

2ND INTERNATIONAL RESEARCH CONFERENCE ON ECONOMICS BUSINESS AND SOCIAL SCIENCES UUM CHAPTER

Park Royal Hotel Penang, Malaysia

“Linking Businesses with People and Planet in Developing Economies”

July 11-12
2017

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BOOK OF CONFERENCE PROCEEDINGS

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2nd International Research Conference on Economics Business and Social Sciences-UUM Chapter

Park Royal Hotel, Penang Malaysia

July 11-12, 2017

Linking Businesses with People and Planet in Developing Economies

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Editorial

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Foreword



Assalamualaikum w.b.t and warm greetings,

On behalf of the Center for Sustainability Research and Consultancy, it is my great pleasure to welcome you to this galaxy gathering at 2nd International Research Conference on Economics Business and Social Sciences - 2nd IRS 2017.

In line with the conference themes: **“Linking Business with People and Planet in Developing Economies”**, this conference will serve as an ideal platform to the academicians, researchers, practitioners and students to accomplish and further advance in research and practice which are relevant to issues faced by economy, businesses and society. One of the core objectives of CSRC is to bring credible opportunities for sharing knowledge, exchanging ideas and fostering collaboration among practitioners, academicians and research scholars in developing and emerging economies. The focus of 2nd IRC 2017 is in areas of economics theory and policy, management, human resource, organizational behavior, marketing, entrepreneurship, finance, accounting, and various sub-disciplines of social sciences and humanities.

I am very grateful to our conference patrons, collaborating institutions, keynote speakers, scientific committee, paper presenters and dedicated organizing committee members as well as to those who have contributed directly or indirectly to the success of 2nd IRC 2017.

Thank you.

PROF. DR. HAYAT MUHAMMAD AWAN
President
Center for Sustainability Research and Consultancy

Message from the Vice Chancellor



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 2nd International Research Conference on Economics, Business and Social Sciences | July 11-12, 2017 | Park Royal Hotel Penang Malaysia. It is indeed a great honour for Universiti Utara Malaysia through its School of Economics, Finance and Banking to have had the opportunity of co-hosting the conference with the Centre for Sustainability Research and Consultancy (CSRC); School of Economics and Institute of Management Science at Bahauddin Zakariya University (BZU) Multan Pakistan; Universitas Muslim Indonesia; SAGE Publishing UK and UN Principles of Responsible Management Education (UN PRME-ASEAN chapter).

I am pleased to mention that the conference, with its theme Linking Businesses with People and Planet in Developing Economies is in line with the vision, mission and location of UUM at its green Sintok campus to signify the successful coexistence of nature and humans to deliver value to its incumbents and surrounding communities. It was also an esteemed privilege to welcome foreign delegates from universities of USA and Pakistan for a pre-conference visit of UUM.

It is a matter of pride to mention that the conference is essentially the fruit of the toil invested by the alumni, postgraduate students and faculty members of UUM and BZU Pakistan, under the flagship of the CSRC. Thus, my sincere appreciation goes to the advisory board and associate fellows of CSRC for their ambassadorial role, diligence and dedication towards making this collaborative undertaking a palpable reality.

I also commend the efforts of Assoc. Prof Dr. Abdul Halim Abdul Majid from the School of Business Management and Assoc. Prof. Dr Siti Aznor Ahmed, Deputy Dean, School of Economics Finance and Banking at UUM in serving as Conference Chair and Co-Chair, respectively, and leading the conference organizing committee and the scientific committee. My gratitude and appreciation go to the College of Business, UUM, under the able leadership of Prof. Dr. Yusnidah Ibrahim 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 presence of delegates from SAGE Publishing UK; panellists from UN PRME and editorials of sponsoring journals for their vital contribution through pre-conference workshop, panel discussion involving industry-academia dialogue and extending publication opportunity to the research scholars, respectively.

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 emerging and developing economies 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 Orient of Malaysia.

PROFESSOR DATO' SERI DR. MOHAMED MUSTAFA ISHAK
Universiti Utara Malaysia

Welcome Address by Guest of Honor



Prof. Dr. Hayat Muhammad Awan, President, Center for Sustainability Research and Consultancy and Rector of Air University Multan Pakistan as Conference Patron
Assoc. Prof. Dr. Abdul Halim Abdul Majid as Conference Chair
Prof. Dr. Imran Sharif Chaudhry, Conference Co-chair
Professors/Deans

Distinguished Guests, keynote speakers, panel discussants, colleagues and scholars,

Assalamualaikum, Good Morning and welcome to my hometown Penang!

It is an honor for me to address such a gathering of many academicians, scholars and industry experts this morning. Thank you to the conference organizers for giving me such a privilege and thrust.

I should also congratulate the main organizers of today's conference, BZU and SCRC for bringing together this morning an impressive roster of delegates from different parts of the world, namely the United States of America (USA), Pakistan, Saudi Arabia, Thailand, Indonesia, Nigeria, Algeria and many other countries, in addition to participants from various parts of Malaysia, an essential element of what is called an international conference.

Ladies and gentlemen,

The 2nd International Research Conference (IRC) 2017 provides an excellent opportunity to primarily link research scholars from emerging and transition economies to focusing on issues which are relevant to their businesses and society. This is in line with the theme of the conference, "Linking Business with people and planet in developing economies". In particular, linkages between people and this planet is very vital in our effort to shift our emphasis merely on economy and business growth toward sustainable development.

Sustainable development is not a new concept since it was classically defined in 1987 by United Nations World Commission on Environment and Development...as development to meet the needs of the present generation without compromising the ability of future generations to meet their own needs”.

