was used to check the internal consistency of the researcher-constructed strategy questionnaire, and the reliability of the questionnaire was .82. The vocabulary strategic test with the difficulty index between 0.30 -0.80, the reliability was 0.8, and the variance value between 0.30 – 0.80 was also used. SPSS version 22 was used as the statistical methods in order to interpret the data of the research, including mean of the frequency (X̄) standard deviation (S.D.), and analysis of variance (One way, and two way - ANOVA), the Scheffe method was used to compare the pair of difference. The findings reveal that there were relations between the level of reading ability and the country toward the usage of the vocabulary learning strategy with the significance of 0.05. And both students from three southern border provinces of Thailand and Malaysia who were different in reading ability possessed the different vocabulary learning strategy with the significance of 0.05.

Keywords: Vocabulary learning Strategies, Reading ability, Three Southern Border Provinces
The relationship between Organizational communication and Employees productivity with new dimensions of Effective communication flow (MYMS069)

Aysha Sadia
Universiti Tun Hussein Onn Malaysia

Abstract

Organisations can be run successfully, only if effective organisational communication takes place. A decision, whether strategic or operational, cannot be made without communication and the necessary information. There have been extensive researches on the relationship of organizational communication and productivity of employees’ in the past. However, this study examines the impact of Effective internal communication on productivity of employees’ in organization. The main focus of this research is the organizational communication level of employees behavior towards productivity which is deemed important to investigate their level of effective internal communication and employees’ productivity. This is a distinctive study, as the previous researches focused only on the relationship of organization communication and the productivity of organization, but this study focuses on the link between Organization communication and employees productivity with the help of effective communication. Once the effective communication is identified then the organizational communication and its relationship with the employees’ productivity is ascertained.

Key words: Organizational Communication (OC), Effective Communication Flow (EC), Employees Productivity (EP)
Maintenance in Manufacturing Organization: Some Insight of Safety and Health Issues (MYMS043)

D. Sasitharan  
School of Technology Management and Logistic,  
Universiti Utara Malaysia

Halim Bin Mad Lazim  
School of Technology Management and Logistic,  
Universiti Utara Malaysia

Abstract

**Purpose:** This paper explains the link between maintenance practices and safety and health strategy in Malaysia manufacturing organizations.

**Design/methodology/approach:** An in-depth literature review on maintenance practices of manufacturing organization towards the extent of safety and health issues.

**Findings:** This research proposed a effectiveness of maintenance practices to Malaysian manufacturing organization in terms of safety issue. These because this study found maintenance activity is a user-friendly system for stakeholders at various levels to realize organizational objectives.

**Research limitations/implications:** The study suggest that focused maintenance practices in manufacturing organization can contribute towards realization of safety and health issues toward significant manufacturing performance enhancements.

**Practical implications:** Maintenance practices is critical for long term system for economic viability of business and industry. Development of an integrated, balanced and holistic maintenance practices in organization system needs to consider to safety and health issues to measure the contribution of maintenance towards total business goals. Maintenance practices can be used by the operating managers for their decisions at various levels of an organization for meeting the challenges of highly competitive environments.

**Originality/value:** The study highlights the strong potential of maintenance practices that affecting manufacturing organizational performance improvements. The success of maintenance practice implementation will enhance the effectiveness of safety and health programs in Malaysian manufacturing organization.

**Keywords:** Maintenance, Safety and Health, Preventive maintenance
The influences of Halal Industry Macroenvironments on Export Performance: Mediating role of Marketing Program Adaptation (MYSC097)

Hazlinda Hassan  
College of Business, Universiti Utara Malaysia

Jamil Bojei  
Faculty of Economics and Business, Universiti Putra Malaysia

Noor Fareen Abdul Rahim  
College of Business, Universiti Utara Malaysia, Sintok, Kedah, Malaysia

Abstract

Purpose: The main purpose of this paper is to examine the role of marketing program adaptation in mediating the influence of macroenvironmental factors of Halal industry on export performance.

Design/methodology/approach: A self-administered survey has been distributed to a sample of 110 Malaysian Halal exporters that involved in variety of product categories.

Findings: The results of SEM-PLS analysis shows that the marketing program adaptation played a partial role in mediating the influence of Halal regulations and support on export performance. Meanwhile, other dimensions of Halal industry macroenvironments (i.e., Halal economic indicators, Halal values and attitudes, and Halal technological development) were not significant.

Research limitations/implications: The study was limited to the examination of the political-legal, economic, socio-cultural, and technological factors pertinent to the Halal industry on the performance of Malaysian exporting firms that dealing with Halal certified products.

Practical implications: In practice, the understanding of the role of marketing program adaptation in mediating the influence of macroenvironmental factors of Halal industry on export performance will contributes to exporters and policy makers in their efforts to improve marketing effectiveness and export performance of Halal products in global Halal market through the development of product that is closely adapted to export market specificity.

Originality/value: In theory, the investigation of standardization versus adaptation issue in Halal market has contributed to the body of knowledge of international marketing strategy by adding single industry values.

Keywords: Halal Industry Macroenvironments, Marketing Program Adaptation Strategy, Export Performance, Global Halal Market
The Role of Maintenance in Manufacturing Sector: An Excerpt from Review of Literature (MYMS044)

K.Vassu  
School of Technology Management and Logistic,  
Universiti Utara Malaysia

Halim Bin Mad Lazim  
School of Technology Management and Logistic,  
Universiti Utara Malaysia

Abstract

Purpose: The purpose of this study is to reveal role of maintenance which is balanced holistic and integrated to various levels of the Manufacturing sector.

Design/methodology/approach: Based on maintenance approach from various authors understanding this paper will explained with the maintenance implications for industry stakeholders and future trends.

Findings: Reports from the authors explains that the maintenance practices reducing manufacturing costs and provide quality services more economically than the in-house workforce.

Research limitations/implications: The explanation of this study was based on authors’ knowledge and observations from various industry that could have a profound impact on manufacturing sector.

Practical implications: The findings have exposed implications of maintenance practices was trend, on top of establishing a rigid framework for future practical research in the area.

Originality/value: Maintenance is a very popular concept in the manufacturing world and in some countries in the developing world as well. The study explore the degree of maintenance implementation in manufacturing plants and its impact on manufacturing organization.

Keywords: Maintenance, Manufacturing organization, Preventive maintenance
The Influence of the Creative Power of Love on Shelley’s Idealism (MYMS023)

Saman Salah
Ph.D Scholar
Department of Applied Linguistics, UUM, Sintok.
E-mail: samansbk@yahoo.com

Dr. Yus’Aiman Jusoh Yusof.
E-mail address: yusaiman@uum.edu.my

Prof. Dr. Mohammed Haalib
mohammed@uum.edu.my

Abstract

This study examines Shelley’s idealism with respect to his concept of love in his major poems. The study describes Shelley’s believe in the force of love to transform the world into a better place where freedom and justice prevails. The ideal imaginary world of Shelley’s mind shows how love dominates, while contempt achieves devastation. As a poet of the romantic era, he strongly believes in the power of nature, but unlike Wordsworth’s Platonism, his concept of nature depicts the love which ultimately reforms the world into a new order of peace, freedom and justice. He is a poet of optimism, love and an advocate of trust and freedom who longs to change the world for the perfectibility of man. His optimism depends on the eradication of a wide range of oppression and persecution to end a liberal and compassionate world. Since Shelley’s imaginary world is administered just by equity, affection and excellence, kindness triumphs over malice when man’s heart is ruled by the power of love. For Shelley love contains the unifying power and brings everything into harmony. This quality of love ultimately leads to transformation and creation. Shelley’s isolation from the real world and his disappointment in the real life lead him to a higher world that is made by poetry and administered by justice, love and excellence, an ideal land that is free from what is terrible in the social world and is a great deal more wonderful and more flawless than the real world.

Keywords: Percy Bysshe Shelley’s poetry, Idealism, Love, Freedom
Abstract

Understanding SMEs’ financial behavior towards various financial products is prerequisite for policy makers and managers of financial institutions interested in their growth and development. Both firm level determinants and personal characteristics of owner-manager influence a firms’ financial behavior to use/adopt financial products. Within SMEs, personal characteristics of owner-manager and his/her cognitive factors dominantly influence the firm’s intentions to use/adopt various financial products. The study, after elaborating SMEs and their use of financial products in Pakistan, proposes alternate model of understanding financial behavior of firms as influenced by socio-psychological factors of owner-managers. The study makes use of Theory of Planned Behavior and its variants to support proposed model. Methodology used is in-depth personal interviews and literature review to logically connect the variables and their proposed relationships. Findings of the study suggest that theories of consumer behavior need to be applied to better understand the owner-manager’s intentions to use financial products, which in turn reflect SMEs’ financial behavior. The proposed model and relationships would help policy makers, managers and research scholars to better understand SMEs financial behavior by shedding light on the behavioral intentions of the owner-manager and its determinants. Detailed overview of use of financial products by SMEs in Pakistan contextualizes the proposed model to make it more meaningful.
MNES’ Cluster Linkages with Base of Pyramid Firms in Host Markets: Implications for Inclusive Innovation and Competitiveness (MYMS121)

Sulaman Hafeez Siddiqui
Lecturer, The Islamia University of Bahawalpur, Pakistan.

Ismail bin Lebai Othman
Associate Professor of International Business, University Utara Malaysia.

Abstract

The sustainability of FDI decisions by MNEs has gained attention due to their greater focus on emerging and developing economies as potential blue ocean markets. MNEs tend to play central role in the management of global supply chains through inter-firm linkages. Sustainable supply chain strategy of MNEs aims at developing cluster linkages with the micro and small enterprises (MSEs) through inter-firm horizontal and vertical (backward and forward) linkages (Gold, Hahn & Seuring, 2013). Inter-firm forward and backward linkages between MNEs and indigenous firms have been proposed to have impact on various sustainable business and development outcomes within market based economy (Gold, Hahn & Seuring, 2013; Cook & Pandit, 2012; Huang & Xue, 2012; Barrios, Görg & Strobl, 2011; Irawati, 2007; Thompson, 2004). Emerging and developing economies are facing challenges to ensure sustainable development outcomes such as competitiveness, poverty alleviation and natural resource preservation. Shareholders and managers of MNEs are interested in sustainable business outcomes of their FDI decision along three tiers of sustainability i.e. economic, social and environmental. Emerging studies in the area of base of pyramid (BoP) strategy also suggest supply chain partnerships with the micro and small enterprises (MSEs) for sustainable outreach of MNE activity in developing and emerging economies (Follman, 2012; Burki & Khan, 2011; Habib & Zurawicki, 2010; London, 2007; Siddiqui and Othman, 2013; Arnould & Mohr, 2005). Yet there is much little conceptual and empirical evidence of the differential impact of vertical and horizontal linkages on shared competitiveness of MNEs and various sustainable development outcomes in host markets. This necessitates theoretically grounded and empirically informed models that explain outcomes of FDI decisions of MNEs for sustainable business. This study conceptualizes the model linking sustainable outcomes such as shared competitiveness and inclusive innovation with supply chain cluster linkages of MNEs with MSEs. Empirical evidence from supply chain cluster linkages at BOP market of MNEs operating in automobile (motorcycle) industry in Pakistan is used to substantiate the propositions. The results highlight the differential impact of horizontal and vertical linkages on shared competitiveness and inclusive innovation outcomes. They study has elaborated information flows in supply chain linkages and its impact on shared innovation capability in MSE and MNEs. Outcomes of the study would help theorists in international business to further explain the positive spillover effects of FDI on micro and small firms in host markets.
Analysis of The Biological Assets Fair Value and Historical Cost Measurement and The Implication Towards The Financial Information Quality (Empirical Study of Rountable on Sustainable Palm Oil/RSPO Companies) (MYAF008)

Andrian Hadiyanto
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Evita Puspitasari
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Abstract

International Financial Reporting Standard (IFRS) has developed the principle based accounting standard. Based on this, IASB has developed the IAS 41 Agriculture Accounting Standard which is the standard related to the biological assets and the harvest product transactions for the agriculture companies. The objective of the IAS 41 is to elevate the relevance of the financial reporting of the agriculture company. In order to achieve the objective, the IAS 41 requires the use of the fair value measurement by the agriculture companies which in practice is not easy to determine because the active market almost does not exist. If the agriculture companies cannot determine the fair value measurement and the reliable fair value estimation, the agriculture companies may use the historical cost. Based on this assumption, we expect that the agriculture companies have flexibilities in recognizing and reporting the biological assets that can influence the financial information quality. The objective of this study is to provide the empirical findings about the fair value and historical cost measurement in the biological assets and the implications towards the financial information quality.

We will conduct two separates tests. In the first test, we will perform the T Test to find the evidence about the different financial information quality between the companies that are using the fair value measurement and the companies that are using the historical cost measurement. The financial information quality will be represented by the gross profit and the gross profit volatility, the net income and the net income volatility, the biological assets and the biological assets volatility, the agriculture products and the agriculture products volatility, the profitability and the profitability volatility, and the earnings management. For the earnings management, we are going to use the income smoothing index as the proxy. In the second test, we will perform the regression analysis to find the evidence about the predictive ability of the earnings information between the companies that are using the fair value measurement and the companies that are using the historical cost measurement. The agriculture companies that become the member of the Roundtable on Sustainable Palm Oil will be used as the sample companies for the analysis.

We expect to find the empirical evidence about the financial information quality the companies that are using the fair value measurement and the companies that are using the historical cost measurement. We expect that the use of the fair value measurement will improve the financial information quality since the IAS 41 has been developed as the principle based standard which is expected to be able to present the biological asset and the agriculture in more relevant information. Hence, the financial information will be more useful for both external users and internal users in the decision making.

Keywords: Agriculture, Fair Value Measurement, Financial Information Quality Historical Cost, IAS 41.
Analysis of Unconditional Conservatism and Earnings Quality Before and After the IFRS Adoption (Empirical Study of Indonesian Listed Manufacturing Companies) (MYAF009)

Monica Santi
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Evita Puspitasari
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Abstract
International Financial Reporting Standard (IFRS) has developed the principle based accounting standard. Based on this, IASB then eliminated the conservatism concept within accounting framework. Conservatism concept represents a prudent reaction to uncertainty to try to ensure that uncertainties and risk inherent in business situations are adequately considered. The conservatism concept has two ingredients: conditional conservatism or ex-post (news dependend prudence) and unconditional conservatism or ex-ante (news-independent prudence). IFRS in substance disregards the unconditional conservatism because the unconditional conservatism can cause the understatement assets or overstated liabilities, and eventually the financial statement would be irrelevance since the information does not represent the real fact. Therefore, the IASB eliminate the conservatism concept. However, it does not decrease the practice of unconditional conservatism in the financial statement reporting. In fact, the practice is increasing. Therefore, we assumed the earnings quality would be affected because of this situation, even though the IFRS implementation was expected to increase the earnings quality. Objective of this study was to provide the empirical findings about the unconditional conservatism and the earnings quality before and after the IFRS adoption.

In this research, the earnings per accrual measure was used as the proxy for the unconditional conservatism. If the earnings per accrual was negative, it meant the company was classified as the conservative. On the contrary, if earnings per accrual was positive, it meant the company was classified as not conservative. The earnings quality was defined as the ability of the earnings in reflecting the future earnings by considering the earnings persistence and stability. We used the earnings response coefficient (ERC) as the proxy for the earnings quality. ERC measured the extent of a security’s abnormal market return in response to the unexpected component of reporting earning of the firm issuing that security. The ERC represented the investor reaction over the earnings being reported by the company. The higher ERC indicated the higher earnings quality. The manufacturing companies listed in the Indonesian Stock Exchange (IDX) were used as the sample companies, and the 2009-2010 period was used to represent the condition before the IFRS adoption, and 2011-2013 was used to represent the condition after the IFRS adoption. Data was analyzed using the Mann Whitney test and regression analysis. We used the firm size as the control variable with the consideration the firm size would affect the earnings quality of the company.

This study had proved that the unconditional conservatism had not changed, either before and after the the IFRS adoption period. However, we found the different findings for the earnings quality. The earnings quality had decreased after the IFRS adoption period. This empirical results implied that the earnings quality before the IFRS adoption was higher. This study also had found that the unconditional conservatism positively influenced the earnings quality insignificantly. The findings implied that the implementation of the IFRS had not decreased the unconditional conservatism practice and has not altered the earnings quality of the manufacturing company. Further, we found that the unconditional conservatism did not affect the earnings quality. Eventhough the empirical result shows that the unconditional conservatism gave positive influence to the earnings quality, but the influence was not significant. Thus, we concluded that the implementation of the IFRS did not increase the earnings quality.
The Effect of Environmental Audit Implementation and Firm Size on Environmental Disclosure (MYAF016)

Sasha Zazkiya  
Accounting Departement, Universitas Padjadjaran  
Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Devianti Yunita Harahap  
Accounting Departement, Universitas Padjadjaran  
Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Abstract

The great number of islands, population and companies became trigger of many cases of pollution or environmental damage in Indonesia. Based on the research conducted by The Institute's Survey of Australia (Muid, 2004), only 24% of the 500 samples of large companies that disclosed sufficient information of environment on the financial statements, 19% made little notes only for analysis purpuses, and the rest did not provide environmental reports. The objective of this research was to examine the impact of environmental audit implementation and firm size on environmental disclosure by using sustainabilitiy reporting. We will conduct two separates tests. In the first test, we will perform the T Test to find the partially effect of environmental audit implementation and firm size on environmental disclosure. The environmental disclosure as a dependent variable will be represented by sustainability reporting index. We will use the weighted criteria according to the results of PROPER, a Company’s Performance Improvement Assessment Program for the company listed which is accordance with the assessment of the Ministry of Environment and Forestry-Republik Indonesia as a proxy of environmental audit implementation, and for the firm size, we are going to use the total assets as the proxy. In the second test, we will perform the regression analysis to find the effect of environmental audit implementation and firm size on environmental disclosure. The companies which participate in ISRA (Indonesia Sustainability Reporting Awards) during 2011 – 2013 will be used as the sample companies for the analysis.

The results showed that environmental audit implementation and firm size significantly influenced the environmental disclosure. Partial test showed that impact of environmental audit implementation on environmental disclosure was positive and statistically significant, but firm size failed to show its relationship on environmental disclosure. This study has proved that the environmental disclosure awareness for the company in Indonesia was very low, such this report is a voluntary not a mandatory report.

Keywords: Environmental Audit Implementation, Firm Size, Environmental Disclosure
“The Effect of Internal Audit Function Implementation on Good Corporate Governance Quality” (MYAF017)  
(Survey on Indonesian Listed State-Owned Enterprises)

Vinny Syifa  
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

N.R Handiani Suciati  
Universitas Padjadjaran Jl. Dipati Ukur No. 35 Bandung 40132 – Indonesia

Abstract

Global financial crisis shown the importance of good corporate governance. Corporate governance is about the way a corporation polices itself, about the way in which boards oversee the operation of a company by managers and how board member are in turn accountable to shareholders. Good corporate governance plays a vital role in underpinning the integrity and efficiency of company, including State-Owned Enterprises. It will make company able to outperform other companies and able to attract investors. Many activities has been developed in order to enhance good corporate governance, such as the Annual Report Award which is granted on company which has already implemented the good corporate governance and also the changing in internal audit function, which will be more focus on corporate governance aspect. The effectiveness of internal audit provide great contribution on good corporate governance and company’s success. The objective of this study was to provide the empirical findings about the implication of internal audit function implementation on good corporate governance quality.

In this research, the internal audit function implementation was measured by several indicators as stated on Internal Auditing Profession Standard and as for good corporate governance quality was also measured based on several indicators. The data for this study was collected using questionnaire, which being distributed to the top management at listed state-owned enterprises in Indonesia. Data was analyzed using simple linear regression method.

This study had proved that the implementation of internal audit function positively influenced the good corporate governance quality, significantly. Thus, we conclude that internal audit function implementation is important to support the good corporate governance quality.

Keywords: corporate governance, good corporate governance, internal auditing, internal auditing profession standard.
Impact Of Learning Organization Practices On Organizational Commitment And Effectiveness In Commercial Banks Of Faisalabad (PKMS030)

Atiq ur Rehman, MSBA, MBA (NUML)
Lecturer, Department of Management Sciences
National University of Modern Languages, Faisalabad Campus
aqrehman@numl.edu.pk
Cell # 00923339948678
Fax # +92412565002

Muhammad Saleem, MSc (Pb.), PhD (QAU)
Professor of Statistics
Head Department of Statistics
Government Postgraduate College of Science, Faisalabad
selim.stat.qau@gmail.com
00923335114108
Fax # +92412565002

Abstract

This research is aimed to provide a comprehensive direction to banking sector about learning organization and its relationship with organizational commitment and effectiveness. Learning Organization is an umbrella term that covers system thinking, shared vision, knowledge creation, knowledge transfer, innovation in behaviours, nurturing new ideas and sensitivity to change in an organization. The key success factors for an organization are learning and implementing what is learned. However, these phenomena must be linked with organizational commitment and effectiveness that contributes to achieve business success.

Three instruments are used in this study. To measure learning organization practices Degree of Learning Organization Questionnaire (DLOQ) developed by Marsick & Watkin (2003) was used. DLOQ is comprised of the seven dimensions. To measure organizational commitment Organizational Commitment Questionnaire (OCQ) developed by Mowday, Steers, and Porter (1979) was used. This instrument has three aspects of commitment. To measure organizational effectiveness SOQ (Survey of Organization Questionnaire) developed by Taylor & Bower in 1972 was used. This instrument has three aspects of effectiveness.

Convenient sampling technique was applied. A sample of 300 employees was taken from commercial banks in Faisalabad, out of which 208 returned the questionnaire. Five points likert scale was used in questionnaire. Structural Equation Modeling was used to determine the impact of learning organization practices on organizational commitment and effectiveness in commercial banks of Faisalabad. The results of study showed significant positive impact of learning organization practices on organizational commitment and effectiveness. The banks in Faisalabad should opt for learning organization practices (Create Continuous Learning Opportunities, Promote Inquiry and Dialogue, Encourage Collaboration and Team Learning, Create Systems to Capture and Share Learning, Empower People Towards a Collective Vision, Connect the Enterprise to the Environment and Provide Strategic Leadership for Learning) in order to enhance the commitment and effectiveness of employees in order to achieve the organizational goals effectively.

The instruments used in measuring learning organization practices, organizational commitment and organizational effectiveness were developed in the perspective of western culture while in Pakistan scenario is not like that. Convenient sampling was used because of lack of research oriented culture not a single bank was willing to provide the details of employee that is why only those employees were included in survey which have at least one year job experience.

Key words: Learning Organization, Organizational Commitment, Organizational Effectiveness.
Engaged Employees: Positive Organizational Behavior in Flourishing Organizations (PKMS001)

Faisal Hanif
MS Scholar (Student)
Capital University of Science and Technology, Islamabad
Faisal_hanif786@yahoo.com

Tayyaba Jameel
The University of Agriculture, Peshawar

Abstract

**Purpose:** This study is based on the JD-R model and three psychological condition theory and aims at understanding the role of employee engagement as a mediator between Reward and recognition from job and leader member exchange and job outcomes (i.e. organizational citizenship behaviors (OCB) and organization commitment).

**Design/methodology/approach:** Cross-sectional survey data of 368 banking sector employees were analyzed using partial least squares modeling. Two main models (fully mediated and partially mediated) tested the role of employee engagement as a mediator, using structural equation modelling.

**Findings:** The authors conclude that HRM practitioners need to move beyond the routine administration and need to embed engagement in HRM policies and practices. The results support the partially mediated model. LMX have a direct, and also an indirect relation with extra-role behaviors and organization commitment – via EE. In addition, employee engagement not mediated the relationships between the Reward and recognition, and consequences.

**Research limitations/implications:** A cross-sectional design and use of self-reported questionnaire data is a limitation of this study. Since the study focuses only on service-sector organizations the results of this study should be interpreted with caution.

**Practical implications:** The authors offer organizations guidelines for how employee engagement can be improve and result in positive outcomes that will help organizations achieve a competitive advantage.

**Originality/value: (theoretical and practical contribution):** The paper advances the knowledge about the JD-R model and its relevance for OCB and OC. The authors provide useful new insights for researchers and management professionals wishing to embed engagement within the fabric of HRM policies and practices and employee behavior, and organizational outcomes. This study adds to our limited understanding of the antecedents and consequences of employee engagement. The study is also a rare examination of the Pakistani context.

**Keywords:** Employee engagement, LMX, OCB.
Abstract

**Purpose:** How do followers react to their leader’s emotional expressions and how they affect the perception of leader’s helping behavior and leader’s effectiveness by his followers? Based on theories, i.e., affective event theory, attribution theory, balance theory, LMX theory, and group engagement model this study examines the indirect impact of leader’s emotions on leader’s effectiveness through two intervening variables i.e. follower’s emotions and leader’s helping behavior.

**Methodology:** This is purely quantitative research and a survey was designed to collect data in 400 dyads from the supervisors and subordinates of restaurant and hotel industry of Pakistan.

**Findings:** The results of this study demonstrate that follower’s emotions and leader’s helping behavior mediates the relationship of leader’s emotions and leader’s effectiveness.

**Research Limitations:** Leader usually expresses those emotions which he is not actually experiencing (what roles does emotional labor play). So, it is important to consider this emotional experience aspect in future research to get the fair and desirable result.

**Practical Implications:** The findings of the current study have explicit practical considerations for leadership practice, particularly in the situation where both followers and leaders interact each other with significant work history.

**Keywords:** Emotion, Leader’s helping behavior, Leader’s effectiveness, LMX, Emotional contagion
Corruption in Pakistan: A Governance Perspective

Professor Dr. Nasira Jabeen  
Institute of Administrative Sciences  
University of the Punjab, Lahore, Pakistan;

Professor Dr. Zafar Iqbal Jadoon  
Dean, School of Business  
University of Central Punjab, Lahore, Pakistan;

Ms. Umm-e-Farwa Mubashar  
Research Scholar, Institute of Administrative Sciences  
University of the Punjab, Lahore, Pakistan

Abstract

Corruption is at the heart of the good governance, economic, political and social challenges facing countries today. There is a budding global concern over corruption and its rampant increase. Global Corruption Barometer Report 2013 elucidated that, throughout the world, on an average, 27% of general public reported that they had paid money as inducement/bribe to get something done (Global Corruption Barometer, 2013). A great sum of academic research has been conducted on the subject due to the growing public awareness and concern over corruption. “Political corruption, corruption within the justice system, corruption in the public and private sector, asset looting and laundering of corruption proceeds, corruption and conflict” are some of the types and threats of corruption identified in The Eleventh United Nations Congress on Crime Prevention and Criminal Justice, 2005. The paper discusses deep rooted corruption and its numerous types, comprising extensive monetary and political corruption, favoritism, privatization of public assets, partiality and misuse of authority from a governance perspective in the specific context of Pakistan. Since governance and corruption have very deep and antagonistic relationship, it is extremely important issue of public management to address the menace of corruption at various levels. Several studies reflect that corruption in Pakistan presents not only a serious development challenge, but also undermines democracy and governance which needs to be addressed immediately (Corruption Perceptions Index, 2012; Javaid, 2010; Qadir, 2003). In this direction, any sincere effort to curb corruption is linked with an effective analysis of origin, causes, consequences and reform initiatives to be taken in view of the indigenous needs and local realities. The paper attempts to identify the major causes and consequences of corruption and discusses an improvement plan as part of the remedies to control corruption in the country for improved governance. It reveals poorly conceived and managed policies, low institutional capacity, lack of fear of punishment, lack of accountability etc. as major causes of corruption in the country. The paper emphasizes on transparency, accountability, rule of law, citizen participation, institutional capacity building, free and fair judicial system and strong political will and commitment to formulate and implement a comprehensive anti-corruption strategy at all levels.

Key Words: Corruption, Governance, Participation, Transparency, Accountability, Capacity Building, Reform, Public Management.
Stress Mediating the Relationship of Social Support and Coping with the Quality of Life of Mothers of Children with Thalassemia (PKSC037)

Syeda Shahida Batool, PhD & Nadia Rasheed
Department of Psychology, GC University Lahore
E-mail: shahidaphd@yahoo.com

Abstract

Thalassemia is a chronic disease that not only affects the physical health of children, but also negatively affects the physical, social and emotional well-being of their mothers as primary care givers. The study was carried out to determine the direct impact of social support and coping strategies and the indirect impact of these variables via perceived stress on the quality of life of mothers of children with thalassemia in Pakistan. The sample comprised of 198 mothers of children with thalassemia of age ranging between 25 and 50 year. Data were collected through purposive sampling from Gangaram hospital Lahore, and Pakistan Society of Thalassemia, Lahore. The mothers completed demographic data sheet, The Perceived Stress scale (Cohen, Kamarck, & Mermelstein, 1983), Brief COPE scale (Carver, Scheier, & Weintraub, 1989), Berlin Social Support scale (Schulz & Schwarz, 2003)), and The WHO Quality of Life-BREF (1991). Hierarchical regression was run to analyse the impact of perceived stress by controlling the impact of social support and problem focused coping on the quality of life of mothers of children with thalassemia. In order to find out the meditational role of stress, Structural Equation Modelling (SEM) was used and the results showed that the perceived stress partially mediated the relationship of social support and problem focused coping with the quality of life of mothers of children with thalassemia. One-way MANOVA showed significant differences on quality of life of mothers in terms of family system, and work status of the mothers. Implications of the study for family physicians and families having children with thalassemia have been discussed.

Key Word: thalassemia, stress, social support and coping, quality of life
Domestic Violence Against women: Evidence from District Bahawalpur (PKSC012)

Sadia Ashraf  
The Islamia University Bahawalpur, Pakistan

Saba Ashraf  
Bahauddin Zakariya University, Multan, Pakistan

Abstract

The research domestic violence against women (Evidence from District Bahawalpur) presents the all those violations which women have to face in their domestic life. It is common believe that women in Pakistan have no rights or privileges in male dominated society. Women fare batter in urban areas and middle and upper sections of society. The condition of women rights in rural areas is very alarming. The different kinds of violence are; Sexual violence is occur by family members, domestic abuses including spousal murder, beating, threat, honor killings, torture, acid attacks and child custody problems. The Islam and all International organization condemn the women rights violation. The feminist movement is started the worldwide for protection of women rights and gender-based violence. The case study of Bahawalpur indicates the conservative environment and its impact on women rights violations. The descriptive and analytical way of study has used. The questionnaire fills from different parts of District Bahawalpur. The Legal and punitive measures can’t succeed unless social customs, norms and societal mentality is changed. Batter Education facilities, opportunities of employments and proper participation in politics can be overcomes this issue. The proper implementation of law and justice after violence is necessary to eliminate this problem in Pakistani society.
A Mixed method Approach to explore the Relationship between Self-Efficacy and Anxiety level in Student-Teachers regarding Teaching Practices (PKSC011).

Nosheen Kanwal  
M.Phil Education, University of Education, Lahore (Okara Campus)  
nosheenkanwal38@yahoo.com  Cell # 0300-6941815

Abstract

Relationship between anxiety and self-efficacy regarding teaching practice is mediated by the factors that generate anxiety such as load of much teaching and office work, any experience of misbehavior and uncertainty regarding their part (Betoret, 2009; Schwarzer & Hallum, 2008). This study aims to determine the relationship between self-efficacy and anxiety level in student-teachers regarding teaching practice including its main elements such as lesson planning, classroom management, evaluation by the supervisors and cooperative teachers. Relationship between anxiety and self-efficacy grounded in Bandura’s (1986, 1997) social cognitive theory and its description of the relationship between self-efficacy and anxiety. Mixed methods approach was adopted to get in-depth understanding of student-teachers’ self-efficacy beliefs and anxiety level. Three research tools, two questionnaires STAS (Student-Teacher Anxiety Scale), TES (Teacher Efficacy Scale) and focus-group interviews were used in this study. Total 500 student-teachers participated in the survey. Population of this study was all the students who enrolled in teacher education programs or teacher training programs in all the campuses of University of Education Lahore. Study explored that there is a weak negative relationship between self-efficacy and anxiety level. This study concluded on the basis of student-teachers’ responses that over load of work, negative experience and any instance of misbehavior from pupils, negatively influence the self-efficacy beliefs of student-teachers. Recommendations were made to the organizers of teaching practice, supervisors and cooperative teachers that initiative should be taken to enable the student-teachers how to cope with negative experiences.

Keywords: Student-Teachers, Teaching Practice, School Placement, Anxiety, Self-Efficacy
Personal, Interpersonal, and Socio-Economic Determinants of Familial Empowerment in Women: An Ordered Regression Model (PKEC026)

Syeda Azra Batool
Assistant Professor Bahauddin Zakariya University, Multan
Email: azrabatool@bzu.edu.pk

Hafiz Khalil Ahmed
Assistant Professor University of the Punjab, Lahore
Email: hafizkhalil@eco.pu.edu.pk

Shazia .N. Qureshi
Associate Professor University of the Punjab, Lahore
Email: principal.law@pu.edu.pk

Abstract

Pakistani society is characterized by patriarchy where women are supposed to be compliant and dependent on their male counterparts. Such a societal setup has propelled Pakistan in the backdrop of underdevelopment. Women’s empowerment may lead a country like Pakistan towards the achievement of holistic human development and in turn economic upsurge. Hence it becomes demanding to analyze the underlying factors which may empower women in Pakistan. The present study is an effort to find out the determinants of women’s empowerment within family. A convenient sample of 1000 ever-married women in the age range (21-49) years was collected from two purposively selected districts of Punjab, Pakistan. Ordered logit model was utilized to compare the empowerment levels of the respondents. The empirical outcome declared legal awareness as the most significant personal factor of women’s empowerment followed by the internal locus of control and, self-esteem. Among the interpersonal factors of empowerment, husband’s support turned out to be the most significant followed by family system and number of brothers. As far as socio-economic factors concern, paid job proved to be the most significant factor followed by, veil observing, religiosity, possession of property, and use of mobile phone. The signs of all the determinants were found to be positive except for veil (pardah) observing. Implications for policy makers and women have been discussed.

Keywords: familial empowerment, ordered logit model, legal awareness.
Labor Force Participation and Poverty Alleviation in Pakistan: An Empirical Analysis

Muhammad Zahir Faridi
Associate Professor, School of Economics, Bahauddin Zakariya University, Multan
zahirfaridi@bzu.edu.pk

Romaisa Arif
Scholar, School of Economics, Bahauddin Zakariya University, Multan
Romaisa_pasha@yahoo.com

Muhammad Omer Chaudhry
Lecturer, School of Economics, Bahauddin Zakariya University, Multan

Abstract

This paper explores the linkages between poverty and labor force participation in the context of Pakistan. Poverty alleviation has been one of the major issues throughout the societies. Different strategies have been adopted in Pakistan to improve the country condition and earning capacity, provision of social safety nets for the poor. The study is based on the secondary source of data mainly collected from Pakistan Economic Survey and Federal Bureau of Statistics. The determinants of poverty are estimates by using ARDL approach. The findings of the study show that employment is the major source of poverty alleviation and health expenditures and inflation also contribute significantly. It is suggested that more jobs for the skilled population must be created in order to curtail poverty in Pakistan.

Key words: labor force participation rate, Poverty, Co-integration, ARDL, Pakistan.
Socio Economic Factors Affecting Individual's Happiness in Selected SAARC Countries: A Micro Data Analysis
(PKEC012)

Aisha Asif
Government College University Faisalabad, Pakistan

Dr. Sofia Anwar
Government College University Faisalabad, Pakistan

Abstract

Recently, there has been rising in interest among economists to ponder happiness as an important factor in the development strategy. This has been encouraged by increasing evidence that rising a country's productivity and output is not a sufficient requirement to make people feel better. Using the World Values Survey this study observes the determinants of happiness among selected SAARC countries. The data include responses to questions for individuals in three different societies (Pakistan, India, and Bangladesh). The socioeconomic and demographic factors for assessing happiness are; Age, education, gender, marital status, income level, work status, political and institutional indicators, religion and religious believes. The results of the estimated Multinomial Logistic Regression models revealed that happiness does not affected by social, demographic factors such as age, gender, unemployment. The result indicates that satisfaction with health status, satisfaction with life, satisfaction with financial situations and religiousness, income level, satisfaction with democracy had a significant effect on the level of happiness and life satisfaction.