The issue has been of enormous interest of multiple disciplines, namely development economics, environmental management, technologic management, social study and recently the business studies, through focus on Corporate Sustainability Practices. The concept of CSP incorporates three dimension of business activities, namely economic, social, and environmental

United Nations Global Compact Accenture CEO Study in 2013, reports that 93% of CEOs have stated that they consider sustainability is more important than just financial performance to the future success of their business. Regardless of whether it can be a misconception of the sustainability concept, where it could be meant as the sustainability of the business itself, coming from a finance discipline where emphasis on shareholders' interest, arguably what shareholders think about Corporate Sustainability Practices is more important, since they are the party putting money in the company: if they do not perceive sustainable issues is important they would not support such practices, share price will go down and CEO might be out of position.

Interestingly a good number of studies broadly support the argument that a higher level of sustainability activities in firms is linked to improved financial performance. This has been associated with enhancing risk management, promoting innovation, securing capital, cost optimization, enhancing brand value and reputation. It has been revealed from previous research that firms with higher CSP have lower capital restraints and better access in financing (Cheng, Ioannou, & Serafeim, 2014; Ioannou & Serafeim, 2015). A study has shown that after issuing CSP report, firms are benefitted with a lower cost of capital. Such findings no doubt will help to promote corporate sustainability practices among corporations but more importantly is to create awareness and feeling among people, more specifically investors, of the importance of sustainability development issues. Positive sign in the Finance field can be seen now with the increase demand for ethical investment and increase offering of green financing.

I would like to invite any parties to take out collaborative research with UUM in this field. I hope many presenters and speakers will deliberate more detailed issues about 'linking business with people and planet' since it is indeed crucial in creating better lives for all people for all generation within the boundaries that allow nature to regenerate the resources that people need to survive on this planet.

The focus of this conference on developing economies is also commendable considering that sustainable development issues are more pronounce in developing economies given the high tendency among policy makers, industry players and individual in this economies to greedily focus on economics and business growth, particularly on the current short term growth. Moreover, developing economies are also characterized by high poverty level, high population growth and these intensify challenges in sustainable development.

Ladies and Gentlemen:

Based on my knowledge, this Conference is organized by young research scholars of UUM under umbrella of CSRC. I greatly appreciate the organizers from CSRC for their efforts to harness the professional and academic abilities of the young research scholars. The experience gathered by these young scholars I trust will contribute towards their holistic characteristics.

I also appreciate the role of faculty members and PhD scholars of SEFB at UUM in making this conference successful.

Finally on behalf of the School of Economic, Finance and Banking, i would like to convey my special thanks to the Bahauddin Zakaria University and CSRC, for making SEFB a part of this noble academic event. I hope this is the beginning to more joint activities between UUM, BZU and CSRC in the future for our mutual academic excellence.

To all, enjoy your participation in the 2nd IRC 2017 and have a memorable time visiting the Penang Metropolitan area.

Thank you. Have a wonderful day.

I hereby formally officiate the 2nd International Research Conference on Economics Business and Social Sciences on this day of July 11, 2017 at Park Royal Resort Penang Malaysia.

Prof. Dr. Yusnidah Ibrahim
Asst. Vice Chancellor, College of Business
Universiti Utara Malaysia

Conference Leadership

On behalf of the organizing and scientific committee, I am honored and delighted to welcome you to the 2nd International Research Conference on Economics Business and Social Sciences. The title and themes of the conference reflect the common vision of CSRC and collaborating institutions to encourage and align research and policy discussion with issues of sustainability and relevance in emerging economies. I am grateful to the leadership of co-host institutions, learned scientific committee, committed organizing committee and valued participants for making this conference a success and keeping the cost to the participants low. On the technical side, the conference program includes 4 keynote addresses, one panel discussion and 70 research papers split into parallel sessions. There are also special parallel sessions on key themes of the conference in which relevant papers will be presented. I hope the guests and participants will enjoy the hospitality of BZU Multan and brainstorm ideas for business and society.



Prof. Dr. Abdul Halim Abdul Majid
Conference Chair
Universiti Utara Malaysia



Assoc. Prof. Dr. Siti Aznor Ahmad
Conference Co-chair
Deputy Dean, School of Economics,
Finance & Banking, UUM Malaysia

Assoc. Prof. Dr. Siti Aznor Bt Ahmad is currently serving as Deputy Dean of School of Economics Finance and Banking, Universiti Utara Malaysia. With a background in agriculture economics, Dr. Ahmad has teaching and research interests in development economics, sustainable agriculture, natural resource economics and economic planning. She has produced quality research in reputed journals and has chaired conferences and seminars related to her research interests. She has made tremendous contribution in successful planning and academic execution as Conference Co-chair of 2nd International Conference on Economics Business and Social Sciences | 2nd IRC 2017-UUM chapter.

Assoc. Prof. Dr. Sallahuddin Hassan is serving at School of Economics Finance and Banking, Universiti Utara Malaysia. With a background in environmental economics and econometrics, Dr. Hassan has teaching and research interests in development economics, sustainable development and economic planning. He has produced quality research in reputed journals and has been actively involved in the consultancy projects. He is serving in various international research bodies. He is among the advisory board of Center for Sustainability Research and Consultancy. He has made tremendous contribution in successful planning and execution as overall Conference Coordinator of 2nd International Conference on Economics Business and Social Sciences.



Assoc. Prof. Dr. Sallahuddin Hassan
Conference Coordinator
School of Economics, Finance & Banking, UUM
Malaysia



Sulaman Hafeez Siddiqui
Conference Secretary
The Islamia University of Bahawalpur
Pakistan

Sulaman Hafeez Siddiqui, from Pakistan, is serving as lecturer at the Department of Management Sciences, The Islamia University of Bahawalpur Pakistan. He has earned Masters in Economics, MBA and MS (Management Sciences) from Bahauddin Zakariya University, Multan, Pakistan. His academic and research interests are international marketing, sustainable business strategy, and issues in development economics. He is currently pursuing PhD at Universiti Utara Malaysia and is serving as the president of Postgraduate Scholars Society at Universiti Utara Malaysia for 2017 edition. Siddiqui is among the founding associate fellows of Center for Sustainability Research and Consultancy. He has contributed immensely as Conference Secretary of 2nd International Conference on Economics Business and Social Sciences | 2nd IRC 2017-UUM chapter.