Keywords: Happiness, World Values Survey, Pakistan, India, Bangladesh
Remittances For Growth; Strategy To Utilize Worker Remittances For Development And Employment
(PKEC014)

Atiq ur Rehman
Department of Econometrics and Statistics
Pakistan Institute of Development Economics, Islamabad
atiq@pide.org.pk, ateeqmzd@gmail.com

Abstract

The remittance inflow in Pakistan increased rapidly during past fifteen years and it reached US$ 18.4 billion during financial year 2014-15. A huge amount of remittances also flows in through informal channels and Arif (2009) estimates that the informal channels account for 60% of the total. Conditional of the validity of these estimates, the total inflow of remittances could be as high as US$ 45 billion. Arif (2009) also estimates that 40% of remittances are invested in gold coins and real estate. Therefore the investable amount could be as high as US$ 18 billion. This investable amount is more than six times of the budget reserved for the employees of Pakistan Army. This implies that the investable portion of remittances is sufficient to finance millions of jobs, if it could be utilized in some labor intensive businesses. The remitters residing out of country need an investment demanding least of human contribution and free of the risk of loss. Thus real estate and gold coins turn out to be most attractive opportunities for remitters. Unfortunately, both of these investments are capital intensive and can engage very little number of workers for a huge amount of capital. Most often the investment comprises just transfer of ownership without any real value addition in the economy. Therefore the remittances do not contribute to growth, reduction of unemployment and elimination of poverty. This paper proposes that the alternate investment opportunities should be given to the remitters, through a trustworthy institution having representation public and private sector in its governing body. This institution should arrange investment of remittances in development projects, e.g. energy project, and should be responsible of distributing the returns among the contributors. Some fiscal reforms are also recommended to motivate the remitters to invest in the projects leading to higher human resource absorption, so that the unemployment could be reduced.
Determinants Of Export Diversification: A Time Series Analysis for Pakistan

Dr. HAFIZ KHALIL AHMAD
Professor and Head of Department, Economics Department, Government College Women University, Sialkot

SADIA ASGHAR
M. Phil. Graduate, from Economics Department, Punjab University, Lahore

Abstract

Export diversification has gained greater importance as one of the instruments for stability of export earnings. It can occur either through intensive or extensive margins. In the last two decades the studies have given much importance to diversification in export base. But little empirical work has explored its determinants. The present study estimates the determinants of commodity export diversification in Pakistan concentrating on intensive margins. Time series data for analysis is used from 1976 to 2011. Herfindahl-Hirschman index (HHI) is constructed to measure export diversification (DIV= 1-HHI) for each year using export data on 168 HS (Harmonized System of commodity classification) 2-digit level commodities. The expected sign for impact of level of development, real exchange rate depreciation and resource endowment on export diversification is positive. The results obtained from Autoregressive distributed lag model (ARDL) affirm that DIV is positively and significantly influenced by level of development, resource endowment and real exchange rate depreciation. The findings are consistent with widely accepted view that level of development and exchange rate depreciation can drive diversification in commodity exports.
Linking Financial Distress with Capital Structure and Accounting Returns: A study of Karachi Stock Exchange of Pakistan (PKEC005)

Dr. Rehana Kouser, (Corresponding Author)
Professor, Department of Commerce,
B. Z. University, Multan-Pakistan
rehanaakouser@bzu.edu.pk
Phone: +92 3336102638

Sundas Khalid
Lecturer, COMSATs Vehari Campus
Bahauddin Zakariya University, Multan, Pakistan
Tel: +92-333-6154587
Email: umama.khalid@gmail.com

Irum Saba
Ph.D. Scholar, INCEIF, Malaysia
Assistant Professor, IBA Karachi
Tel: +92-3214777728
isaba@iba.edu.pk, irum@ciif-global.org

Abstract

The aim of this study is to investigate the impact of Financial Distress on Capital Structure and Accounting Returns. The sample of the study consists of non-financial companies of Pakistan which are listed at Karachi Stock Exchange. The non-financial sector consists of textile, cement, chemical, jute, engineering sector etc. Total eleven years of accounting data has been taken from the balance sheets of these companies. To empirically test the hypothesis we have conducted Coefficient Correlation test and Fixed Effects Regression model by using MS-Excel and SPSS statistical packages. The results revealed that Financial Distress significantly and negatively impacts Accounting Returns. Furthermore Financial Distress negatively impacts Capital Structure.

Key words: Financial Distress, Accounting Returns, Capital Structure, Karachi Stock Exchange, Non-Financial sector.
Determinants of leverage of Islamic Stocks: Case of KMI-30 of KSE Pakistan

Muhammad Suhail Rizwan
PhD Scholar, National University of Sciences and Technology (NUST),
Islamabad, Pakistan
suhail.rizwan26@googlemail.com

Dr. Zeshan Mehmood
Assistant Professor
Department of Commerce, B. Z. University, Multan-Pakistan
Email: zmzeeshan@hotmail.com

Dr. Rehana Kouser,
Associate Professor (Corresponding Author)
Department of Commerce, B. Z. University, Multan-Pakistan
rehanaakouser@bzu.edu.pk
Phone: +92 3336102638

Abstract

Finance literature relating to capital structure is all about conventional business and financial setup. Now Islamic finance and Islamic financial system emerged in economic arena. KMI-30 is a stock index in Karachi stock exchange which comprises of 30 companies which qualify the financial screening criteria of Meezan Bank. We studied these companies and analyze what determines the capital structure in these companies? Our results showed that these companies are following Pecking order theory which is more related to Islamic rules.

Key words: capital structure, KMI-30, Islamic stocks
The Relative Efficiency of Commercial Banks in Pakistan With Respect to Size and Ownership Structure During and After Global Financial Crisis

Allah Bakhsh khan  
PhD Scholar at International Islamic University Islamabad, Pakistan  
abkhan@bzu.edu.pk

Zulfiqar Ali Shah, PhD  
Assistant Professor, IIU Islamabad

Muhammad Abbas, PhD  
Assistant Professor, Air University, Multan Campus

Abstract

Purpose: This study has been carried out to find out the relative efficiency of the commercial banks in Pakistan over a five-year period from 2006 to year 2010 using Frontier Approach of efficiency. The commercial banks included in this research paper are public sector banks, privatized banks, domestic private banks, and foreign banks. In addition to overall efficiency comparison of the commercial banks, this study has also tested the effect of size and ownership structure of the commercial banks in Pakistan on their efficiency.

Data/Design/Methodology/Approach: Out of 44 banks, 21 commercial banks have been chosen, which, in terms of deposits, account for about 94 percent of total deposits of the banking sector (Rs.5,124,308 million) as on December, 2010. Secondary data of the banking firms have been gathered from their audited financial statements. Intermediation approach has been used by employing Data Envelopment Analysis. The relative efficiency of the commercial banks has been investigated in context of intermediation approach which transforms labor and capital into advances/loans and investments.

Findings: Over all a very few commercial banks have achieved 100% efficiency. It is, however found that privatized and domestic private banks have shown better efficiency in terms of financial intermediation as compared to public sector and foreign banks. The size of the banks has a very slight effect on the relative efficiency of the banks. The global financial crisis has affected the efficiency of some of the commercial banks but for a small period of time.

Originality: This paper is an attempt to find out the relative efficiency of the commercial banks during the mentioned period which lies during the Global Financial Crisis. Its findings would be of great value for every stratum of society including bankers, business community, academicians, and government, and of course, the investors.
Acculturation and retail choices of South Asian immigrants in the UK

Muhammad Rizwan
Bahauddin Zakariya University Multan, Pakistan

Muhammad Hassan PhD
Bahauddin Zakariya University Multan, Pakistan

Muhammad Sadiq Shahid PhD
Bahauddin Zakariya University Multan, Pakistan

Waris Ali PhD
Bahauddin Zakariya University Multan, Pakistan

Zubair Ahmad, PhD
Bahauddin Zakariya University Multan, Pakistan

Abstract

Ethnic subgroups are becoming important segments in the European and North American market because of the size and the increasing purchasing power. Ethnic consumers to satisfy their socio-cultural needs tend to buy products from the small ethnic retailers. To attract these ethnic consumers, the mainstream retailers are also pushed to maintain the products needed by their ethnic customers. This paper aims to explore the behaviour of South Asian ethnic consumers in selecting the type of retail store (ethnic or mainstream) in buying various products.

Based upon Acculturation theory, the paper proposed that, consumers with high level of acculturation buy from the mainstream retailers, on the contrary, consumers with a low acculturation score perceive that the ethnic retailers serve their needs better.

The data were collected from 226 South Asian British consumers living in the UK. The respondents were asked to choose what type of store they prefer while buying 17 different products categories. The hypotheses are tested using logistic regression. The study reveals that the nature of the product and acculturation played the important role in selecting the type of store. The products that are perceived more culture specific, the level of acculturation will determine whether a consumer will select the mainstream or the ethnic retail store. This study contributes to a better understanding of ethnic consumer behaviour and the nature of ethnic retail outlets in the market place.

Key words: Consumer Behaviour, Acculturation, Retailing, South Asian Diaspora, Ethnic Identity
Determinants of Branch Efficiency: A case of National Bank of Pakistan

Dr. Muhammad Abbas, PhD
Assistant Professor,
Air University, Multan Campus
Email: mam@aumc.edu.pk
Ph: +92-61-4780091

Mohammad Hanif Akhtar
Associate Professor,
Department of Commerce,
Bahauddin Zakariya University, Multan

Muhammad Mazhar Madni
MS Scholar,
Air University, Multan Campus

Abstract

Purpose: Banking sector is back bone of financial and economic systems of a country. Its performance contributes towards economic growth and development. Branch is the basic element of the banking firm and its efficiency plays vital role in overall profitability, strength, image and growth of the bank. This paper aims at finding the determinants of branch efficiency of banking sector after measuring the efficiency scores of individual branches.

Design/Methodology/Approach: Branch level primary data has been collected from the Multan Region of National Bank of Pakistan. Data Envelopment Analysis method of frontier approach has been used to measure efficiency scores of branches. For second stage analysis Tobit regression has been applied to identify the determinants of efficiency.

Findings: Age of branch and manager’s experience contribute positively in determination of branch efficiency whereas higher compensations of managers result into low efficiency of branches due to overburden of expenses on branch.

Practical Implications: This study produces valuable results for policy makers and academia. Bank management may take actions to improve the efficiency of branches and hence bring about positive impacts on overall bank performance.

Originality/Value: This study is first of its kind in Pakistan as it focuses on branch level efficiency measurement whereas previous studies analyzed firm level efficiency.

Keyword: DEA, Branch Efficiency, Banking
Impact of Organizational Trust on Organizational Justice and Organizational Commitment: A Case of University of Sargodha

Maryam Nawaz Lashari, Amani Moazzam, Yaamina Salman, Sidra Irfan,
PhD Public Administration/Management 2016 (Scholar)
Institute of Administrative Sciences
University of the Punjab
maryam.lashari24@hotmail.com

Abstract

In this constantly changing environment it is important to have an edge over the competitors. Having best HRM practices can be of vital significance in this regard. Organizational justice and trust are imperative concepts because they contribute substantially in the progress of positive or negative emotions of employees regarding their job, thus affecting their organizational commitment. This study emphasizes upon determining the association of perceived organizational justice and trust among the employees at the education sector and the role it plays upon organizational commitment. A case of University of Sargodha Main Campus and Lahore campus is conducted. The scope of this study included determination of perceptions of employees regarding organizational justice, organizational trust, and organizational commitment and if there exists a substantial relationship among the perceptions of organizational justice and organizational trust in determining organizational commitment of employees. The results of regression analysis disclosed there is a substantial impact of organizational justice on organizational trust, organizational trust on organizational commitment and organizational justice on organizational commitment. More over the organizational trust acts as a mediating variable amongst organizational justice and organizational commitment. These results are validated by the observations and qualitative analysis.

KeyWords: Organizational Justice, Organizational Trust, Organizational Commitment, University of Sargodha
The Asset Growth And Profitability Of Plcs In Saarc Economies (PKMS002)

Khawaja Khalid Mehmood
Lecturer, Institute of Management Sciences,
Bahauddin Zakariya University, 60800, Multan, Pakistan
khawjakhalid@bzu.edu.pk

Abstract

SAARC countries entered global financial crisis with different economic conditions and their post crisis business performance also looks diverse. This study fills significant gap of comparing companies’ profitability and asset growth within and across SAARC economies during 2009-2013. It draws comparisons by relying on Tukey’s HSD test along with descriptives and graphs. Findings reveal that profitability of Pakistani, Indian, and Bangladeshi companies was overall better in 2010 and 2011 pointing towards these countries’ successful exit from crisis. These years marked higher asset growth as well among Indian, Bangladeshi, and Sri Lankan companies. Profitability of Bangladeshi companies was better than others in all years, however, Sri Lankan companies had higher profitability than Indian ones during 2011-13 and had higher asset growth compared to Pakistani companies in 2012 and 2013. Overall, Pakistani companies had lowest asset growth. With its significant contribution, this study updates information concerning SAARC corporate and business world and also presents input for business and economic policy making.

Keywords: Return on Invested Capital, Total Assets Growth, Public Listed Companies, SAARC.
Community perspectives about the implementation of participatory approach for Sustainable Forestry (PKSC035)

**Badshah Muhammad**  
PhD Scholar, Department of Sociology,  
University of Peshawar, Khyber Pakhtunkhwa, Pakistan.  
Email: badshahpk77@yahoo.com  
Cell:+92-300-5719414.

**Johar Ali**  
Professor, Department of Sociology,  
University of Peshawar, Khyber Pakhtunkhwa, Pakistan.  
Vice Chancellor, University of Malakand, Dir Lower, Khyber Pakhtunkhwa, Pakistan.  
Email: johar_alii55@yahoo.com  
Cell:+92-345601010

**Abstract**

Participation approach in forestry was adopted for the protection and better management of forest resources. Local community was involved in forest management through Joint Forest Management Committees (JFMCs) to improve forest cover and ensure sustainable forestry Khyber Pakhtunkhwa province of Pakistan. For this purpose, to explore the problems discouraged effective implementation of participatory approach in forest management, a qualitative study was conducted in Khyber Pakhtunkhwa. Four districts Shangla, Dir Upper, Swat and Chitral in Malakand Division of Khyber Pakhtunkhwa Province (Pakistan) were selected purposively. A total of 80 participants (40 male and 40 female) were selected for Individual Interviews from the four locales while 08 Focus Group Discussions (FGDs) were also conducted. The data was collected through individual interviews, personal observation and focus group discussion. It was found that the non-forest owners and women were not involved in forest management related activities. Only the forest owners who had share in the revenue, from the forest products, were interested in some activities of forest management. The non-forest owners were excluded from Joint Forest Management Committees on the basis that they would claim ownership rights while women had socio-cultural constraints in their representation in such organizations. Such marginalized groups were excluded from forest management, inspite the fact that they were more dependent on forest. As a result, such poorly implemented participatory approach could not produce the desired results in forest protection and conservation in the study area. Hence, it is recommended that there should be proper mobilization of local communities for removing misunderstanding regarding participatory approach in forest management. There should be trained female staff in forest department for the mobilization and organization of local women. Separate women organizations should be established for forest protection and conservation where women are in close contact with forests and their co-working with men is prohibited in the socio-cultural set up.

**Key words**: Community, Participation, Sustainable forestry
Academic Procrastination And Academic Achievement: Are They Interrelated? (PKSC025)

Dr. Shumaila Shahzad  
Assistant Professor  
Government College University Faisalabad  
shumaila608@gmail.com

Mahar Usman Ullah  
B.Ed (Hons) Elementary  
maharusmanullah@gmail.com

Munwar Fareed  
B.Ed (Hons) Elementary  
munawar@gmail.com

Abstract

A few centuries ago, the inventor of electricity Benjamin Franklin shared with the world the secret of his success. “Never leave that till tomorrow which you can do today.” Procrastination can be seen as “tomorrow syndrome” (Knaus, 2002). Most of the literature on procrastination has concentrated on the negative side of procrastination and its negative consequences. This phenomenon prevails in academics as well. Therefore, this study aimed to find out (1) the prevalence of academic procrastination in certain areas, (2) the reasons of procrastination and (3) the relationship of procrastination and student’s academic achievement. A sample of 250 undergraduate students from Government College University Faisalabad was conveniently selected from which 131 (52.4%) were males and 119 (47.6%) were females. The (PASS) Procrastination Assessment Scale - Students (Solomon & Rothblum, 1984) consisted on 44 items was used to measure the prevalence of academic procrastination in six areas and thirteen reasons for academic procrastination. Students’ CGPA was used to measure students’ achievement. Chronbach’s Alpha value for prevalence of academic procrastination was 0.68 in this study and the reliability of reasons for academic procrastination was 0.74. Mean score was calculated to accomplish first two objectives. Pearson correlation was used to obtain the third one. The results showed that the students procrastinated in weekly reading assignments the most and in attendance tasks the least. The most common reason of procrastination was risk taking and the least common was aversiveness of task. A moderate negative correlation was found out between procrastination and academic achievement which showed that the more one procrastinated the less one achieved. Educational implications and recommendations are also given.

Key words: Procrastination, Risk taking, Perfectionism, Aversiveness, Laziness
Impact of vocational and technical education towards women empowerment in Pakistan (PKSC043)

Farhat Jahan, Khadim Ali Shah
Bukhari Institute of Technology, Karachi, Pakistan.
farhatresearcher@gmail.com

Abstract

This study investigated and focused on the impact of vocational and technical education towards women empowerment in Pakistan. Specific objective was to explore on the status of women can be change by providing them vocational and technical education. Research shows that vocational and technical educations are closely related with the women empowerment for their economic growth and are capable to create employment for their income generation. Vocational and technical educations are designed to develop the skills, ability and knowledge necessary for employment, income support and development of women empowerment. The acquisition of these vocational and technical skills will greatly help to empower women economically. Ardiansyah et al.(2011) defined that empowerment is basically not an only enhancing confidence levels. It also improves women skills to participate in political, social and economical life on international level. Ojobo (2008) explained women empowerment is also influenced by education which improves women’s status and living standard. Geethanjali and Prabhakar(2012) defined women empowerment as “Empowerment is a process of awareness and capacity building leading to greater participation, to greater decision making power and control and transformative action. Empowerment of women signifies harnessing women power by conscientising their tremendous potential and encouraging them to work towards attaining a dignified and satisfying way of life through confidence and competence as person with self-respect, rights and responsibilities the progress of any nation is inevitably linked with social and economic plight of women in that particular country.” Mustafa et al.(2005) explores that the need of vocational training and education is increasing day by day which generated the results as trained individuals and employments. Targeted population was women who live underserved areas in Karachi and different areas of Pakistan. Data was collected from the sample size of 150. For analysis of data statistical tools ANOVA, REGRESSION ANALYSIS was used. The results were highly significant. This study was limited to women of Karachi and different cities of Pakistan. It had limitations due to time and budget constraints and some of these limitations. This study revealed that status of women was alarming in Islamic countries, particularly in Pakistan. Our total population consists of Women comprises of more than 50 percent of Pakistan’s total population. Rate of poverty level is very high in different region of Pakistan.

There are several root causes which directly influence on women empowerment in Pakistan are rape, acid throwing, honor killings, forced marriages, forced prostitution, several women are unaware from their legal rights due to lack of education and knowledge. This western society is male dominating society so women are not encouraged. There is less respect of women than a man. There is no proper guideline for a woman to lead a life

It is emphasized that there was a need of vocational and technical education for enhancement the economic and social empowerment of women and helpful for the country for their intellectual capital.

Keywords: Women Empowerment, Employment, Economic Development, Pakistan
Parents' attitude towards the education of their daughters in rural areas (PKSC002)

Umair Talib¹, Ijaz Ashraf², Naima Nawaz³, Bilal Hussain⁴ Saira Akhter⁵ and Kanwal Asgher⁶

¹Institute of Agri. Extension & Rural Development, University of Agri. Faisalabad, Pakistan
²Department of Rural Sociology, University of Agri. Faisalabad, Pakistan

¹Corresponding author: umair1754@gmail.com

Abstract

Education is a process by which the socially approved parts of culture, values and norms are transmitted from generation to generation and in this process the acquired knowledge is shared by the members of society. Our social barriers, economic conditions and political hurdles do not promote education of the female particularly in rural areas of Pakistan. The girls who are educated have very limited job opportunities. Resultantly most of them cannot do much of economically productive work. Present study was conducted to find out the parents attitude towards the education of their daughters. It was conducted in rural areas of tehsil Alipur, district Muzaffar Garh. Out of 13 rural union councils (UCs) 2 were selected randomly. Four villages were selected at random from each UC. The data were collected with the help of interview schedule and focus group discussions from randomly selected 120 respondents. The results clearly depicted that about one third (32%) of the respondents argued that the educational facilities for female are not available on primary basis. Simple majority (56%) of girls have only religious education followed by one fourth (24%) were middle and a small no (6%) were matriculated. It was found that almost one fifth (18%) respondents were totally against the female education due to sexual threat. Focus group discussions show that hell of constraints i.e. educational, financial, conveyance, family norms, parents qualification, low educational facilities, sexual threat, early marriages, co-education were the main factors which alter the parents attitude towards their daughters education. Mostly people preferred to educate their boys than girls because they believe girls expanses are more than boys. Therefore, it is recommended that Govt. engages private organizations to aware the masses about significance of women education. Media campaigns should launch in area to make them mature about their religious, moral and social obligation. It is also suggested that state should finance the poor parents so that they may able to educate their daughters.

Key words: Attitude, education, rural area
Impact of Agricultural Research on Economic Development in Punjab, Pakistan (PKEC002)

Mohammad Ishaq Javed¹, Nasir Nadeem², Abid Mahmood¹, Asghar Ali² Shoaib Kamran³, Amna Gulzar¹, Hasan Siftain³

1. Economist, Director General, Research officer (last three), Ayub Agricultural Research Institute, Faisalabad
2. Assistant Professor, University of Agriculture, Faisalabad. Sub-Campus Burewala-Vehari. Corresponding author: Nasir Nadeem (naisr_nadeem2001@yahoo.com +923338382134)
3. Assistant Professor, Institute of Agricultural and Resource Economics, University of Agriculture, Faisalabad.

Abstract

In developing countries agricultural productivity from public investment in research is important especially when there are diminishing factor returns and the constraint of further expansion of cultivated land. The major objective of this study was to analyze the impact of rice varietal yield improvement research in Punjab. This study has employed Simple Economic Surplus Model for estimation of benefits attributable to rice varietal yield improvement research. The data on varietal distribution of rice in Punjab from 2004-05 to 2013-14 were used. The results of this study showed that share of rice varieties in total cultivation of rice in Punjab remained between 84 percent and 96 percent and Basmati Super remained the single largest rice variety during this period. Share of Basmati Super in total cultivation of rice in Punjab was 73 percent in 2004-05 while it was 51 percent in 2013-14. Economic benefits of Varietal Yield Improvement Research were averaged Rs.74 billion between 2004-05 and 2013-14. Basmati Supper alone itself had been added annually Rs.57 billion as an additional gain during this period. The results suggested that in under developed countries investment in research could play a vital role in economic development through increasing productivity and maximizing exports.

Key Words: Economic impact, Rice Variety, Basmati Super, additional gain, Simple Economic Surplus Model
Intrinsic Inflation Persistence in Pakistan: A quantile Regression Analysis (PKEC003)

Farrah Yasmin
farraheconomist@gmail.com
Assistant Professor, Department of Economics
Emerson College Multan

Fatima Farooq
School of Economics, BZ University, Multan

Abstract

In this paper Hybrid Phillips Curve is applied to investigate the behavior of inflation in Pakistan in a close economy perspective by analyzing data ranging from October 2003 to March 2015. The paper applies three different approaches; OLS, GMM and Quantile regression to validate the results. The findings shows that inflation has intrinsic persistence behavior in Pakistan. The quantile regression estimates exhibits that inflation looks backward looking in nature at high quantiles and component of expected inflation is declining at high quantiles.

Key Words: inflation, GMM, Quantile regression.

JEL Classification: E31, C22.
Divorce, Values, Earning Efficiency and Per Capita Income of Households: A Tribute to Angus Deaton  
(PKEC022)

Ejaz Gul  
School of Economics  
Bahauddin Zakariya University, Multan, Pakistan  
ejazgul@bzu.edu.pk

Prof. Dr. Imran Sharif Chaudhry  
School of Economics  
Bahauddin Zakariya University, Multan, Pakistan  
imran@bzu.edu.pk

Abstract

Girls happily join the house of husband after marriage and start living in joint family system of tribal society. Practically, husband is whole world for woman after marriage. On the other hand, son is the most precious blessing for his mother in the same house. Therefore, man is compelled to have two caps; one as a husband and another as a son. The crucial fight between wife and her mother-in-law begins for domination of one man. Classically speaking, relationship between wife and her mother-in-law is a trust game in a household setup. The life in a family greatly depends on the values, traditions and beliefs that wife and mother-in-law have received from their ancestors. If wife and her mother-in-law are optimists (positive), the life in a family is very comfortable. But, if they are pessimists (negative), or even one of them is so, the situation can result into divorce. Author has investigated the current rates of divorce in the tribal region and explored its causes. The trust game between wife and her mother-in-law was developed to examine the impact of intergenerational transfer of values and beliefs on the relationship between wife and her mother-in-law. This intergenerational transfer of beliefs and values has an economic ambience and greatly impacts the earning efficiency and per capita income of household members. Paper elucidates the dynamics of divorce, values and its impact on per capita income of household.  

Keywords: Wife, mother-in-law, son, household, trust, game, values, beliefs, earning efficiency, per capita income.

JEL Codes: D1, D7
How do changes in domestic and foreign interest rate affect money demand in Pakistan?


*Associate Professor of Economics, Bahauddin Zakariya University, Multan
Cell# 00923006501785
**, ***, ****, ***** ,****** M.Phil Scholar

Abstract

The formulation of monetary policy is based on money demand function. This study tries to investigate the factors which try to find demand for real money function in Pakistan. The data of this study is based on 1972-2015. This research examines that the influences of real returns and downgrading of domestic money on the demand for real money M1 in Pakistan. Nevertheless, real money demand is highly negatively influenced by the domestic interest rate, the international interest rate and rate of inflation. The rejection or acceptation of the double-log form is based on the non-linearity test. The linearity test shows the acceptance of double-log form and rejection of simple log form at the 1% level. Moreover, the constancy of real money demand in Pakistan is verified by cumulative sum of the squares (CUSUMSQ) test.

Keywords: Nominal exchange rate, rate of interest, demand for real money M1, rate of inflation, stock prices
Analyzing the Evolving Trends of the Research and Development Centers to Boost Research Quality of Research Culture: A Case of Public Sector Universities in Variable Context. (PKSC045)

Dr. Jam Muhammad Zafar
Assistant Professor, Teacher Education Department,
Shah Abdul Latif University Khairpur, Pakistan.
jam.mzafar@gmail.com

Dr. Muhammad Shakir
Lecturer, Department of Educational Training,
The Islamia University of Bahawalpur, Pakistan.

Abstract

The study aimed to analyze evolving trends of the research & development mechanism to boost research quality at higher education institutions. The study was descriptive in nature; therefore survey approach was considered appropriate and adopted for its completion. The population of study consisted of research supervisors, chairpersons and/or heads of teaching departments, deans of faculties, concerned authorities of research & development centers and quality assurance cells from twenty three (23) public sector general universities in Pakistan. The multistage sampling based on three stages was adopted for study. The sample of the study consisted of thirty (30) respondents from each university including ten (10) research supervisors, five (05) chairpersons and/or heads of teaching departments, five (05) deans of faculties, one (01) head and five (05) officials of the research & development center and four (04) official working in quality assurance cells taken randomly from the population. Five (05) separate questionnaires were prepared on five point rating (likert) scale and interview according to the objectives of study were used as research tool. It was finalized after its pilot testing. After finalization of research tool the researcher personally administered research tool and collected data from the respondents. The data analysis revealed diversified and interesting results. In overall half (50%) of the respondents reported their dissatisfaction with outcomes of the research & development process. However, significant majority (75.5%) of respondents were of the view that research & development mechanism faced problems in institutes of higher education in Pakistan; lengthy process, lack of expertise of different personnel involved in research and development activities, less priority given to R&D, lack of funds, personal liking and disliking, unstable policies, lack of coordination and lack of professional competencies among research and development personnel. This study also recommended that research & development mechanism in public sector universities should be made simple by strengthening research and development councils in Pakistani universities. Research & development process should be given top priority in universities and proper budget should be allocated for research & development activities.

Key words: Research & development, Evolving, Trends, Productive, Functioning.
Effectiveness of Modern Teaching Methods; Evidence from Digital Learning Model of Modern Teaching Methods (PKSC022)

Ejaz Gul
School of Economics
Bahauddin Zakariya University, Multan, Pakistan
ejazgul@bzu.edu.pk

Laiba Aurakzai
School of Civil and Environmental Engineering (SCEE)
National University of Sciences and Technology
Islamabad, Pakistan
Laibazai@gmail.com

Prof. Dr. Imran Sharif Chaudhry
School of Economics
Bahauddin Zakariya University, Multan, Pakistan
imran@bzu.edu.pk

Abstract

This paper elucidates the efficacy of three selected modern and innovative methods of learning by taking a group of 80 students at university level. Their opinion regarding three selected modern teaching methods was obtained through a questionnaire and statistical analysis of their opinion was carried out. After which they were put to practically learn use of latest software through the same three selected methods. The digital model for learning process was created using Computer Assisted Qualitative Data Assisted Software (CAQDAS). The statistical analysis of students’ opinion and digital model of learning showed that students learn more efficiently when they are allowed to use their initiative and judgment in a mutual practice method of learning. At the end, guidelines for effective teaching have been suggested.

Keywords: Learning, modern, teaching, methods, students, opinion, statistical, analysis, digital, model.
Contentment of Parents on Availability of Services for their Preschool Age Children with Deafness: A Qualitative Enquiry (PKSC023)

Dr. Ghulam Fatima

**Misbah Malik

**Dr. Abid Hussain Ch.

*Assistant Professor, Department of Special Education, University of the Punjab, Lahore, Pakistan
Email: missfatima_dse@yahoo.co.in

**Lecturer, Township Campus, University of Education, Lahore
Email: misbahmalik@ue.edu.pk

*** Prof of Education, Institute of Education & Research, University of the Punjab, Lahore, Pakistan Email: chabidhussainier@yahoo.com

Abstract

This qualitative investigation aimed to find out parental satisfaction on the provision of Early Childhood Special Education (ECSE) services to their preschool age children with deafness (young children with deafness) studying in Government Deaf and Defective Hearing Schools (GDDHS) in Punjab, Pakistan. The population of study consisted of all parents of 989 young children with deafness. A sample of parents of 82 children was conveniently selected from ten district level schools established in four zones of the Punjab province. A self-developed and validated interview protocol comprising two parts (Part one= Demographics about parents and children, Part two= Parental Satisfaction) was used to elicit responses from parents. The interviews were audio-recorded, transcribed and coded. Important themes were derived which were presented in tabular form. Frequency distribution of responses was made. Major findings revealed that most of the parents were not satisfied with the development of speech, speech reading, and reading recognition skills. They were not being guided about teaching speech, speech reading, reading recognition, writing, and mathematics. Conclusions were drawn and recommendations to Punjab Special Education Department were made.

Key words: Parental satisfaction, preschool age children with deafness, provision of services
**Motivation for Learning English among Graduate Students of Government College Boys Mianwali and Government College for Women Mianwali (PKSC009)**

_Tahir Jahan Khan_
Awang Had Salleh Graduate School of Arts and Sciences, Universiti Utara Malaysia, Assistant Professor of English, Government College Township, Lahore (PAKISTAN)
Email: tjniali9@gmail.com

_Muhammad Siddique_
Awang Had Salleh Graduate School of Arts and Sciences, Universiti Utara Malaysia, Lecturer in English, Government MAO College, Lahore (PAKISTAN)
Email: Muhammad_Siddique.edu@hotmail.com

_Saira Akhtar_
Assistant Professor of Mathematics, Government College for Women, Chung, Lahore (Pakistan)
Email: sairaakhtar810@gmail.com

**Abstract**

Motivation for learning L2 is multidimensional and this becomes more intricate when the learners learn it for getting competency and mastery of L2 (Dornyei, 2001). In Pakistani context, English is being taught and learnt as a compulsory subject as well as English as a Second Language (ESL). In this academic educational context, motivation for learning is greatly affected by many micro and macro factors. The parental and family influences play vital role in learning English in such setting. This study has been conducted among 30 male graduate (Arts Group) students of Government college (B) Mianwali and 30 female students of Government College for Women, Mianwali to investigate the parental encouragement and family influences for learning English during the academic Session of 2015-2016. The researchers have used 10 items of Questionnaire of Dornyei (2010) related to Parental Encouragement and Family Influences on 5 point Likert Scale. The findings show that the parental encouragement/ family influence are the greatest factors for motivation for learning English as a Second Language (ESL) in this context of study. The study also recommends to enhance the level of motivation for learning English. On the basis of the findings, the study recommends to take step among the parents and family of the female students to make more effective their influence for learning English motivation. The study also recommends to conduct qualitative case study to explore the influence of these motivational factors for learning English in educational setting in future.

**Key Words:** Motivation, Graduate Students, ESL, GC(B)Mwi, GC(W)Mwi, Parental Encouragement, family Influences
Understanding Herd Behavior Of Doctoral Candidates In Education And Career Selection (PKMS011)

Dr. Muhammad Ali Asadullah
Dept. of Management Sciences, Air University Multan Campus
maa@aumc.edu.pk

Sumaira Mirza
Dept. of Management Sciences, Air University Multan Campus
sumaira_mirza@hotmail.com

Abstract

Career selection substantially influences an individual’s life. There have been several studies on the factors which affect the career selection of students. As investment in career is ultimate investment in potential human resource, therefore it is necessary to ascertain that how individuals make their choices concerning education and career. This study contributed to examine the process of career selection of doctoral candidates and how diverse factors lead them to become victim of herd behavior. Phenomenological approach was used to conduct this qualitative study and the data was collected from the individuals who were pursuing for PhD. The findings revealed the factors which influenced the career selection of doctoral candidates. They made their choices regardless of their personal interests and faculties. Such factors led those doctoral candidates towards herding. This study also highlighted the importance of career counseling which would hinder such factors.

Keywords: Herd Behavior, Career Selection, Doctoral Candidates, Career Counseling.
Rural Poverty in Pakistan: Determinants and Police Implication *(PKEC028)*

Muhammad Abrar ul haq  
*P.hD scholar, School of economics, finance and banking*  
University Utara Malaysia  
E-mail: abrarchudhary@hotmail.com

Mohd Razani Mohd Jali  
*Senior Lecture, School of Economics, Finance and Banking*  
Universiti Utara Malaysia  
E-mail: razani@uum.edu.my

Sheikh Usman Arif  
Bahauddin Zakariya University, Multan, Pakistan  
E-mail: arifusmann@hotmail.com

Abstract

The current study identifies the factors affecting rural household poverty. The study based on primary data which was collected through multi stage random sampling from rural areas of Southern Punjab. Incidence of poverty measured through head count ratio. A Logit model used to analyze the relationship between dependent and independent variables. Education, health status within households, gender of household head, female-participation ratio, and access to market are inversely related with household poverty in studied area, while person per room, female-male ratio (Workers), distance of school from house and dependence ratio are positively related. Poverty will be alleviated in rural areas of Pakistan, if government improves basic infrastructure and market access facilities and as well as enhance household empowerment of rural peoples.

**Key words:** Empowerment, Market access, Poverty alleviation, Southern Punjab

**Jell Classification:** D14, E24, I21, O12,
Impact of Health Care professionals’ Sense of Power on Moral Conviction and Workplace Spirituality.

(PKMS019)

Dr. Muhammad Ali Asadullah a,1
Dept. of Management Sciences, Air University Pakistan
maa@aumc.edu.pk
Mob: +923478772546

Ifrah Fayyaz a,2
Dept. of Management Sciences, Air University Pakistan
iffrahfayyaz@yahoo.com
Mob: +923346751425

Abstract

Purpose: How sense of power of employees effect on their moral conviction and workplace spirituality to deal ethical dilemmas? Based on theories, i.e., theory of power, virtue theory, utilitarian theory, Helminiak’s theory of spirituality and spiritual leadership model, this study explore the moderation effect of sense of power through two variables i.e. moral conviction and workplace spirituality.

Methodology: This is purely quantitative research and survey was designed to collect data with experimenters approach through paper-pencil questionnaires from 333 respondents of health sector of Pakistan.

Findings: The results of this study demonstrate that employees’ sense of power increase the work place spirituality and moral conviction but the overall moderation effect was insignificant due to some limitations.

Research Limitations: Health sector is highly concerned with human lives and emotions that is actually support ethical dilemmas but insignificant results are the root cause of negative use of power. So, it is important to consider this negative experience aspect in future research and increase the number of participants to get the fair and desirable result.

Practical Implications: The findings of the current study have explicit practical considerations for health professionals that positive sense of power directly increase the morality and spirituality of an individual at work.

Value: This study add value in practical way to create meaningful work environment, increase professionals’ moral beliefs, inner life satisfaction, employee’s wellbeing and give a direction to deal ethical dilemmas with morally justified way.