Keynote Speakers



PROF. DR. CHE RUHANA ISA is a professor in accounting specializing in management accounting control systems. She has researched and published many papers in management accounting control system, management accounting change, accrual accounting, enterprise risk management and behavioral accounting and finance. She is currently the Dean of Faculty of Business and Accountancy, University of Malaya and Chief Editor of Asian Journal of Business and Accounting (AJBA), the faculty's Scopus indexed journal. Prof. Che Ruhana is active in various international and national bodies including serving as a member of the International Advisory Board of Association of MBA (AMBA), UK, and a council member of the Malaysian Institute of Accountants (MIA).



Prof. Dr. CHU NGUYEN earned a MA in Economics, a MS in Mathematics with the concentration in statistics and a Ph.D. in Monetary Economics with additional courses in Finance from the University of Cincinnati. Dr. Nguyen is an Associate Professor of Economics and Finance who teaches both economics and finance, Chairman of the FAMIS Department, and Director of Office of Research Support- Marilyn Davies College of Business at the University of Houston-Downtown. He is also the Chairman of the Board of Directors of Tropical Star Enterprise, Inc. He served as an economist and then as the Head of the Economic Analysis and Forecasting Department at the 5th District of Federal Home Loan Bank System. He is also the former President of the Academy of International Business-Southwest Chapter (AIB-SW), USA, former AIB-SW V.P./Program Chair, V.P./Program Chair of the Southwestern Society of Economists, and the President of Southwestern Society of Economists. Editor-in-Chief, Southeast Asia Review of Economics and Business. His academic research resulted in 80 publications in 32 reputable US and international peer-reviewed journals and 53 conference presentations in the last 11 years. Dr. Nguyen was the 2013 and 2014 Runner - Up of the UHD Scholarship and Creativity Award.



As the Executive Director, Consortia/Library Sales & Marketing, SAGE Publications Asia-Pacific Pte Ltd, Rosalia is responsible for the strategic direction to the overall SAGE Asia Pacific sales and marketing initiatives, as well as the development of sales and marketing goals and objectives for SAGE's online products. Her role also involves engaging in high level discussions with Librarian Directors, exploring opportunities to collaborate and promote Open Access. Rosalia also sits on the board of directors of SAGE Asia-Pacific. She is passionate about publishing and which she sees as a means of educating the future leaders and researchers of the world. Rosalia has previously worked for McGraw Hill, Pearson Education, Wiley and Elsevier and has experience in various aspects of publishing; from customer service and acquiring journals, books and journals/library sales to marketing and foreign rights management.

Key Achievements

Outcome ... 1

Malaysia as a hub of educational tourism

98 delegates from 15 countries and 3 continents

Outcome ... 2

Pakistan-Malaysia Educational Linkages

MoU between UUM and BZU Pakistan coupled with delegates' exchange

Outcome ... 3

Directions for Research and Policy in Emerging Economies

IDEAS 2017: Keynote speakers from USA, Malaysia and Singapore

Outcome ... 4

Enhancing quality of scholarship in higher education

Guide to Getting Published workshop by SAGE Publishing UK

Outcome ... 5

Academia-Industry Dialogue on Sustainability Challenge

Panel Discussion with distinguished scholars and practitioners

Outcome ... 6

Sustainability Issues in Emerging and Developing Economies

Conference tracks on sustainability issues in emerging and developing economies

Outcome ... 7

Academic Linkages among Emerging Economies

Inclusive community of faculty and postgraduate scholars from emerging and developing economies

Outcome ... 8

Faculty-students driven conference

Conference organized and run by postgraduate scholars with faculty patronage

Outcome ... 9

Global learning with local perspectives

Becoming a forum of sharing local knowledge and learning global best practices

CONFERENCE BRIEF

Tuesday, July 11 (DAY 1)

| | |
|---|----------------------------|
| REGISTRATION AND ARRIVAL OF GUESTS | 07:30 am – 09:00 am |
| PLENARY SESSION | 09:00 am – 01:00 pm |
| National Anthems of Pakistan and Malaysia | 09:00 am – 09:10 pm |
| Recitation from Holy Quran with translation | 09:10 am – 09:15 pm |
| <i>Inaugural Speech by Guest of Honor</i> | 09:15 am – 09:25 pm |
| <i>Prof. Dr. Yusnidah Ibrahim, Asst. Vice Chancellor, College of Business, Universiti Utara Malaysia</i> | |
| Welcome Note by President of CSRC | 09:25 am – 09:40 pm |
| <i>Prof. Dr. Hayat Muhammad Awan, Rector Air University Multan Pakistan</i> | |
| Briefing By Conference Chair | 09:40 am – 09:50 pm |
| <i>Assoc. Prof. Dr. Abdul Halim Abdul Majid, Universiti Utara Malaysia</i> | |
| Keynote addresses | 09:50 am – 10:50 pm |
| Prof. Dr. Che Ruhana Isa, Dean School of Business, Universiti of Malaya | (20 Minutes) |
| Assoc. Prof. Dr. Nguyen Chu, University of Houston Texas, USA | (20 Minutes) |
| Rosalia da Garcia, SAGE Publishing UK, Singapore Office | (20 Minutes) |
| TEA AND NETWORKING BREAK | 10:50 am – 11:15 am |
| Panel Discussion | 11:15 am – 12:30 pm |
| Topic: Role of Curriculum of Higher Education for Responsible Business Leadership: Perspectives from Academia and Industry | |
| Discussants: | |
| Prof. Dr. Kuperan Viswanathan, Universiti Utara Malaysia, Malaysia | |
| Prof. Dr. Nor Hayati Ahmad, Utara Malaysia, Malaysia | |
| Tang Eng Tong, Suleyman, Management Consultant & Entrepreneur | |
| Dr. Muhammad Iqbal bin Shaharom, Managing Director Daihatshu (M) Sdn. Bhd. | |
| Moderator: Farouk Djellal, PhD Scholar, Universiti Utara Malaysia, Malaysia | |
| Vote of Thanks by the Conference Secretary | 12:30 pm – 12:35 pm |
| Souvenir Distribution and Photo Session | 12:35 pm – 01:00 pm |

| | |
|---|----------------------------|
| CONFERENCE LUNCH/PRAYER TIME | 01:00 pm – 02:00 pm |
| SAGE PUBLISHING'S WORKSHOP ON GUIDE TO GETTING PUBLISHED | 02:00 pm – 03:45 pm |
| Discussant: Ms. Rosalia da Garcia, SAGE Publishing UK, Singapore office | |
| Moderator: Dr. Nira Hariyatie Hartani, Managing Editor, Journal of Governance and Development, Universiti Utara Malaysia | |
| Main Ball Room | |
| TEA AND NETWORKING BREAK | 03:45 pm – 04:00 pm |
| PARALLEL SESSION 1 | 04:00 pm – 05:10 pm |
| Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies Ball Room 01 | |
| Parallel Session 1.02: Issues in Business Strategy in Emerging Economies: Leadership Theory and Practice Ball Room 02 | |
| Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance Meeting Room 01 | |
| Parallel Session 1.04: Issues in Economic Theory and Policy in Emerging Economies Meeting Room 02 | |
| Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance Meeting Room 03 | |
| Parallel Session 1.06: Issues in Business Strategy in Emerging Economies: Entrepreneurship Meeting Room 04 | |
| PARALLEL SESSION 2 | 05:15 pm – 06:30 pm |
| Parallel Session 2.01: Issues in Business Strategy in Emerging Economies: Accounting and Finance Ball Room 01 | |
| Parallel Session 2.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance Ball Room 02 | |
| Parallel Session 2.03: Issues in Social Sciences: Education, Psychology, Sociology and Social Work Meeting Room 01 | |
| Parallel Session 2.04: Issues in Business Strategy in Emerging Economies: Management Meeting Room 02 | |
| Parallel Session 2.05: Issues in Business Strategy in Emerging Economies: Marketing Meeting Room 03 | |
| Parallel Session 2.06: Issues in Social Sciences Meeting Room 04 | |

CONFERENCE BRIEF

Wednesday, July 12 (DAY 02)

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|--|----------------------------|
| REGISTRATION | 08:00 am – 08:30 am |
| <hr/> | |
| PARALLEL SESSION 3 | 08:30 am – 09:30 am |
| Parallel Session 3.01: Issues in Social Sciences Meeting Room 01 | |
| Parallel Session 3.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance Meeting Room 02 | |
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| PARALLEL SESSION 4 | 09:30 am – 10:30 am |
| Parallel Session 4.01: Issues in Business Strategy: Finance and SMEs Meeting Room 01 | |
| Parallel Session 4.02: Issues in Business Strategy: Management Meeting Room 02 | |
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| TEA BREAK AND NETWORKING BREAK | 10:30 am – 11:00 pm |
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| PENANG CITY TOUR | 11:00 am – 03:30 pm |
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DETAILED CONFERENCE PROGRAM

Tuesday, July 11 (DAY 01)

PRE-CONFERENCE WORKSHOP

SAGE Publishing's Simple Guide to Writing an Article by

Rosalia da Garcia

02.00 pm – 03:45 pm at Main Ball Room

TEA BREAK 03:45pm – 04:00pm

PARALLEL SESSION I – July 11 (DAY 01)

04:00 pm – 5:10 pm

Parallel Session 1.01: Sustainability Issues in Business Strategy in Emerging Economies

Room: Ball Room 01

Session Chair: Prof. Dr. K. Kuperan Viswanathan

Coordinator: Dr. Waeibrorheem Waemustafa

Time: 04:00 – 05:10 (Day 01)

Measuring Sustainable Service Quality of Malaysian Water and Sewerage Companies: A Pilot Study (MYMS-53). Abrari Salleh, Universiti Teknologi Malaysia, Sha'ri Mohd Yusof, Universiti Teknologi Malaysia; Norazli Othman, Universiti Teknologi Malaysia.

Presenter(s): Abrari Salleh

Sustainability Reporting by Firms in the Nigerian Economy: Social versus Environmental Disclosure (MYEC-55). Alhassan Haladu, Universiti Utara Malaysia; Basariah Bt. Salim, Universiti Utara Malaysia.

Presenter(s): Alhassan Haladu

The Moderator Effect of Internal Control System on the Relationship between Environmental Turbulence and Firm Performance in Jordan (MYMS-74). Diala Jehad Ershaid, Universiti Utara Malaysia; Akilah Bt Abdullah, Universiti Utara Malaysia; Mudzamir Bin Mohamed, Universiti Utara Malaysia.

Presenter(s): Diala Jehad Ershaid

Disclosure of Information in the Company's Annual Reports: A Bibliometric Analysis (MYAF-77). Azrul Abdullah, Universiti Teknologi MARA; Waeibrorheem Waemustafa, Universiti Utara Malaysia; Hamdan Mat Isa, Universiti Teknologi MARA.

Presenter(s): Waeibrorheem Waemustafa

The Role of Ethical Leadership in Online Sustainability Reporting: A Study on Malaysia (MYMS-67). Nazahah Rahim, Universiti Utara Malaysia; David Biggs, University of Gloucestershire England; Doaa Aly, University of Gloucestershire England.

Presenter(s): Nazahah Rahim

Parallel Session 1.02: Issues in Business Strategy in Emerging Economies: Leadership Theory and Practice

Room: Ball Room 02

Session Chair: Assoc Prof. Dr. Abdul Halim Abdul Majid

Coordinator: Dr. Onuma Suphattanakul

Time: 04:00 – 05:10 (Day 01)

Lessons from the Major Leadership Theories in Comparison to the Competency Theory for Leadership Practice (MYMS-10). Chow Tong Wooi, University Putra Malaysia; Lailawati Mohd. Salleh; University Putra Malaysia; Ismi Arif Ismail, University Putra Malaysia.