Keywords: Sense of power, Moral conviction, Workplace spirituality, Ethical dilemma

“Caring calls for a philosophy of moral commitment toward protecting human dignity and preserving humanity (Watson, 1988, p. 31).”
Open Innovation: From understating to future prospects and perspectives (PKMS020)

Usman Riaz Mir
Email: usmanriazmir@vu.edu.pk
Lecturer, Management Sciences Department. Virtual University of Pakistan.

Abstract

This conceptual paper tries to encompass the development of open innovation concept from 2003 till now. Open innovation is one of hottest and most debated topic in the field of innovation management. In last decade, since the publication of the book “open innovation” by Chesbrough, the idea of open innovation has received extensive interest of scholars as well as the practitioners. The progression of thought process has been heightened in brief. Enablers of open innovation are also discussed along with the process for implementing open innovation as mentioned in the literature. Future perspectives for the research are the most significant part of the paper. Few research areas are highlighted that remained untapped in the previous decade and demands for an urgent inquiry.
Relationship of Peer Victimization, Psychological Distress and Self Esteem among Teenagers.(PKSC048)

Ruqia Safdar Bajwa, Kiran Firdous  
Department of Applied Psychology BZU Multan

Muhammad Imdad Ullah  
Phd scholar, School of Business and Management, Universiti Utara Malaysia

Dr. Iram Batool  
Department of Applied Psychology BZU Multan  
Corresponding Address (ruqiasafdar@bzu.edu.pk)

Abstract

The study was designed to determine the relationship of peer victimization, psychological distress and self esteem among teenagers. The sample consisted of 233 teenager’s age range from 11 to 20 years. Data was collected from Kot Addu and Multan District. Convenient Sampling method was used to collect the data. Illinois Bully scale developed by (Espelage, D. L. & Holt, 2001) consisted of 18 items was used to check the rate of Peer Victimization. A 20 item state Self Esteem scale developed by (Heatherton, T. F. & Polivy, 1991) was used to check the level of self esteem among teenagers. Another 10 item Kessler psychological Distress scale (K10) developed by (Kessler R.C, 1992) was used to check the level of distress among teenagers. The results were analyzed through SPSS. The findings of the study show that peer victimization leads to psychological distress and victimized teenagers have low level of self esteem. It was also found that rate of peer victimization is high among school going teenagers as compared to college or university. Result further revealed that there is no significance difference in peer victimization on the basis of demographic variables like age group, gender, parent’s qualification, no of siblings and family system.

Keywords: Peer victimization, Psychological distress, Self esteem.
Strengths, Weaknesses, Opportunities and Threats Analysis of University of the Punjab (PKSC041)

*Saghir Ahmad

**Dr. Abid Hussain Ch.

***Misbah Malik

****Dr. Ghulam Fatima

*M Phil Scholar, Institute of Education and Research, University of the Punjab, Lahore, Pakistan.

**Prof. Institute of Education and Research, University of the Punjab, Lahore, Pakistan.

***Lecturer, Township Campus, University of Education, Lahore, Pakistan.

****Assistant Prof. Department of Special Education, University of the Punjab, Lahore, Pakistan

Abstract

The major purpose of the study was to identify the strengths, weaknesses, opportunities and threats in the institutional environments of University of the Punjab, Lahore. A survey was done to identify these factors in the institutional environments of the University. The target population of the study was all the students of University of the Punjab Lahore. The sample of the study consisted of 900 students (Males = 456, Females = 444) which were selected through multistage stratified random sampling technique. A questionnaire was used to get students’ responses about strengths, Weaknesses, Opportunities, and Threats” in the university. The questionnaire consisted of two parts. A pilot study was conducted for the validation of the instrument. Reliability index (Cronbach Alpha) of the questionnaire was 0.87, which is statistically acceptable. Analysis of the data indicated that male and female students had no major difference in their opinions regarding strengths, Weaknesses, Opportunities, and Threats” in the university. Results also displayed that all students had strong perceptions that university has threats regarding internal and external environments. An independent sample t-test revealed that there was no significant difference between males and females students regarding the institutional environments’ strengths, weaknesses, opportunities and threats. A one way ANOVA indicated that there was significant difference in the perceptions of students of different faculties regarding the strengths, weaknesses, opportunities, and threats of university. Student in different programs had significant difference in their views about strengths, weaknesses, opportunities, and threats of university.

Key words: Institutional Environments, SWOT Analysis, Students, University of the Punjab.
Relationship Norms, Time Duration And Logistics Performance In Wholesaler-Retailer Relationships

Muhammad Hassan,
Muhammad Rizwan,
Muhammad Sadiq Shahid,
Waris Ali,
Zubair Ahmad
Bahauddin Zakariya University, Pakistan

Abstract

Last decade has witnessed a tremendous increase in the body of literature regarding various dimensions of buyer-seller relationships. In this study we have tested the impact of relationship duration and logistic service performance on relational norms in wholesaler-retailer relationships. It is argued that the effect of relationship duration on relational norms is contingent on the level of logistic service performance. The nature of relationship has been investigated in wholesale-retail sector of Pakistan. The hypotheses were tested on the sample of retailers in Pakistan. The aim was to develop the research model to gain further insight regarding this phenomenon. The proposed model explains the details of business relationship between buyer-seller in terms of relationship duration, logistic service performance and relationship norms. Through the lens of relational contracting theory, coupled with logistic service performance quality; the model has been tested in Pakistan’s retail-wholesale sector. The empirical part has been done through cross-sectional survey. The respondents were the shopkeepers in retail sector. Results revealed conformance with respect to relational contracting theory which is our main research domain. Similarly, findings also support the previous research regarding relational contracting theory and logistic service quality literature. An interesting interaction effect was found between relationship duration and logistic service performance. Thus the proposed research hypotheses are tested empirically and the results give a deeper insight into this aspect of business relationship.

JEL Classifications: L14, M31

Keywords: Relationship Contracting Theory, Relational Norms, Relationship Duration, Logistics Performance

Corresponding Author’s email address: hassanbucha@bzu.edu.pk
Effects of Loadshedding on Retail Business: An Empirical Study of Hyderabad, Pakistan

Tayyaba Rafique Makhdoom  
Lecturer, Business Administration, Sindh University Laar Campus Badin

Majid Ali Sindhoo  
Student of BBA (Hons.), Sindh University Laar Campus Badin

Zohra Shafi  
Student of BBA (Hons.), Sindh University Laar Campus Badin

Abstract

Retail markets provide wide ranges of goods for public, reliable electricity supply is considered to be vital for the operations of retail businesses. Pakistan has been facing serious energy crises which have severe effects on all spheres of life from academia to industries. Literature is found about effects of loadshedding on socio economic life, industry, SMEs and education, this is first type of its study that focused the loadshedding issues in retail market. This study is based on a quantitative survey using closed-ended questionnaire. Sample consist of 262 was randomly selected from Electronics market, Mobile market and Apparel market of Hyderabad. Data were analyzed using SPSS 22.0 in terms of Bar Charts and multiple regression. Results show that 65 percent respondents stated there is 6 to 8 hours loadshedding in their area, 55.3 percent use UPS as alternative for electricity, 49 percent of them said that their 75 percent to 100 percent operations depend on electricity, 40 percent stated that loadshedding has affected their business 50 percent to 75 percent. Electronics market is severely affected and apparel market is less affected than the two. ‘Problem in dealing customer’ and ‘Decrease in sales’ and ‘Waste of time’ were found to be the main factors that affect on business due to loadshedding, while other factors like ‘increase in cost’, ‘product damage’ and ‘health problems’ were also found to be insignificant effects of loadshedding. Convenient loadshedding schedules may also serve as relief for the retailers. It is imperative to take result oriented actions rather raising slogans to end it or remain oblivion because it is concern for the public at large and we all are beneficiaries of retail markets.

Keywords: Retail market, Electricity, Problems
Social Entrepreneurship in Pakistan: Prospects and Challenges

Ms. Urooj Qamar, Ms. Fatima Tanveer, Prof. Dr. Nasira Jabeen
University of Punjab Lahore, Pakistan

Abstract

This study is aimed at studying in-depth and detailed prospects and challenges of Social Entrepreneurship in Pakistan. Social Entrepreneurship is emerging and becoming formalized as fourth sector of economy with Public, Private and Non-Profit being first three sectors of economy. Emergence of blurred boundaries between Public, Non-Profit and Private/Business sector over the past few decades have made path for fourth sector being Social Entrepreneurship blending business approaches in social causes. Civil Society and Social Sector in developing countries has come in forefront to resolve the issues of Public which should have been solved by Government/Public Sector. This study has therefore, explored the concept of social entrepreneurship, its challenges and prospects in the context of Pakistan as it’s still a blurred concept and even social entrepreneurs confuse it with third sector.

Keywords: Social Entrepreneurship, Prospects, Challenges, Fourth Sector, Pakistan.
Towards Understanding Relational aspects of Interorganisational Collaboration: An Exploration of Public-Private Partnerships in Pakistan

Sidra Irfan
sidra.ias@pu.edu.pk

Yaamina Salman

Sabeen Imran Ahmad
University of the Punjab Lahore, Pakistan

Abstract
Disseminating Social Entrepreneurship Education in Pakistan: A Conceptual Framework

1 Sajid Hussain, 2 Muhammad Rizwan Saleem Sandhu
1 Department of Management Sciences, Virtual University of Pakistan, Lahore, Pakistan
2 Department of Management Sciences, Virtual University of Pakistan, Lahore, Pakistan
Corresponding author: Tel: +923137776667
*E-mail: sajidhussain@vu.edu.pk

Abstract

way of solving social problems through business modeling while constructing long lasting and prevalent social change. Now the question arises how to begin with in response to disseminating the education of social entrepreneurship in Pakistan? To answer this preliminary question, we have a robust source of knowledge creation hub in Pakistan and that is of “Universities”. The University has central role as a nation’s primary source of knowledge creation; it can also play a significant role while developing an education system to induce socio economic change in the country. This paper proposes a conceptual framework which explains how universities can disseminate education of social entrepreneurship in the country by using upward and downward vertical integration approach – indulging schools & colleges as downward integration whereas industry, NGOs, NPOs and professionals are upward integration to strengthen the Social entrepreneurship around the country.

Keywords: Social Entrepreneurship, Social innovation, Integration, Collaboration
Bawaria Hindu Tribe of Cholistan: A Cultural Anthropology

Dr. Abdul Razzaq Shahid
Associate Professor Department of History
The Islamia University of Bahawalpur

Kashif Jamil
Lecturer Department of History & Pak Studies
Central Institute of Management & Sciences, Lahore

Abstract

Bawaria Hindu Tribe is an ancient nomadic hunter tribe of Cholistan. They are son of the soil whose forefathers were primarily cultivators residing on the banks of the lost river Sarsvati. With the dried up of the river this area was deserted through desertification process and left only grazing land. Cholistan is a cradle of great Indus civilization and the Bawaria of Cholistan are representative of this civilization. Through culturation has affected their culture. However, they are still staunch follower of their centuries old cultural traditions. Some works are available on Cholistan. However, culture of Cholistani Hindus has been ignored by the Anthropologists and cultural historians. Not a single work is available on Bawaria tribe of Cholistani. The author developed survey instrument to gather information on Bawaria culture. Group discussion and individual Bawarias were interviewed to collect the data. The survey was conducted in Cholistan’s Union Council and Bawaria’s colonies. Total 30 persons were interviewed. Thus this paper is primarily based upon oral history and observations. It deals particularly with cultural anthropology of Bawaria tribe of Cholistan.
Assessing The Well-Being On Aberrant Driving Behavior Among Oil And Gas Tanker Drivers In Malaysia

Asrar Ahmed Sabir  
Department of Management and Humanities  
UniversitiTeknologi PETRONAS  
Bandar Seri Iskandar, 31750 Tronoh, Perak Malaysia  
Email: asrarwattoo@gmail.com

AhmadShahrulNizam B Isha  
Department of Management and Humanities  
UniversitiTeknologi PETRONAS  
Bandar Seri Iskandar, 31750 Tronoh, Perak Malaysia  
Email: bshahrul.nizam@petronas.com.my

Muhammad Prince Fahad  
Assistant Director NADRA Ministry of Interior, Pakistan  
Email: prince_bzu@yahoo.com

Abstract

The oil and gas industry plays a vibrant role in the economic development of Malaysia. Oil and gas industry outpouring of products all depends on heavy vehicle transportation. The transportation of oil and gas is a very sensitive issue for heavy vehicle drivers from centralized plants to the end user. According to the Malaysian Institute of Road Safety Research (MIROS), most of the fatalities and accidents can be witnessed among heavy vehicle drivers in Malaysia. The purpose of the study is to examine the impact of physical well-being and fatigue on aberrant driving behaviors among oil and gas trucks drivers. A very rare literature emphasized the drivers’ well-being that contributes on aberrant driving behaviors but lacking to overcome the fatigue through driver safety training. However, this study based on in-depth literature to find out the drivers well-being dimensions that triggers fatigue into aberrant behaviors and leads to fatal crashes. This study contributes the importance of driver safety training interventions among truck drivers to minimize the fatal crashes.

Keywords: Driver well-being, Aberrant driving behaviors, Driver safety training
Distinction between Code-switching and Borrowing: 
A Critical Review

Nazir Ahmed Malik 
Department of English Literature and Linguistics 
Lahore Leads University, Lahore 
malik.nazir@gmail.com

Abstract

In empirical evidence from naturalistic corpus of Urdu/English code-switching (CS), the present study attempts to establish that Poplack’s (1980, 1981) distinction between intra-sentential code-switching (CS) and borrowing and between ‘nonce’ borrowing and ‘classic’ borrowing on the basis of phonological integration of a ‘guest’ lexical item into the host language is problematic on both empirical and theoretical grounds. Although the study supports maintaining a distinction between CS and borrowing for empirical and theoretical purposes, it argues that applying phonological integration as the criterion of maintaining this distinction cannot empirically predict whether a particular instance is a case of CS or of borrowing independently without taking into consideration morphological properties of that particular item. It is argued that because of phonetic accommodation of two phonological systems due to physiological limitations of one set of vocal organs in serving two phonological systems, it is hard to maintain a distinction between CS and borrowing solely on the basis of distinct phonological properties of the items involved. It is further argued that Poplack’s further distinction between ‘nonce’ and ‘classic’ borrowing is theoretically problematic in that it is hard to imagine ‘interim’ status of certain items which are neither part of L(anguage)x nor part of L(anguage)y unless one admits that monolingual and bilingual linguistic capacities are essentially different from each other and that monolingual and bilingual data should be accounted for by employing different sets of grammatical apparatus.
History v/s Folklore
Origin of the Parhar Tribe of Cholistan,

Dr. Abdul Razzaq Shahid,
Associate Professor,
Department of History,
The Islamia University of Bahawalpur.
dr.abrazaq@gmail.com

Zulfiqar Ahmad Tabbasum
M.Phil Scholar

Abstract

The Origin of every family/tribe, whether of east or west, is involved in fable. Sherring, denzil Ibbetson and particularly James Tod tride their level best to provide some informations about Tribes and Castes of different areas of the united India. However, these informations are insufficient as James Tod himself acknowledged the fact while writing on Parhar Tribe of Rajhastan that he has “no more to say”. Parhar who once ruled over Kashmir and some parts of Rajhastan, for centuries, is an important Tribe of Rajhastan/Cholistan whose written history is not available. Thus present article is based upon oral history and an attempt has been made to present the origin of Parhar Tribe of Cholistan in the light of History and Folklore.
Predictors of Sources of Finance by small firms

Muhammad Umer Qudoos
umerattari@bzu.edu.pk

Saqib Gulzar Salam
Department of Commerce
Bahauddin Zakariya University, Multan.

Abstract
Does Knowledge and Financial Self-Efficacy Moderates the Relationship between Money Attitudes and Personal Financial Management Behavior

Muhammad Asif Nadeem Khemta
masifkhemta@yahoo.com
MS Scholar, COMSATS University Lahore

Abstract

This study finds the impact of money attitudes on the personal financial management behavior and check the moderating effect of financial knowledge and financial self-efficacy on their relationship. The sample for this research was young adults (University students) who were also employed. From five universities were where two universities were from the public sector and three were from private sector 500 respondents were selected through purposive sampling. Hierarchal Regression and factor analysis were employed to derive the results. The following are the results which are generated from this research study. Money attitudes and Financial Knowledge have a significant positive impact on the personal financial management behavior of young adults, and financial knowledge has a positive moderating impact on the relationship of money attitudes & personal financial management behavior. It was found that 20.9% Personal Financial Management Behavior is explained by money attitudes at significance level of 5 %. Financial Self-efficacy has a positive impact on the personal financial management behavior and it has positive moderating impact on the relationship of money attitudes & personal financial management behavior.

Keywords: Financial Knowledge, Money Attitudes, Financial Self-Efficacy, Personal Financial Management Behavior.
Review of financial intermediary theory

Prof. Dr. Rehana Kouser
Professor, Department of Commerce
Bahauddin Zakariya University, Multan, Pakistan
Email: rehanakousar@bzu.edu.pk

Tahmeena bibi (Ph.D scholar)
Department of Commerce
Bahauddin Zakariya University, Multan, Pakistan

Abstract

Traditional theories of intermediation depend on transaction costs and asymmetric information. They are intended to represent foundations which take deposits or insurance policies. In any case, in recent decades there have been critical changes. In spite of the fact that transaction costs and asymmetric have declined, intermediation has expanded. New markets for financial contracts like option and futures are basically markets for intermediaries instead of individuals or firms. These progressions are difficult to reconcile with the traditional theories. This paper has deeply considered on the theories of financial intermediaries, critical assessment and also focused on new research agenda related financial intermediaries.
Framing of Drone Attacks in Pakistani Elite Newspapers’ Editorials: A Comparative Analysis of Dawn and The News

Dr. Muhammad Ashraf Khan  
Professor  
Department of Communication Studies  
Bahauddin Zakariya University, Multan  
ashraf_1963@yahoo.com

Samia Manzoor  
(Presenter)  
Assistant Professor  
Department of Communication Studies  
Bahauddin Zakariya University, Multan  
samia.manzoor@bzu.edu.pk

Tahir Mahmood  
Assistant Professor  
Department of Communication Studies  
Bahauddin Zakariya University, Multan  
Tahir_rules@hotmail.com

Abstract

Drone attacks in Pakistani territory have been a subject of discussions and debates from a very long time. This study attempts to explore the treatment of drone attacks in editorials of elite Pakistani English press i.e. Dawn and The News. The study has three dimensions: frequency of occurrence, frames and placement. It was found that the Dawn published more editorials about drone attacks from 1st October 2012 till 31st March 2013. All the editorials published in Dawn and The News from 1st October 2012 till 31st March 2013 were analyzed and included in the population as it was a census study. Unfavorable frame was the most frequently used frame to discuss drone attacks in the editorials of both national dailies. Moreover it was established that Dawn although published more editorials about drone attacks but it discussed this issue sometimes in lead articles and sometimes in editorial notes. On the other hand The News always discussed the issue of drone attacks in lead articles. It was concluded that both the newspapers gave significant coverage to the issue of drone attacks in their editorials. Most of the editorials were condemning America for violating the sovereignty of Pakistan thus presenting America in an unfavorable frame.