Presenter(s): Chow Tong Wooi

The Role of Leaders' Emotional Labor Strategies towards Leadership Effectiveness: Moderating Role of Psychological Capital (MYMS-29). Qasim Ali Nisar, Universiti Utara Malaysia; Sania Noreen, University of Sargodha Gujranwala Campus; Muhammad Sajjad Hussain, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia.

Presenter(s): Qasim Ali Nisar

The Role of Transformational Leadership in Effective Strategic Implementation with the Moderating Effect of Organizational Culture (MYSP-65). Onuma Suphattanakul, Prince of Songkla University Thailand.

Presenter(s): Onuma Suphattanakul

The impact of Transformational Leadership and the Mediating Effect of Employees' Perception of Organizational Change on Affective, Normative and Continuance Commitment (MYMS-90). Joshua Teck Khun Loo, DISTED College Penang, Malaysia; Pey Huey Lee, TAR University College, Malaysia; Ai Loon Low, SEGi College Penang, Malaysia.

Presenter(s): Joshua Teck Khun Loo & Pey Huey Lee

Influence of Transformational Leadership on Knowledge Hiding: Mediating role of Organizational Psychological Ownership: A Propose Framework (MYMS-104). Sahnun Ladan, Universiti Utara Malaysia; Norani Nordin, Universiti Utara Malaysia; Belal H. M, Universiti Utara Malaysia.

Presenter(s): Sahnun Ladan

Parallel Session 1.03: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Meeting Room 01

Session Chair: Assoc. Prof. Dr. Sallahuddin Hassan

Coordinator: Dr. Ali Ali Al-Ansi

Time: 04:00 – 05:10 (Day 01)

Impact of Service Orientation on Financial Performance of Banking Sector of Pakistan: Examining the Mediating Role of Job Satisfaction (MYAF-18). Adeel Akhtar, Bahauddin Zakariya University Multan Pakistan; Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan; Muhammad Kashif Nawaz, Bahauddin Zakariya University Multan Pakistan; Muhammad John Haider, National College of Business Administration & Economics, Multan, Pakistan.

Presenter(s): Adeel Akhtar

Effect of IT Knowledge and IT Regulations on External Auditors' Performance: The Moderating Role of Audit Firm Size in Yemen (MYAF-133). Ali Ali Al-Ansi., Universiti Utara Malaysia; Nabil Ahmad Mareai Senan, Prince Sattam bin Abdul Aziz University, Saudi Arabia; Munadil Khaleel Faaeq, Universiti Utara Malaysia.

Presenter(s): Ali Ali Al-Ansi

The Impact of Energy Consumption, Economic Freedom and Corruption on Manufacturing Performance: Panel Data Evidence from Low-Income Sub-Saharan African (MYEC-137). Sallahuddin Hassan, Universiti Utara Malaysia; Ismail Aliyu Danmaraya, Universiti Utara Malaysia.

Presenter(s): Sallahuddin Hassan

The Developing Country Perspective on Corporate Sustainability Reporting – Main Actors' Views on the Current State of Affairs in Pakistan (MYAF-17). Zeeshan Mahmood, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Zeeshan Mahmood

The Effect of Comparative Study of Payment System between Malaysia and Republic of Tajikistan (MYAF-80).

Firdavsi Kholiqov, Limkokwing University of Creative Technology; Sara Ramzani, Limkokwing University of Creative Technology; Vallippan Raju, Limkokwing University of Creative Technology.

Presenter(s): Firdavsi Kholiqov

The Effect of Audit Committee Expertise and Meeting on Earnings Quality in Indonesian Listed Companies: A Conceptual Approach (MYAF-70). Lidya Primta Surbakti, Universiti Utara Malaysia; Hasnah Binti Shaari, Universiti Utara Malaysia
Hasan Mohammed Ahmed Bamahros, Universiti Utara Malaysia.

Presenter(s): Lidya Primta Surbakti

Parallel Session 1.04: Issues in Economic Theory and Policy in Emerging Economies

Room: Meeting Room 02

Session Chair: Prof. Dr. Imran Sharif Chaudhry

Coordinator: Dr. Wen Chiat Lee

Time: 04:00 – 05:10 (Day 01)

Choice between Domestic Debt or Foreign Debt: A case study of Pakistan (MYEC-87). Muhamamd Ramzan Sheikh, Bahauddin Zakariya University Multan Pakistan. Muhammad Ramzan Sheikh, Bahauddin Zakariya University Multan Pakistan, Fatima Farooq, Bahauddin Zakariya University Multan Pakistan, Salyha Zulfiqar Ali Shah, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Ramzan Sheikh

Influential trade of different countries with Pakistan (MYEC-142). Muhammad Raza Aftab, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Muhammad Raza Aftab

Money Supply and Inflation in Nigeria: The Myth of Monetarist Theory of Inflation (MYEC-75). Ibrahim Abdulhamid Danlami, Universiti Utara Malaysia; Mohammad Helmi Bin Hidhthir, Universiti Utara Malaysia; Sallahuddin Hassan, Universiti Utara Malaysia.

Presenter(s): Ibrahim Abdulhamid Danlami

Managing Fisheries Conflicts in Southeast Asia (MYEC-123). Wen Chiat Lee, Universiti Utara Malaysia; K. Kuperan Viswanathan, Universiti Utara Malaysia.

Presenter(s): Wen Chiat Lee

The Effect of International Financial Reporting Standard (IFRS) among SMEs in Nigeria (MYAF-98). Aliyu A Mustapha, Usmanu Danfodiyo Univeristy Sokoto Nigeria; Yusuf Alkali Muhammad, Waziri Umaru Federal Polytechnic, Birnin Kebbi Nigeria; Nasiru Liman Zuru, Universiti Utara Malaysia; Safiya K Gudu Danjuma, Waziri Umaru Federal Polytechnic, Birnin Kebbi Nigeria.