Keywords: Drone Attacks, Framing, Pakistan-US relations, Dawn, The News, War on Terrorism, opinion of press on war on terrorism.
A Feminist Representation in Pakistani Cinema: A Case Study of “Bol” The Movie

Aqsa Iram Shahzadi Khan
Assistant Professor Department of Communication Studies,
Bahauddin Zakariya University Multan, Pakistan
mrsaqsairam@bzu.edu.pk

Muhammad Ahsan Bhatti
Assistant Professor Department of Communication Studies,
Bahauddin Zakariya University Multan, Pakistan
ahsanbhatti@bzu.edu.pk

Abstract

The Study analyses the Pakistani movie ‘Bol’ particularly from the feminist perspective. Qualitative discourse analysis is the method used by the researcher. To analyze feminist ideology five categories (realization of self, concept of patriarchy, challenging patriarchal ideologies, male chauvinism and reproductive rights) are constructed. Findings show that the movie is based on liberal feminist ideologies. The analysis also finds the fact that creation of ideologies and distribution of power is done through language. Study explores the ways through which ideologies are constructed and manipulated through media.

Key Words: - Liberal Feminism, Discourse Analysis, Movie, Bol,
IMAGE OF THE U.S IN CONTEXT OF DRONE ATTACKS; A COMPARATIVE STUDY OF EDITORIALS OF JUNG & NAWA-E-WAQT

Syed Hassan Raza (Corresponding author)
Muhammad Ahsan Bhatti (Author presented in Conference)
Sumera Khalid

Abstract

Drone attacks have become top stories since 2004; it has taken a lot of lives not only of the terrorists but innocents as well. The present study explicit the image of us in context to drone attacks in the editorials of two dailies: daily Jang and Nawa-i-waqt. The current study also finds out the comparison of two dailies in regard to drone attacks. The findings of the study show that daily Jang is more prone to describe America as savior and we as being saved by them whereas daily Nawa-i-waqt paints picture of us, in their editorials, as trapped nation because of the imperialist policies of America in the so called war against terrorism. The current study also highlights that daily Nawa-i-waqt frequently publishes editorials on drone attacks as compare to daily Jang. The study suggests further research to be done with the same topic in electronic media.

Keywords: Against the terrorist activity, for making global peace, for making regional peace, hidden from Pakistan because of security purpose, Against the international laws, Against the sovereignty of Pakistan, American aggression, Against the human rights.
Social Media In Pakistan: Uses And Challenges In Society

Dr. Ghulam Shabir
Professor and Chairman
Department of Communication Studies
Bahauddin Zakariya University Multan, Pakistan

Malik Adnan
Ph.D Fellow, Media Studies
The Islamia University of Bahawalpur, Pakistan

Dr. Abdul Wajid Khan
Assistant Professor, Media Studies
The Islamia University of Bahawalpur, Pakistan

Dr. Qamar Ghaznavi
Assistant Professor, Mass Communication
University of Central Punjab Lahore, Pakistan

Abstract

Uses and impact of social media has both positive and negative outcomes. Social media is one of most significant source right through the world including Pakistan. People do have these influences of social media which has improved their experience and create more awareness among youth. For this study 200 sample questionnaires were circulated among respondents randomly by using survey method and the rate of return was cent percent achieved successfully. Collected data was entered in SPSS and analysed in terms of frequency and percentage. It is evaluated that the Facebook has highest number of users which is 69.5% and the second number of most used social media is What Sapp which is 26.5%. Female respondents were more interested in filling this questionnaire which is 65% and the male respondents were 35%. Majority of respondents belong to the urban population. Respondents opine that the usage of social media is affecting the physical activities indirectly among youth and they are using it as a hobby to kill time. Usage of social media is affecting the learning and academic performance of students but on the other hand social media is platform for youth to search jobs and is an easy source for getting knowledge and information.

Keywords: Social media, socialization, ethics, norms, networking, challenges, society, youth
Managerial Implications of Rocking the Floor by Employees: Consequences of Voice Behavior

Ibn-e-hassan  
Assistant Professor, Department of Commerce  
Bahauddin Zakariya University, Multan-Pakistan  
E-mail: ibnehassan@bzu.edu.pk

Masood ul Hassan  
Professor  
Chairman Department of Commerce  
Bahauddin Zakariya University, Multan-Pakistan  
E-mail: masoodulhassan@bzu.edu.pk

Faryal Batool  
Department of Commerce  
Bahauddin Zakariya University Multan-Pakistan  
E-mail: faryalbatool66@yahoo.com

Abstract

Voice is pro-active behavior of employees having various positive impacts and potential contribution towards organization. Existent studies have highlighted a difference between the two types of voice. Although both types of voice benefit the organization, prohibitive voice has inherent challenge in it. The study hypothesizes manager may take prohibitive voice as a challenging activity and may perceive employees with promotive voice as loyal ones and with prohibitive voice as threatening for organization. Further it aims to examine the managers’ response towards voice behavior of employee in form of evaluation of performance and mediating effect of managers’ perceived loyalty and threat on this judgment. To empirically test the proposed model, data was collected by employees and their supervisors working at various private servicing and manufacturing organizations through survey questionnaires. Results revealed that performance evaluation is negatively related with perceived loyalty and positively associated with perceived threat.
Re-Settler’s perspectives of Tarbela Dam (PKSC029)

Muhammad Kamran,
Ph. D scholar, Department of Social Work, University of Peshawar, Khyber Pakhtunkhwa, Pakistan. Email: smkami2002@yahoo.com, +92-300-9176095. Faculty of Social Sciences. (Correspondence Author)

Prof. Dr. Johar Ali,
Department of Sociology, University of Peshawar, Khyber Pakhtunkhwa, Pakistan and (at present) Vice Chancellor, University of Malakand, Dir Lower, Khyber Pakhtunkhwa, Pakistan. Email: johar.ali55@yahoo.com/, +92-345601010

Abstract

Resettlement normally refers to the displacement of people either due to social or natural calamities and settling in a new social and geographical locality. Such mobility caused multiple social, psychological, economic and identify problems for the effectee. For this purpose, a qualitative study was conducted in Khyber Pakhtunkhwa for exploring multiple problems caused by the construction of Tarbela Dam. For this purpose, three districts Swabi, Haripur and Mansehra of Khyber Pakhtunkhwa Province were selected purposively. A total of 100 participants (50 male and 50 female) were selected purposively for Individual Interviews from the three locales while 10 Focus Group Discussions (FGDs i.e. 7 to 10 participants in each group) were also conducted with them. Both male and female was selected for the study for ensuring equal gender ratio. A triangulated method such as individual interview, personal observation and focal group discussion was employed for ensuring validity and reliability of the data. Semi-structure interview instrument was used for data collection and thereafter the data was transcribed and translated from native languages to English. The ethical protocols were strictly followed.

It was found that the affectees of Tarbela Dam went through multiple socio-cultural and economic agonies such as losing linguistic identity as they were pushtho speaking communities, however, later one they were resettled in Hindu speaking communities which caused a clash of social identities. Moreover, most of the resettlers complained for the loss of cultivable and residential property, while, no compensation was paid to them which caused an economic downtrodden for them. Likewise, most of them fall into litigation with the state bodies for restoration of their rights which had further put them in financial loss. Consequently, the education of their children were badly affected.

Hence, it is recommended that a serious steps needed to be taken by the government for compensating their loss as it was a sudden and unplanned attempt. It may cause less damages if the same step was implemented after extensive planning by involving social scientists. The study findings can be a useful document for the state machinery in the future project of the same nature which help in avoiding socio, cultural and economic agonies of resettlers.

Key words: Resettlement, adjustment, compensation.
Macroeconomic Determinants Of Non-Performing loans (NPL): Evidence From Pakistan

Altaf Hussain  
Lecturer in Economics, The Islamia University of Bahawalpur, Pakistan,  
Bahawalnagar Campus.  
Email: altafhussain@iub.edu.pk

Kashif Raza  
Lecturer in Economics, The Islamia University of Bahawalpur, Pakistan,  
Bahawalnagar Campus.  
Email: kashif.raza@iub.edu.pk

Dr. Tuswar Iftikhar Ahmed  
Assistant Professor, Department of Economics,  
The Islamia University of Bahawalpur, Pakistan,  
Bahawalnagar Campus.  
Email: altafhussain@iub.edu.pk

Abstract

This analytical study investigates the determinants of non-performing loan in Pakistan. Secondary data is used in this study. The data is collected through World Bank Databank, international financial statistics and various issues of economic survey of Pakistan. No one can deny the importance of financial sector in any economy. As the issue of Non-Performing Loans is one of the financial problems that are being faced by Pakistan’s financial sector. Therefore, in this study we intend to find the macroeconomic factor that surge the NPL. We also suggest some strategies to cutback the non-performing loans. Current study uses the quarterly time series data of Pakistan, ranging from 1990-Q1 to 2014-Q4. Auto-regressive Distributive Lag (ARDL) model is estimated to investigate the problem after considering the stationarity of the data. The dependent variable is non-performing loan and independent variables are exchange rate, interest rate, GDP, share prices and energy crisis. A positive link has established between non-performing loans and two of independent variables like exchange rate, interest rate. But on the other hand a negative relationship has been found between dependent variable and various factors such as energy crisis, share prices and gross domestic product. All factors other than GDP have significant impact on NPL. A prudent and efficient energy and interest rate policy have been suggested on regulatory side. Moreover, consistent follow-up is also necessary by the lending agencies as far as recovery of loans is concerned. A micro study considering behavior of lenders and borrowers is also suggested.

Keywords: Macroeconomics, Financial Economics, Auto-regressive Distributive Lag Model.
JEL Classification Codes: B22, B26, C24, E58
Impact of Parenting Style and Self-Esteem on Academic Achievement among Graduates of IUB

Shazia Asghar, 2Muhammad Waseem Tufail, 3Aqeel Ahmad Khan, 4Fatima Khurram

1-4 Department of Applied Psychology, The Islamia University Of Bahawalpur.
1shaziaasghar.pk@hotmail.com, 2waseemtufail.pk@gmail.com, 3aeeelkhan_psy@yahoo.com, 4fatima.khurram@iub.edu.pk

Abstract

Present study carried out to explore the Impact of Parenting Style and Self-Esteem on Academic Achievement among Graduates of IUB. A sample of (N = 150) Students were selected from diversified disciplines. Cross sectional research method used for this study and desired data was collected from science and arts graduates by using simple randomization. There were two highly reliable and valid tools employed for collecting data. First one is Parental Authority Questionnaire (PAQ) and secondly Rosenberg Self-esteem Scale. Data was analyzed by using SPSS, and results tabulated in the form of frequencies, percentage and correlation values. Result reveals that authoritative parenting style highly correlated with self-esteem (.223**), and academic achievement (.060**). Furthermore, self-esteem is significantly correlated with academic achievement (.211*). Meanwhile, authoritarian parenting style is significantly negative relationship with academic achievement (-.087**). Conclusively, it is justified parenting style and self-esteem positively correlated with academic achievement of graduate students. Discussion furnished on the basis of result. At the end limitations and suggestions elaborated for the future studies.

Keywords: Parenting styles, Authoritarian, Authoritative, Permissive, Self-esteem, Academic Achievement.
External Debt Overhang and Economic Growth: Evidence from Pakistan

Dr. Muhammad Ramzan Sheikh
Lecturer in School of Economics Bahauddin Zakriya University, Multan

Saliha Zulfiqar
Lecturer in Department of Economics Bahauddin Zakriya University, Sahiwal Campus

Azhar Shakil
Bahauddin Zakariya University Multan, Pakistan

Muhammad Faheem
Lecturer in Economics NUML University, Multan Campus

Muhammad Ayub
PHD Scholar, BZU Multan

Abstract

This study has explored the link between external debt overhang and economic growth in Pakistan by using annual time series data over the period 1972-2014. Autoregressive Distributed Lag (ARDL) technique has been employed for empirical analysis. Three different models including aggregate, disaggregate and non-linear models have been estimated to probe the association between external debt and economic growth. In first model, aggregate analysis has been done and the results show that external debt in aggregate has negatively affected the economic growth in Pakistan. In second model, external debt has been disaggregated in bilateral debt and multilateral debt. Bilateral debt has been found negative association with economic growth while multilateral debt has exhibited the positive relationship with economic growth. Likewise, in third model of non-linearity, the element of external debt overhang has been uncovered by validating of debt laffer curve approach.

Keyword: External Debt Overhang, Growth, Debt Laffer curve.
Relationship Between Work-Family Conflict And Organizational Commitment In University Teachers (PKSC027).

Rizwan Ahmad  
Lecturer  
University of Education Lahore  
rizwanahmad@ue.edu.pk

Dr. Shumaila Shahzad  
Assistant Professor  
Government College University Faisalabad  
shumaila608@gmail.com

Abstract

Teaching is molding the skills of future workforce and laying the foundation for participation in community and civic life. Thus it needs commitment and perseverance and harmony with work and family lives. Without committed teachers with fewer conflicts at work and family, neither improved curricula and assessments, nor safe universities not even the highest standards in the world will ensure that our young ones are prepared to meet the challenges of the global world. The study was conducted to investigate the existing level as well as the relationship between work-family conflict and organizational commitment in university teachers. This study is based on quantitative research method and descriptive research design was appropriate as all the variables were not manipulated but be described as they exist. Subjects of the study were all the teachers working at University of Education Lahore. Work-family Conflict Scale (WFCS) developed by Carlson and Employee Commitment Survey (ECS) developed by Allen & Meyer were adopted. Census sampling technique was employed. Instrument was distributed among all the 336 teachers and 216 questionnaires were returned. Data were analyzed using descriptive and inferential statistics. Teachers were found facing work-family conflict and were committed with their organization. Negative relationship between the variables was observed. The researcher recommends expanding this research with qualitative data for having more comprehensive results and to other universities as well for better understanding of the phenomenon.

Key Words: Work Interference with Family, Family Interference with Work, Normative Commitment, Affective Commitment, Continuance Commitment.
Traditional versus Rational: State of Corporate Governance practices in the traditional society of Pakistan (PKAF003)

Dr. Zubair Ahmad  
Assistant Professor  
Institute of Management Sciences  
BZ University, Multan.  
zubairahmad@bzu.edu.pk

Dr. Zeeshan Mahmood  
Assistant Professor  
Department of Commerce,  
BZ University, Multan.  
zeeshanmahmood@bzu.edu.pk

Dr. Muhammad Hassan Bucha  
Assistant Professor,  
Institute of Management Sciences  
BZ University, Multan.  
hassanbucha@bzu.edu.pk

Dr. Muhammad Rizwan  
Assistant Professor  
Institute of Management Sciences  
BZ University, Multan.  
mriz@hotmail.com

Abstract

The purpose of this paper is to examine the state of corporate governance mechanism in the traditional society of Pakistan. Drawing upon Weber’s work (1958, 1961, 1968, 2009) and Weberian framework developed by Colignon and Covaleski (1991), this paper seeks to understand Board of Directors (BODs) practices in familial controlled listed companies in Pakistan. This study used multiple data sources, including semi-structured interviews, secondary data collected from various relevant documents, and newspaper reports. The findings revealed that controlling families’ substantive rationalities (rationality to serve and protect the family) are in conflict with formal rational/legalist framework (rationality to protect minority shareholders). This clash of rationalities was producing unintended consequences (e.g. delisting). This paper extends the literature on corporate governance in the family business, especially in the context of developing countries. Weber’s work is very useful in explaining the symbolic nature of corporate governance reforms in developing countries.
Corporate Governance and CSR Disclosure: Evidence from a Developing Country (PKMS010)

Dr. Waris Ali  
Assistant Professor Department of Business Administration BZU Sahiwal  
waris.ali@bzu.edu.pk

Dr. Moeed Ahmad Sandhu  
Assistant Professor Department of Business Administration BZU Sahiwal  
moeed.sandhu@bzu.edu.pk

Mr. Javed Iqbal  
Lecturer Department of Business Administration BZU Sahiwal  
javediqbal@bzu.edu.pk

Mr. Muhammad Sajid Tufail  
Lecturer Department of Business Administration BZU Sahiwal  
sajdtufail@hotmail.com

Abstract

This study aims to enhance our understanding about the role of corporate governance in driving CSR disclosure agenda in a developing country, Pakistan. This research used a content analysis method to codify the reported information in the annual reports into CSR disclosure theme and used regression analysis technique to determine the relationship between characteristics of corporate governance and CSR disclosure, while controlling for company characteristics. Multiple directorships of a chairman, non-executive directors on board, and non-executive directors in the audit committee were used as proxies of corporate governance and the number of sentences disclosed were used to measure the extent of CSR disclosure. We have found that only one corporate governance characteristic i.e. multiple directorships of a chairman has significant positive relationship with CSR disclosure while other corporate governance characteristics such as independence of corporate board and presence of non-executive directors in the audit committee have non-significant relationship. The results are suggesting that corporate governance mechanism plays a limited role in driving the CSR reporting agenda in Pakistan.
The Role of Home Based Female Workers in Social Protection of their families in the Rural Areas of District Faisalabad (PKSC014)

Dr. Kanwal Asghar  
Department of Rural Sociology,  
University of Agriculture, Faisalabad  
E. Mail: kanwalawan@gmail.com  
Cell No. 0300 6698382

Dr. Farkhanda Anjum  
Department of Rural Sociology,  
University of Agriculture, Faisalabad  
E. Mail: farkhanda_anjum2002@yahoo.com  
Cell No. 0300 7696785

Zareen Liaqat,  
Department of Rural Sociology,  
University of Agriculture, Faisalabad  
E. Mail: zareen_liaquat@yahoo.com  
Cell No. 0307 0160159

Abstract

Home based work seems to be the destiny of significantly huge number of women workers in Pakistan who seek employment opportunities in both rural and urban sector, often rendering an invisible workforce who are not paid well, and deprived of rights to ensure decency in work. These women workers support their families financially and collect home material and they also protect their children. The present study is designed to explore the ways by which home based females protect their families in the rural areas of district Faisalabad. For data collection 120 respondents were interviewed from selected villages of two union councils (UC-119, UC-124) from one tehsil of district Faisalabad through multistage sampling technique. This study showed that majority of the high age (i.e. 44.8), having high income (i.e. 48%) had contributing roles in providing social protection to their families. There should be a law which will protect the rights of the home based female workers. Govt. should increase the employment opportunities so their husbands and family members can get good jobs which will increase their monthly income.