Presenter(s): Yusuf Alkali Muhammad

Need for Managing own Exposure to foreign Exchange Risk: Empirical Evidence from the Nigerian Economy (MYEC-126). Bello A. Ibrahim, North West University, Kano Nigeria; Musa Talba Jibrin, University of Maiduguri, Nigeria; Daud Mustafa, North West University, Kano Nigeria; Abubakar Jamilu Baita, North West University, Kano Nigeria.

Presenter(s): Bello A. Ibrahim

Parallel Session 1.05: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Meeting Room 03

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

Coordinator: Dr. Jamal Mohammed Esmail Alekam

Time: 04:00 – 05:10 (Day 01)

Audit Committee Characteristics and Firm Performance in Oman (MYAF-76). Hussein Ahmed Saleh Badhabi, Universiti Utara Malaysia; Ku Nor Izah Ku Ismail, Universiti Utara Malaysia.

Presenter(s): Ku Nor Izah Ku Ismail

VAT Agents View on the Theory of Planned Behaviour and Penalty Magnitude: Preliminary Findings from Nigeria (MYAF-85). Hannatu Yohanna Gimba, Universiti Utara Malaysia; Idawati Ibrahim, Universiti Utara Malaysia.

Presenter(s): Hannatu Yohanna Gimba

A comparative Study on Government and Non-government Based Microcredit Programmes in Thailand (MYAF-96). Ferdoushi Ahmed, Prince of Songkla University; Md. Shahin Mia, Universiti Utara Malaysia.

Presenter(s): Md. Shahin Mia

Audit Committee Characteristics and Firm Performance: Evidence from Malaysian Finance Companies (MYAF-122). Yahya Ali Al-Matari, Universiti Utara Malaysia; Ebrahim Mohammed Al-Matari, Universiti Utara Malaysia; Abdo Ali Homaid, Universiti Utara Malaysia.

Presenter(s): Yahya Ali Al-Matari

Financial Investigation and Forensic Accounting to Averting of Corporate Fraud (MYAF-59). Atul Bansal, Dilla University, Dilla, Ethiopia.

Presenter(s): Atul Bansal

Parallel Session 1.06: Issues in Business Strategy in Emerging Economies: Entrepreneurship

Room: Meeting Room 04

Session Chair: Assoc. Prof. Muhammad Nauman Abbasi

Coordinator: Dr. Abdulalem Mohammed

Time: 04:00 – 05:10 (Day 01)

The Influence of University Experience on Entrepreneurial Quality among graduate students in Malaysian Public Universities (MYMS-132). Shamsul Huda Abd Rani, Universiti Utara Malaysia; Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Shamsul Hana Abd Rani, Universiti Utara Malaysia.

Presenter(s): Shamsul Huda Abd Rani

The Effect of Entrepreneurial Knowledge on the Third Age Entrepreneurial Intention (MYMS-63). Lamidi Yusuf, Universiti Utara Malaysia; Abdulrahman Muhammed, Universiti Utara Malaysia.

Presenter(s): Abdulrahman Muhammed

Entrepreneurial Orientation, Technology Orientation and Small and Medium Enterprises Performance in Nigeria: The Role of Government Support Policy (MYMS-70). Maryam Imam Ibrahim, Ramat polytechnic Maiduguri Nigeria; Ooi Yeng Keat, Universiti Utara Malaysia; Shamsul Huda Bint Abdulrani, Universiti Utara Malaysia.

Presenter(s): Maryam Imam Ibrahim

The Role of Entrepreneurial Orientations in Talent Retention amongst Malaysian Engineers (MYMS-97). Idris Osman, Universiti Teknologi MARA; Fauziah Noordin, Universiti Teknologi MARA; Idaya Husna Mohd, Universiti Teknologi MARA; Koe Wei Loon, Universiti Teknologi MARA.

Presenter(s): Idris Osman

Investigating the Mediating Effect of Customer Orientation Strategy on the Relationship between CRM Technology and Hotel Performance: The Case of Hotels in Malaysia (MYMS-135). Abdulalem Mohammed, Universiti Utara Malaysia; Basri Rashid, Universiti Utara Malaysia; Shahrudin Tahir, Universiti Utara Malaysia.

Presenter(s): Abdulalem Mohammed

PARALLEL SESSION II – July 11 (DAY 01)

05:15 pm – 06:30 pm

Parallel Session 2.01: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Ball Room 01

Session Chair: Assoc. Prof. Dr. Nguyen Chu

Coordinator: Dr. Muhammad Yusuf Alkali

Time: 05:15 – 06:30 (Day 01)

The Influence of Environmental Supervisory Agencies on Environmental Information Disclosure in Nigeria (MYMS-52). Alhassan Haladu, Universiti Utara Malaysia; Basariah Bt. Salim, Universiti Utara Malaysia.

Presenter(s): Alhassan Haladu

Key drivers of Corporate Image: A Comparative Study of Conventional Banks and Islamic Banks (MYAF-20). Hayat Muhammad Awan, Air University Multan Campus, Pakistan; Rafia Faiz, University of the Punjab, Lahore Pakistan; Sahar Hayat; National University of Modern Languages, Multan Campus, Pakistan.

Presenter(s): Hayat Muhammad Awan

An Appraisal of the Economic Utility of Sukuk in Financing Budget Deficits in Nigeria (MYEC-35). Abubakar Jamilu Baita, Northwest University Kano Nigeria; Daud Mustafa, Northwest University Kano Nigeria.

Presenter(s): Abubakar Jamilu Baita

Empirical Study of the Relationship between Board of Director Mechanisms and Perceived Performance of Listed Firms in Nigeria (MYMS-110). Mohammed Nuhu, Universiti Utara Malaysia; Suleiman Muhammad Hussani, Ahmadu Bello University, Zaria Nigeria.