Key Words: Home Based Workers, Social Protection, Employment Opportunities
Irrigation Sector development and Economic Change in Punjab (Pakistan): A Case Study of District Multan in Historical perspective (PKSC013)

Abida Kausar Chuadhary  
Ph.D Scholar, History  
Bahauddin Zakariya University, Multan  
abidach07@gmail.com

Prof. Dr Humaira Arif Dasti  
Department of History  
Bahauddin Zakariya University, Multan

Abstract

Economic systems are dynamic entities, and the nature and consequences of changes that take place in these systems are of considerable importance. Such change affects the well-being of individuals and ultimately the social and political fabric of community and nation. As social beings, we cannot help but react to the changes we observe. For some people that reaction is quite passive. For others, changes in the economic system represent a challenge; they seek to understand the nature of factors that have led to change and may, in light of that knowledge, adjust their own patterns of behavior or attempt to bring about change in the economic, political, and social systems in which they live and work. In this context, regional economics represents a framework within which the spatial character of economic systems may be understood.

Pakistan is fortunate because its soils, topography and climate are generally suitable for farming but its agriculture sectors faces the problem of scarcity of water in region like Multan. Multan combined with its other physical and ethnological features, e.g. river system, rainfall, depth of water table below the surface and its industrious peasantry, etc., represented the wealth of the region on which depended the welfare of the people and prosperity of the nation alike. The paper will focus on an interdisciplinary, multi-faceted, multi-perspective and multi-level analysis of governance and nation-building through irrigation development. Multan is an exemplary case in this regard. Understanding history of irrigation development helps in augmenting knowledge about the traditional systems many of which are equally relevant in today’s context. This research is based on original non published official reports from Punjab Civil Secretariat Lahore and British Indian Library London.
Prevalence of Superstitious-Induced Behavior among Parents of Children with Intellectual Disability (ID) in Khyber Pakhtunkhwa, Pakistan.

Shakeel Ahmed, Johar Ali,

Abstract

Superstition is an irrational belief among people about certain actions which normally emerged from the notion of good and bad luck. To study the prevalence of superstitions among parents having children with Intellectual Disability (hereafter referred as ID), a qualitative study was designed to explore causes of superstitions about ID and its effects on rehabilitation of such children in the target area. Hence, information was gathered from participants (parents) of children with ID. They were selected purposively from the two rehabilitation centres in Peshawar and Haripur districts of Khyber Pakhtunkhwa. A total of 58 respondents were interviewed including 30 In-Depth Individual interviews (IDIs) with parents and 4 Focus Group Discussions (FGDs) with a total of 28 parents (7 participants in each FGD). Both mothers and fathers participated in the study. Ethical protocols were strictly followed. It was found that ignorance about ID was the major cause of belief in superstitions. ID among children was believed to be a penalty for the sins committed by their parents. Moreover, bad-eyes effects and influence of ghosts were thought to be other major superstitions among the target population. Mothers were found more superstitious than fathers due to their less exposure to information and education caused by patriarchy in society. However, such belief was a source of relief and psychotherapy for affected parents in overcoming their emotional reaction to such problems. Similarly, such belief leads to superstitious treatments which badly affect the early recovery and rehabilitation of such children.

Key words: Superstitions, Intellectual Disability, Khyber Pakhtunkhwa

12 Assistant Professor, Department of Social Work, University of Peshawar, Khyber Pakhtunkhwa, Pakistan. Email: shakeel@upesh.edu.pk/ +92-333-9111085. Faculty of Social Sciences. (Correspondence Author)

13 Professor, Department of Sociology, University of Peshawar, Khyber Pakhtunkhwa, Pakistan and (at present) Vice Chancellor, University of Malakand, Dir Lower, Khyber Pakhtunkhwa, Pakistan. Email: johar.ali55@yahoo.com/ +92-345601010
Electricity Generation And Real Output In Asia: A Panel Co-integration Approach

Mr. Furrukh Bashir
Ph. D. Scholar, Department of Economics, 
University of the Punjab, Lahore, Pakistan. 
Email: farrukh.bashir@iub.edu.pk

Prof. Dr. Hafeez ur Rehman
Chairman, Department of Economics, 
University of the Punjab, Lahore, Pakistan. 
Email: drrehmankhan@gmail.com

Ms. Ismat Nasim
Ph. D. Scholar, School of Economics, 
Bahauddin Zakariya University, Multan, Pakistan.

Abstract

Cheap Electricity production and efficient utilization both have been the source of higher real output in the economy of any nation. The present study concentrates on the relationship of electricity with real output in Asia. The paper analyzes this connection individually among all regions of Asia. Some countries are selected from Central Asia, East Asia, South Asia and South East Asia. Time period of 1990 – 2014 has been chosen for the analysis. We have considered Solow growth model and have taken labor and capital as necessary variables for growth. After confirmation of integration of order as 1 for all variables, Kao Co-integration test infers presence of long run relationship in all models. FM-OLS suggests that labor and capital are positively significant factors for the development of real output in all the regions of Asia. Electricity Production is positively influencing real output in Central Asia, South Asia and South East Asia; For East Asia, it has been stated as negative. On the basis of results, study suggests that government should develop more skilled labor, cheap investment opportunities, efficient and cheap electricity production.

Keywords: Electricity Production, Kao Panel Co-integration test, Labor, FM-OLS, Central Asia, East Asia, South Asia, South East Asia.
Exchange Rate Volatility and Macroeconomic Performance: A Case Study of Pakistan (1972-2014)

Dr. Mohammad Hanif Akhter  
Bahauddin Zakariya University Multan, Pakistan

Dr. Muhammad Ramzan Sheikh  
Bahauddin Zakariya University Multan, Pakistan

Mehwish Ahmed  
Bahauddin Zakariya University Multan, Pakistan

Salyha Zulfiqar  
Bahauddin Zakariya University Multan, Pakistan

Abstract

The issue of exchange rate volatility has gained currency in the world. The objective of this study is to investigate the impact of exchange rate volatility on macroeconomic performance in Pakistan. The study has used the time series data from 1972 to 2014. ARDL approach has been employed. Volatility has been measured through ARCH model. The findings of study suggest that a negative and significant relationship exists between exchange rate volatility and macroeconomic performance in Pakistan.

Keywords: Exchange Rate, Volatility, Macroeconomic Performance
The Impact of Financial Resources on the Performance of Field Hockey Teams (Men): A Case Study of Higher Education Institutions of Pakistan (PKSC050)

Dr. Asif Ali,
Assistant Professor, Department Of Physical Education, The Islamia University of Bahawalpur, Pakistan,
goraya128@hotmail.com;

Adeel Akhter,
Assistant Professor, Department of Commerce Bahauddin Zakariya University, Multan

Abstract

Consistent decline has been observed in field hockey in Pakistan at all levels during the past few decades, even though; Pakistan has very excellent record of winning in this game. This generated a serious concern about the causes underpin in the system of field hockey. One venue of research associated with understanding sports performance in the context of economic model of sports performance. The purpose of this study was to understand the impact of financial resources invested on university field hockey players on their perceptions related to sports facilities, coaching, and sports performance. For this purpose, a survey was conducted using a self-developed, 21 itemed questionnaire distributed among the players of field hockey men teams in eleven universities of Pakistan. These eleven teams were selected by sports department of higher education commission, Pakistan, to participate in intervarsity field hockey championship. A simple regression analysis was employed to reveal the relationship among financial incentives for university hockey players and sports facilities, coaching and sports performance. Findings revealed that all of the three dependent variables were positively associated with financial incentives. These suggest that the universities should introduce special financial incentives for hockey players to achieve the goal of promotion and development of hockey at gross root levels. In addition, there is dire need to allocate adequate funds for infrastructure develop and improve the quality of coaching for hockey. This finding has important implications for policy makers for field hockey in higher education institutions Pakistan.
Cyber Bullying among College Students in District Faisalabad (PKSC028)

Sajid Hussain,  
M.Phil Scholar (Edu) GC University Faisalabad  
sajidmalikpk@gmail.com  

Dr Bushra Naoreen  
Assistant Professor (Edu), GC University Faisalabad  
bushra.naoreen@gmail.com  

Abstract

This descriptive study was aimed at investigating the Cyber bullying among College Students in District Faisalabad. A survey was conducted for data collection. The population of the study consisted of 42 colleges (male and female) in public sector in district Faisalabad. Ten colleges were selected using convenient random sampling (5 colleges were male and 5 were female). Data were collected with the help of two instruments: (i) Cyber bullying Victimization Questionnaire (CBV) and (ii) Cyber bullying Offending (CBO). The data were analyzed by using the SPSS. T-test and one way ANOVA was used to find the impact of demographic variables on CV&O. The t-value of gender and family system for total CV&O was not significant at 0.05 levels. Regarding father qualification, there is no significant difference between the groups. Whereas one way ANOVA is significant in mother education (sig=0.003). It can be inferred that mother qualification plays its role to shape the behaviour of the students.
Causes of academic plagiarism: Survey results from Pakistani university students

Dr. Intzar Hussain Butt. Assistant Professor, University of Education, Lahore, ihb4@yahoo.com
Dr. Shahzada Qaisar, Assistant Professor, University of Education, Lahore, qaisarshahzada@yahoo.com
Dr. Ashiq Hussain, Controller of Examinations, University of Education, Lahore, controller@ue.edu.pk

Abstract

Academic plagiarism has remained a part of the higher education for decades in Pakistani context. Higher education institutions of Pakistan have been facing a wide spread plague of plagiarism after the advent of web-based resources. The similar rising trend has also been reported across the globe. In order to develop models and strategies to combat plagiarism, it is important to get at the root cause of this phenomenon. This study is aimed at exploring the Masters and MPhil students’ perspectives regarding causes of plagiarism. The sample of the study was comprised of 88 masters and 75 MPhil students who were enrolled in the 2011-13 and 2012-14 cohorts in two public sector universities in the city of Lahore, Punjab. The data was collected by using a survey questionnaire that was adopted from IPPHEAE (2013). The data was analyzed by calculating frequency and percentage for each cause as mentioned by the respondents. The most common causes perceived by the students included they run out of time followed by it is easy to cut and paste from ernet; they don't understand how to cite and reference; they don't want to learn anything, just pass the assignment; they cannot express another person's ideas in their own words; they are not aware of penalties; they feel external pressure to succeed; unclear criteria and expectations from assignments and the consequences of plagiarism are not understood. Recommendations for HEIs and suggestions for future research are also presented.

Key words: Plagiarism, academic dishonesty, causes, student perspectives
Influence of Teachers’ Actions on the Productivity of Collaborative Group Work

Dr. Shahzada Qaisar, Assistant Professor, University of Education, Lahore, qaisarshahzada@yahoo.com
Dr. Intzar Hussain Butt, Assistant Professor, University of Education, Lahore, ihb4@yahoo.com
Dr. Ashiq Hussain, Controller of Examinations, University of Education, Lahore, controller@ue.edu.pk

Abstract

The paper focus is to explore the influences of teacher’s actions on student interactions during Collaborative Group Work (CGW) in two private schools’ mathematics classroom. Drawing on analyses of discourse from videotaped classroom sessions over one teaching term in an academic year, this paper documents the ways that the teachers’ actions affected the students’ behaviour and effective actions facilitated more cooperation, and more information was shared in the presence of the teacher. The findings about teachers’ actions that seemed to improve students’ participation during CGW have direct implications for classroom education and teacher’s professional development in connection with CGW in Pakistan. Teacher’s actions in the class should facilitate students’ participation within groups, which can offer learning possibilities for them.

Keywords: Teachers Actions; Collaborative group work; Questioning
The Determinants of Domestic Investment in Pakistan
An Empirical Analysis Using the ARDL to Co-integration Approach

Prof. Dr. Imran Sharif Chudhary
Muhammad Ayub

Imran Sharif Chudhary imran@bzu.edu.pk and Muhammad Ayub ayubsinghaira@gmail.com are Professor & chairman and visiting faculty member respectively at Department of Economics, Bahauddin Zakariya University, Multan

Abstract

The basic goal of the study is to make a vigorous endeavor to find out the determinants of total domestic investment which consists on private investment, public investment and changes in stocks and to find out the impact of investment determinants on total domestic investment in Pakistan. It is desirable to find out relationship among economic growth, domestic savings and total domestic investment of Pakistan because the low level of economic growth, private investment, public investment and total domestic investment has become a central issue now-a-days in Pakistan. Economic growth of developing and developed countries relying on the level of investment large extent and these sources of economic growth are falling because of many reasons which are terrorism, law and order conditions and prevailing condition of uncertainty in the country. To analyze the relationship, we have employed time series data covered the years from 1972 to 2012 from a reliable source. To observe the long run and short run effects of economic growth, domestic saving and federal government debt on total domestic investment, an ARDL modeling approach to co-integration is applied which is most appropriate technique over some other techniques of integration after scrutinizing the stationarity level of data through ADF Test. The bound testing procedure is utilized for cointegration to analyze the existence of long run relationship among variables and ECM models are formulated for short run analysis. Our econometric models give the intuition of including the total domestic investment as dependant variables and economic growth, domestic saving, government spending, federal government debt, rate of return, interest rate on investment projects, exports and imports as independent and core variables for the study. The findings of the study indicate that economic growth, domestic saving, rate of return on investment projects, exports and imports turns out very efficient factors for raising total domestic investment in the Pakistan.
Determinants Of Financial Development For Selected Saarc Countries: A Panel Data Analysis
(Pkec009)

Sofia Anwar
Professor and chairperson, Department of Economics,
Government College University Faisalabad,
sofia_eco@gcuf.edu.pk

Hina Shahzadi
M Phil Scholar, Department of Economics,
Government College University Faisalabad,
hina.shahzadi@sbp.org.pk

Samia Nasreen
Assistant Professor, Department of Economics,
Government College Women University Faisalabad,
sami_lcu@yahoo.co

Abstract

The current study explores the determinants of financial development process in selected countries of South Asian Association for Regional Corporation (SARRC) namely, Pakistan, India, Sri Lanka, Nepal and Bangladesh. Financial development is measured by financial depth index which is constructed using the Principal Component Analysis (PCA). For empirical estimation, fixed effect model is used on panel data from the period of 1994 to 2012. The empirical findings reveal that inflation has negative effect on financial development and financial expansion while economic growth, trade openness, financial openness, secondary school gross enrollment rate, foreign direct investment, democracy and rule of law jointly have positive effect on the financial progress in SAARC countries.

Keywords: Financial Depth index, Financial development, SAARC, PCA, Panel Data
Efficiency Analysis of Public and Private Schools of Multan District: 
A Non-Parametric Approach

Sumaira Batool (Lecturer, Department of Economics, 
The Women University Multan, Pakistan)  
Email: sumairaimran@hotmail.com

Fatima Farooq  
(Lecturer, School of Economics, B. Z. U. Multan, Pakistan) 

Imran Abbas  
(Ph.D. student, School of Economics, B. Z. U. Multan, Pakistan) 

Muhammad Abbas  
(Assistant Professor Air University Multan campus)

Abstract

The purpose of this paper is to evaluate and compare the efficiency of public and private sector secondary and higher secondary schools in Multan district. Output oriented data envelopment analysis has been used in this study to measure technical and scale efficiency of a sample of 100 schools for the year 2014. Due to the absence of prices or relative values of educational outputs, DEA is the most popular technique used to measure relative efficiency of non-profit organizations. Moreover, it can handle multiple inputs and outputs with great ease. As public and private schools are working under similar economic environment, hence a single frontier, incorporating four educational inputs and four outputs, has been utilized for efficiency analysis. The results demonstrate that public schools lag behind in comparison to private schools, so this study validates the dominant paradigm under market friendly approach that private institutions outperform the state-run institutes.

Keywords: DEA; efficiency; technical efficiency; scale efficiency; public schools; private schools.
Do Saving-Investment and Foreign Exchange Gap Finance Fiscal Deficit in Pakistan?

Raheel Abbas
Lecturer in Economics, Bahauddin Zakariya University, Bahadur Sub Campus Layyah

Muhammad Asghar
Assistant Research Fellow, Punjab Economic Research Institute, Lahore

Abstract

This study examined the pitfalls of savings-investment and foreign exchange gap on fiscal deficit. The authors used time series data since 1973 to 2012. Variables are integrated of different order as proposed by augment dickey-fuller and phillips-perron test. The ARDL technique of co-integration is used to quantify the magnitude of variables of interest. The results showed that a one percent increase in savings-investment and foreign exchange gap will raise fiscal deficit by 0.5 and 0.56 percent respectively. The study suggest investors friendly risk free environment, mobilization of savings, exchange rate stability, imports control and better expenditure management strategy to mitigate fiscal deficit.

Key Words: Fiscal Deficit, Savings and Investment, Net Expor
The Determinants Of Female Child Labour In Pakistan: The Case Of Multan City

Anum Imran
Visiting Lecturer, School of Economics
Bahauddin Zakariya University Multan, Pakistan
E-mail: anum6868@yahoo.com

Fatima Farooq
Lecturer, School Of Economics
Bahauddin Zakariya University Multan, Pakistan
E-mail: fatimafarooq@bzu.edu.pk

Prof. Dr. Imran Sharif Chaudhry
Professor, School of Economics
Bahauddin Zakariya University Multan, Pakistan
E-mail: imran@bzu.edu.pk

Abstract

The ever-rising danger of child labour has created several problems in Pakistan. The purpose of this study is to find out those determinants which affect the female child labour in Multan and also identify some new determinants which affect the incidence of the child labour. Data has been collected for 200 female labourers, employed as maidservants, baby sitters and other household activities. The results of the study show that female child labour decreases due to increase in schools, assets, per-capita income, transfer payments, education and number of employed members in a family while on the other hand; large family size increases the female child labour. On the basis of the econometric analysis, we may suggest that government officers, media experts, members of non-government organizations and educationists should make serious and sincere efforts to achieve the objective of decreasing the incidence of female child labour and develop their living situations.
The Impact of Investors’ Stock Market Awareness on Stock Market Efficiency: A Case Study of Southern Punjab – Pakistan

Adeel Akhtar
Assistant Professor, Department of Commerce
Bahauddin Zakariya University, Multan, Pakistan
E-mail: adeel.akhtar@bzu.edu.pk

Masood Ul Hassan
Professor, Department of Commerce
Bahauddin Zakariya University, Multan, Pakistan
E-mail: masood@bzu.edu.pk

Lubna Kanwal
MS Scholar, Institute of Banking and Finance
Bahauddin Zakariya University, Multan, Pakistan
E-mail: lubna.ryk@gmail.com

Abstract

The purpose of the study was to examine the relationship between investors’ stock market awareness and to its relationship with stock market efficiency in Pakistan. Stock market efficiency was taken as a dependent variable measured in terms of market capitalization, market liquidity and market turnover. The variables which helped to measure awareness were social learning and financial literacy. Five point Likert scale was used for the measurement of the responses obtained from the investors. A sample of investors was selected from district Multan and district Rahim Yar Khan. The results revealed that investors’ stock market awareness is significantly associated with stock market efficiency in Pakistan.

Keywords: Investor, stock market awareness, market capitalization, market liquidity, market turnover
Interrelationship among Corporate Image, Service Quality, Customer Satisfaction, and Loyalty: Testing the moderating impact of Complaint Handling

Masood Ul Hassan
Associate Professor
Department of Commerce
Bahauddin Zakariya University Multan Pakistan.
masood@bzu.edu.pk

Muhammad Shahid Iqbal (Corresponding Author)
M.Phil. Scholar
Department of Commerce
Bahauddin Zakariya University Multan Pakistan.
Shahidjam55@gmail.com

Shumaila Sharif
M.Phil. Scholar
Department of Commerce
Bahauddin Zakariya University Multan Pakistan.
shumailasharifbzu@yahoo.com

Muhammad Yaseen
M.Phil. Scholar
Department of Commerce
Bahauddin Zakariya University Multan Pakistan.
Yaseenshakoor1@gmail.com

Abstract

Banking sector strives to retain their customers by satisfying their needs and try to develop long term strategies in order to form satisfied and loyal customers base. Service quality, image, and complaint handling are significant elements contribute towards customer’s satisfaction and loyalty. Therefore, current study attempts to investigate the relationship among Corporate Image, Service Quality, customer satisfaction, complaint handling, and customer loyalty. By adopting convenience sampling technique, data was collected through self-administered questionnaire from 213 banking sector customers. Hypothesized relationships in conceptual model were analyzed through statistical package for social sciences (SPSS) version 20. The findings unveiled that corporate image and service quality have a significant influence on customer loyalty via customer satisfaction. Moreover complaint handling moderates the relationship of customer satisfaction and customer loyalty. This study offers a greater understanding of the underlying processes (i.e., corporate image and service quality) which works through to contribute towards customer loyalty by customer satisfaction.

Key Words: Corporate Image, Service Quality, Customer Satisfaction, Complaint Handling, Loyalty, SPSS, Banking Sector, Pakistan.
Recognized Social Support Arbitrating the Relationship between Identified Stress and Job Satisfaction in Police Personals

Zahid Abbas
Department of Applied Psychology, Bahauddin Zakariya University, Multan

Ruqia Safdar Bajwa
Lecturer, Department of Applied Psychology, Bahauddin Zakariya University, Multan, ruqiasafdar@bzu.edu.pk

Prof. Dr. Muhammad Imran Sharif
School of Economics, Bahauddin Zakariya University, Multan

Abstract

The study intended to examine the association between Identified Stress and Job Satisfaction among police personals while considering the arbitrating role of Recognized Social Support. The sample consisted of 400 police personals (368 males and 42 females) taken from Multan city through purposive sampling technique and survey research design was used to conduct the study. The Multidimensional Scale of Perceived Social Support (MSPSS; Zimet, Dahlem, Zimet, & Farley, 1988), Perceived Stress Scale (PSS; Cohen & Williamson, 1988), and Job Satisfaction Survey (JSS; Spector, 1985) were used to measure the Recognized Social Support, Identified Stress and Job Satisfaction respectively. Results indicated that Identified Stress is negatively correlated with the Job Satisfaction among police personals and Identified Stress is also negatively correlated to Social Support while Social support is positively correlated to the job Satisfaction and Social Support is not arbitrating between the relation of Identified Stress and Job Satisfaction in police personals.

Key Words ● social support ● identified stress ● job satisfaction ● Police personals
Family Firms and Financial Performance: An Empirical Evidence of Internal Corporate Governance issues of Family Forms in Pakistan.

Waseem Ullah
Ullah.waseem@uog.edu.pk

Abstract
Linking Empowerment Role Identity to Managerial effectiveness and Job-Related Affective Well-being: The mediating role of Psychological Empowerment

Ume Habibah*
PhD Student,
Department of Business Administration, Sukkur IBA, Sukkur.
Email: umehabibah@iba-suk.edu.pk

Masood-ul-Hassan
Professor
Department of Commerce, BZU, Multan.
Email: masood@bzu.edu.pk

Faryal batool
PhD Student,
Department of Commerce, BZU, Multan.
Email: faryalbatool66@yahoo.com

Abstract

Given unpredictable global challenges, it has become important to empower the employees. Despite the growing attention to psychological empowerment in organizational studies literature, there are still some unexplored areas. The purpose of this research study is to construct and test theoretical framework that addresses the connection between empowerment role identity, job-related affective well-being scale and managerial effectiveness, including psychological empowerment as a mediating variables. To test the proposed hypothesis, data was collected from software engineers whose work requires creativity to be effectual, from big cities of Pakistan. The tool for data collection was online questionnaire. A total of 200 responses were obtained. Statistical software SPSS 20 was used for measuring the validity and reliability of the data analysis. Empowerment role identity was found to have significant effect on managerial effectiveness and job-related affective well-being. Results also showed that psychological empowerment partially mediates the relationship between empowerment role identity and managerial effectiveness and job-related affective well-being. Well, there are certain limitations of this study. This study collected data just from software engineers but future studies can take different sectors of Pakistan. Other factors affecting the managerial effectiveness and job-related affective well-being can also be incorporated in future studies. This study contributes in literature by linking the empowerment role identity to managerial effectiveness and job-related affective well-being with psychological empowerment as a mediating variable.

Key variables: Empowerment Role Identity; Psychological Empowerment; Managerial Effectiveness; job-related affective Well-being.
Human Capital and Labour Productivity: A Case study of District Lahore

Nabila Asghar
Muhammad Hassan Danish

The authors are Assistant Professor and M.Phil. Scholar respectively at Department of Economics, University of Punjab, Lahore, Pakistan, 54590
Corresponding email address: drnabeelakhan.eco@gmail.com

Abstract

Human capital is an intangible asset of an organization. Firms always try to properly utilize their workforce through comprehensive human capital development. The main concern of an entrepreneur is not only to achieve business goals but also achieve long term survival and sustainability. This study is designed to investigate the role of human capital in labour productivity in district Lahore. For analyzing this relationship, cross sectional study is conducted and data is collected from 243 firms, which include manufacturing, trading and service sector. The empirical analysis reveals that all the sectors have heterogeneous effect of human capital on labour productivity. Education appears to be significant and positively related to labour productivity in all the sectors with greater effect in manufacturing sector. Skills and training have also noticeable effect on labour productivity. The descriptive analysis shows heterogeneous results in different sectors. Moreover variance inflated factors and correlation matrix is also determined to detect the multicollinearity problem and there is no correlation among variables. The results of the study suggest that firms as well as government should invest more in human capital is developing skills in labour force so that it can become more productive. The study recommends that government should also provide more funds for the promotion of technical education in these countries.

Key Words: Human capital, Labour productivity, Labour force, Technical education
Linkages among Energy Consumption, Financial Development, Trade Openness and Economic Growth: Evidence from South Asian Countries

Nabila Asghar
Muhammad Nadeem

Authors are respectively: Assistant Professor at Department of Economics University of the Punjab, Lahore, Pakistan; Lecturer at Department of Economics University of the Punjab, Lahore, Pakistan. Corresponding author mail: drnabeelakhan.eco@gmail.com

Abstract

In the process of industrialization energy can be called as the oxygen and the life-blood of development, especially in developing economies. It is often argued that energy should be considered as an input like labor and capital in growth theories. The present study is an attempt to investigate the relationship between energy and industrialization in case of south Asian countries. Panel data has been used for the period 1980-2014 for five south Asian countries namely Pakistan, Bangladesh, India, Sri Lanka and Nepal. Panel co-integration and panel fully modified ordinary least square (FMOLS) have been applied for analysis. The results of panel co-integration reveal that there exists co-integration among the variables included in the model. The results of FMOLS indicate that energy consumption, trade openness and financial development have positive and statistically significant impact on economic growth in countries under consideration. Results of panel homogeneous causality show that there exists unidirectional causality between GDP and energy consumption which runs from energy consumption to GDP. The study suggests that there is a need to pay proper attention to energy sector in south Asian countries for achieving sustainable economic growth.

Key Words: Energy consumption, Financial Development, Economic Growth, Panel co-integration.
JEL Classification: C23, G1, F10, Q4, and O40.
Workers’ remittances and growth linkages in Pakistan

Fouzia Yasmin  
Lecturer, Department of economics, The Women University Multan.  
Fouziyasmin786@yahoo.com

Muhammad Zahir Faridi  
Associate professor, Department of economics, Bhaudddin Zakariya University Multan.  
zahirfaridi@bzu.edu.pk

Hina Ali  
Assistant professor, Department of economics, The Women University Multan.  
hinaali@wum.edu.pk.

Adnan Yasin  
BS scholar, Department of economics, Bhaudddin Zakariya University Multan.  
Adnan.yasin2608@yahoo.com

Abstract

Remittances are considered as the cash inflows to the economy and are imperative international source of revenue for most of the less developed countries (LDCs). For data analysis, the Ordinary least square regression technique was employed to the time series data for the years 1981 to 2010. This research comes with the conclusion that level of GDP is positively associated with the worker’s remittances and the findings also support the optimistic view of remittances. It is suggested that govt. should take serious steps and proper measures to utilize the workers’ remittances so, that the economy will be on the right track towards the development.
Impact of affective and normative commitments on knowledge sharing: A role of perceived cost of knowledge sharing, affect and cognition based trust.

1Wasim-ul-Rehman,

Nabila Asghar

Authors are Lecturer and Assistant Professor respectively at Department of Economics Quaid-i-Azam Campus University of the Punjab Lahore, Pakistan-54590.
Corresponding Email Address: wasimulrehman@yahoo.com

Abstract

This study attempts to underpin the role of affective and normative commitments on knowledge sharing (KS) within the framework of intermediate variables of perceived cost of knowledge sharing (KS), affect and cognition based trust. This study adopts a survey of 180 questionnaires from ten public sector universities of Punjab and uses the structural equation modeling to assess the nature of relationship between independent, dependent and mediating variables. The results postulate that affective commitment not only directly impacts the KS, but it also indirectly influences the KS in the presence of affect and cognition based trust and perceived cost of KS. However, normative commitment fails to directly influence the KS it only indirectly affects the KS through mediating variables. Future researchers may examine the role of other potential barriers in perceived cost of KS such as trust and organizational barriers e.g. organizational politics, culture and structure in their studies to generate more potential results. In universities, the faculty members are more reluctant to share knowledge with colleagues due to lack of trust and they do not feel any sense of obligation to remain in the organization. The study concludes that universities’ management should emphasize towards social exchange relationships to facilitate KS behavior among faculty members through adopting collaborative culture and appropriate structure in universities. The major contribution of the study is to add in existing literature about how the affective and normative commitments influence the KS behavior particularly among faculty members through reducing the effect of perceived cost of KS and other variables such as affect and cognition based trust.

Key words: Affective Commitment, Normative Commitment, Knowledge Sharing.
Impact of TARGET model on achievement goal of Secondary School Students in the Subject of Mathematics (PKSC036)

*Misbah Malik
**Dr. Ghulam Fatima
***Dr. Abid Hussain Ch.

*Lecturer, Township Campus, University of Education, Lahore
Email: misbahmalik@ue.edu.pk
**Assistant Professor, Department of Special Education, University of the Punjab, Lahore, Pakistan
Email: missfatima_dse@yahoo.co.in
***Prof of Education, Institute of Education & Research, University of the Punjab, Lahore, Pakistan Email: chabidhussainier@yahoo.com

Abstract

The substantive purpose of this experimental study was to identify the effect of TARGET model of instructional practices to endorse Mastery goal orientations in secondary school in the subject of mathematics. Achievement goal orientation is a general theory of motivation which describes the students’ patterns of behaviors to accomplish tasks. According to this theory, in general students have two general types of orientations to develop and demonstrate their abilities. One is Mastery goal orientation and other is performance goal orientation (both are divisible into approach-avoidance dichotomy). TARGET model presents patterns of six instructional practices (i.e. Task, Authority, Recognition, grouping, Evaluation, and Time) in classroom to endorse either mastery or performance goal orientations in student. Target population of the study was secondary school students in the province of Punjab. Sample of the study was one section of class IX taken from a public school selected conveniently. True experimental design was followed to conduct the study. Through simple random sampling technique matched groups (control and experiment) were formed on the basis of pre-test. An adapted questionnaire “Pattern of adaptive learning scale” developed by Midgley et al., (2000) was used for pre-test and post-test. A pilot study was conducted to validate the instrument. Reliability index Cronbach’s alpha was .76 which is statistically significant. Lesson plans of eight chapters of mathematics, developed in the context of TARGET model were used as the treatment of the study. Duration of the study was thirteen weeks approximately. Experimental group was taught through treatment, while controlled group was taught by the traditional method. Paired sample t-test was applied to get the gain scores of experiment and control group. Results showed that treatment made significant difference in mastery goal orientation of students. Some recommendations were made in the light of findings.

Key words: Achievement goal orientation, mathematics, TARGET model, instructional practices
The Effect Of Islamic Work Ethics (IWE) On Work Outcomes With Moderating Role Of Personality (Conscientiousness): A Study Of The Pakistani-Banking Sector.

Shakeel Abbas  
Muhammad Adnan Fraz  
Huma Javid Pandith  
Syeda Nawazish Arooj

Ph.D Scholar, MAJU, shakeel_abbas39@yahoo.com  
MS (CIIT, Islamabad) adnanf28@gmail.com  
MS (MAJU, Islamabad) humain85@yahoo.com  
Ph.D Scholar, MAJU, urooj_syed3000@yahoo.com

Abstract

The objective of the study was to determine the impact of Islamic work Ethics (IWE) with job satisfaction, organizational commitment and turnover intention with the moderating role of Personality (Consciousness). The study was conducted in banking sector both in conventional banks and Islamic banks of Islamabad and Rawalpindi regions. Convenien sampling technique was used. The data was collected through self administered questionnaire.400 questionnaire were distributed out of which 258 were received.

The results of the study revealed that IWE has a significant positive impact on both job satisfaction and organizational commitment while it has a negative impact on turnover intentions. Same while the Personality (Consciousness) plays a negative moderating role between IWE and organizational commitment and turnover intentions but Personality (Consciousness) does not moderate between IWE with job satisfaction.

Keywords: IWE, job satisfaction, organizational commitment, turnover intentions, Personality (Conscientiousness)
Treatment of terrorism/conflict news by journalists in south Punjab (Pakistan); A “War and Peace journalism” perspective

Tahir Mahmood* (Author to present in Conference & corresponding author)
*Author is Assistant Professor, in Department of Communication Studies Bahauddin Zakariya University Multan. (tahir_rules@hotmail.com)

Syed Hassan Raza**
Author is a lecturer in Department of Communication studies Bahauddin Zakariya University Multan. (sherazibzu@gmail.com) & Currently a PhD Scholar in Universiti Utara Malaysia.

Prof. Dr. Muhammad Ashraf Khan***
Author is Professor, in Department of Communication Studies Bahauddin Zakariya University Multan.

Samia Manzoor****
*Author is Assistant Professor, in Department of Communication Studies Bahauddin Zakariya University Multan.

Abstract

The war and peace journalism is considered as the standard to be follow by the journalists globally. The news stories based on the conflict and terrorism issues should be reported in the manner that it can promote the peace and sense of conflict resolution must prevail in them. The current study is based on interviews of 50 journalists from Pakistani province’s southern districts (South Punjab). Moreover, the analysis of the stories gives insight of the war and peace model of news in the area of the south Punjab. Additionally, this study provides the treatment of the conflict based stories and terrorism news that how the journalists of the south Punjab taking account of the objective reporting while they report the aforesaid stories.

Keywords: War and peace Journalism, treatment of news, Journalists of the south Punjab, Terrorism, South Punjab
Impact of ownership and board structure on CSR Disclosure: A study of KSE listed Commercial banks

Maria Faisal  
Lecturer, Institute of Management Sciences,  
Bahauddin Zakriya University, Multan.  
(maria.faisal@bzu.edu.pk)

Noreen Aslam  
Institute of Management Sciences,  
Bahauddin Zakriya University, Multan.  
(noreen_127@hotmail.com)

Abstract

Purpose: This study mainly aims to interrogate the nature, degree & trend of CSR reporting in the Pakistani banking industry. Also, this research examines the impact of ownership and board structure on CSR reporting level of Pakistani banks.

Methodology: This is a quantitative study that used Pearson’s coefficient of correlation, Descriptive analysis and Panel data analysis to measure the extent of CSR disclosure and impact of corporate governance practice of banks on their CSR disclosure. The study used 5 year data of 20 KSE listed commercial banks. Independent Variables are bank size, ownership structure, board size, board diversity and board composition. CSR disclosure measured by CSR index is the dependent variable.

Findings: The empirical results reveal that there is a significant positive relation between bank size, board size, board composition and CSR disclosures but there is no significant positive relation between board diversity and CSR disclosures.

Significance: It is the first study to examine the impact of corporate governance on CSR disclosure in the banking sector in Pakistan. Findings of this study will help corporate leaders, especially from banking sector, to mold their practices accordingly in order to improve their CSR activities and their disclosure.

Future Researches: Future researchers can expand the number of years in this research study to have a more detailed picture. This research can also be taken up in other sectors of economy with the addition or elimination of a few variables according to the business environment of Pakistan.

Keywords: CSR, Bank size, Ownership diffusion, Board Size, Board Composition and Board Diversity.
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract
Abstract