Presenter(s): Mohammed Nuhu

Investigating the Influence of Shareholder Rights Mechanisms on the Perceived Performance of Listed Firms in Nigeria (MYMS-111). Mohammed Nuhu, Universiti Utara Malaysia; Halilu Bello Rogo, Universiti Utara Malaysia; Mohammed Umar Danladi, University of Abuja-Nigeria.

Presenter(s): Mohammed Nuhu

Parallel Session 2.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Ball Room 02

Session Chair: Assoc. Prof. Dr José E. Muñoz, Jr.

Coordinator: Dr. Bidayatul Akmal Mustafa Kamil

Time: 05:15 – 06:30 (Day 01)

Malaysian Firms' Shareholders' Wealth Effect Following Cross-Border Acquisition (MYEC-109). Md. Mahadi Hasan, Universiti Utara Malaysia; Yusnidah Bt Ibrahim, Universiti Utara Malaysia; Raji Jimoh Olajide, Universiti Utara Malaysia.

Presenter(s): Md. Mahadi Hasan

An Alternative Explanation for Stock Price Increases among the S&P 500 Following a Stock Buyback Announcement (MYAF-62). José E. Muñoz, Jr., Point Loma Nazarene University, San Diego, USA.

Presenter(s): José E. Muñoz, Jr.

The nexus between Islamic inheritance and financial accounting: an expository discourse (MYAF-32). Umar Habibu Umar, Northwest University Kano Nigeria; Sabo Mohammed, Northwest University Kano Nigeria.

Presenter(s): Umar Habibu Umar

Non-Monetary Incentives to Improve Job Performance: A Study at Property Company in Penang (MYMS-112). Nur Fatin Nazierah Abu Bakar, Universiti Utara Malaysia; Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Siti Norasyikin Abd Hamid, Universiti Utara Malaysia; Shamsul Huda Abd Rani, Universiti Utara Malaysia.

Presenter(s): Bidayatul Akmal Mustafa Kamil

Develop and Engage the Islamic Banks' Talents: A Preliminary Analysis (MYMS-131). Bidayatul Akmal Mustafa Kamil, Universiti Utara Malaysia; Fatin Izzati Iqbal, Universiti Utara Malaysia.

Presenter(s): Bidayatul Akmal Mustafa Kamil

Parallel Session 2.03: Issues in Business Strategy in Emerging Economies: Management

Room: Meeting Room 1

Session Chair: Assoc. Prof. Dr. Ismail Bin Lebai Othman

Coordinator: Dr. Mohd. Amir Mat Samsudin

Time: 05:15 – 06:30 (Day 01)

The Relationship between Situational Inhibitors and Informal Learning amongst Accountants (MYMS-15). Muhammad Syahir Abdul Wahab, Universiti Utara Malaysia; Mohamad Hisyam Selamat, SEGi University Malaysia; Ram Al-Jaffri Saad, Universiti Utara Malaysia; Mohd. Amir Mat Samsudin, Universiti Utara Malaysia.

Presenter(s): Muhammad Syahir Abdul Wahab

The Relationship between Self-confidence, Self-remembrance and Sincerity among Staff towards Information Systems Outsourcing Success (MYMS-92). Mohd. Amir Mat Samsudin, Universiti Utara Malaysia; Mohamad Hisyam Selamat, SEGi University Malaysia; Ram Al-Jaffri Saad, Universiti Utara Malaysia; Muhammad Syahir Abdul Wahab, Universiti Utara Malaysia.

Presenter(s): Mohd. Amir Mat Samsudin

The Islamic Philosophical Perspective on Hajj Pilgrimage Management (MYSS-100). Musmuliadi Kamaruding, DRB HICOM University of Automotive Malaysia; Mohd Syahmir Alias, Universiti Sains Malaysia; Abg Mohd Razif Abg Muis, Universiti Sains Malaysia; Mohammad Zulfakhairi Mokhtar, Universiti Sains Malaysia.

Presenter(s): Musmuliadi Kamaruding

Overcoming Workplace Challenges: A Qualitative Study of Resilience Factors of Indonesian Women Factory Workers in Malaysia (MYSS-82). Ellys Juwita Purba, University Sains Malaysia; Syed Mohamad Syed Abdullah, University Sains Malaysia.

Presenter(s): Ellys Juwita Purba

Human Resources Management (HRM) Practices and Service Quality in Selected Insurance Companies in Nigeria (MYMS-108). Ahmodu-Tijani Ismail Shola, Universiti Utara Malaysia; Zurina Bte Adnan, Universiti Utara Malaysia; Shahrin Bin Saad, Universiti Utara Malaysia.

Presenter(s): Ahmodu-Tijani Ismail Shola

Human resource practices and job satisfaction: Underlying mechanism of self-perceived English ability, motivation and Chinese Traditionalism (MYMS-71). Mohammad Mahfuzur Rahman, Shandong University China; Kang-Hwa Shaw, Shandong University China

Presenter(s): Mohammad Mahfuzur Rahman

Parallel Session 2.04: Issues in Social Sciences: Education, Psychology, Sociology and Social Work

Room: Meeting Room 02

Session Chair: Prof. Dr. Ghulam Shabir

Coordinator: Dr. Md. Shahin Mia

Time: 05:15 – 06:30 (Day 01)

Students' Use Behaviour of Learning Management Systems Sri Lankan Universities (MYEC-43). Sabraz Nawaz Samsudeen, South Eastern University of Sri Lanka; Fathima Rashida Mohamed South Eastern University of Sri Lanka; Mohamed Sameem Mohamed Aboobucker, South Eastern University of Sri Lanka.

Presenter(s): Sameem Mohamed Aboobucker

Stressors and Mental Health of Students at Private University in Malaysia (MYSS-50). Mohd Noor Azman Othman, Kolej Universiti Poly-Tech MARA; Mas Anom Rashid, Kolej Universiti Poly-Tech MARA; Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA.

Presenter(s): Mohd Noor Azman Othman

Treatment of Pak-India Relations Issues in Indian Press Comparative Study of Editorials of "THE HINDU" & "THE TELEGRAPH" (MYSE-93). Ghulam Shabir, The Islamia University of Bahawalpur Pakistan; Abdul Wajid Khan, The Islamia University of Bahawalpur Pakistan; Ghulam Safdar, The Islamia University of Bahawalpur Pakistan; Adnan Malik, The Islamia University of Bahawalpur Pakistan.

Presenter(s): Ghulam Shabir

From Ruling Party to Opposition Party: The Defeat of the People's Democratic Party in Nigeria's 2015 General Elections (MYS-119). Alfa Patrick Innocent, The Federal Polytechnic, Idah, Kogi State, Nigeria; Kamarul Zaman Haji Yusoff, Universiti Utara Malaysia; R.Sivaperegasam P. Rajanthiran, Universiti Utara Malaysia.

Presenter(s): Alfa Patrick Innocent

Incumbency Factor, Internal Party Democracy and Democratic Consolidation in Nigeria's Fourth Republic (MYS-120). Alfa Patrick Innocent, The Federal Polytechnic, Idah, Kogi State, Nigeria; Kamarul Zaman Haji Yusoff, Universiti Utara Malaysia; R.Sivaperegasam P. Rajanthiran, Universiti Utara Malaysia.

Presenter(s): Alfa Patrick Innocent

Protecting the Rights of E-consumers through Judicial Process in Nigeria: An Appraisal (MYS-142). Muhammad Nuruddeen, Bayero University Kano, Nigeria; Yuhanif Bt. Yusof, Universiti Utara Malaysia; Nor Anita Bt. Abdullah, Universiti Utara Malaysia.

Presenter(s): Muhammad Nuruddeen

Parallel Session 2.05: Issues in Business Strategy in Emerging Economies: Management

Room: Meeting Room 03

Session Chair: Dr. Shamsul Huda Abd Rani

Coordinator: Dr. Malak Aun

Time: 05:15 – 06:30 (Day 01)

The impact of electricity service quality on the performance of manufacturing SMEs in Nigeria (MYMS-26). Abdulrahman Muhammed, Universiti Utara Malaysia; Issa Abdulraheem, Kwara state University Malete Nigeria; Ismaila Yusuf, Kwara state University Malete Nigeria.

Presenter(s): Abdulrahman Muhammed

Moderating Role of Organizational Justice between Emotional Exhaustion and Job-related Outcomes: Longitudinal Study at Education Sector (MYMS-33). Ayesha Shahid, University of Sargodha Gujranwala Pakistan; Qasim Ali Nisar, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia; Waseem Ul Hameed, Universiti Utara Malaysia; Sajjad Hussain, Universiti Utara Malaysia.

Presenter(s): Muhammad Azeem

Effective Reward System: A Sin qua non Towards Actualization of Training Effectiveness for Administrative staff of Public Tertiary Education Institutions in Nigeria (MYS-91). Timothy Nmadu, Universiti Utara Malaysia; Samihah Khalil,, Universiti Utara Malaysia.

Presenter(s): Timothy Nmadu

Empirical Investigation the Relationship between Strategic Orientations and SMEs Performance in Nigeria (MYMS-113). Halilu Bello Rogo, Universiti Utara Malaysia; Mohd Noor Mohd. Shariff, Universiti Utara Malaysia, Muhammad Haroon Hafeez, Universiti Utara Malaysia.

Presenter(s): Halilu Bello Rogo

The Factors that Influence Students' Views on Self-Employment among Ikb Students (MYMS-130). Wan Nur Syuhada Wan Ismail, Universiti Utara Malaysia; Shamsul Huda Abd Rani, Universiti Utara Malaysia.

Presenter(s): Shamsul Huda Abd Rani

Parallel Session 2.06: Issues in Business Strategy in Emerging Economies: Marketing

Room: Meeting Room 04

Session Chair: Assoc Prof. Dr. Ismail bin Lebai Othamn

Coordinator: Dr. Muhammad Nauman Abbasi

Time: 05:15 – 06:30 (Day 01)

Consumer Attitudes & Purchase Intentions: Study of Consumer Buying Behavior towards Organic Food in Pakistan (MYMS-78). Muhammad Nauman Abbasi, Bahauddin Zakariya University Multan Pakistan; Sahibzadi Zartashia Abbasi, Allama Iqbal Open University Islamabad, Pakistan.

Presenter(s): Muhammad Nauman Abbasi

Factor Influencing of Re-patronage Behaviour toward Fast Food Restaurant: The Mediating Effect of Customer Satisfactions (MYMS-30). Luen Her Yap, Universiti Utara Malaysia; Chee Hee Hoe, Universiti Utara Malaysia; Shuhymee Ahmad, Universiti Utara Malaysia.

Presenter(s): Luen Her Yap

Development of Framework for Customer Acceptance of Internet Banking in Nigeria (MYMS-115). Imran Ibrahim Alasan, Limkokwing University, Malaysia; Zahir Osman, Limkokwing University, Malaysia; Ali Ibrahim Alasan, Limkokwing University, Malaysia.

Presenter(s): Imran Ibrahim Alasan & Ali Ibrahim Alasan

Customer Satisfaction and Service Quality as Determinants of Customer Loyalty in Nigerian Hospitality Industry (MYMS-125). Muhammad Sani Gawuna, Universiti Utara Malaysia; Maria binti Abdul Rahman, Universiti Utara Malaysia.

Presenter(s): Muhammad Sani Gawuna

A Conceptual Model of Predictors of SMEs' performance in the context of Sudan (MYMS-36). Osman Elsheikh Abdelrahman, Universiti Utara Malaysia; Zarifah Bt Abdullah, Universiti Utara Malaysia; Zakaria Abas, Universiti Utara Malaysia.

Presenter(s): Osman Elsheikh Abdelrahman

The role of e-satisfaction on the relationship between e-banking adoption and its determinants (MYMS-140). Maruf Gbadebo Salimona, Universiti Utara Malaysia; Sany Sauri Mohd Moktharb, Universiti Utara Malaysia; Rushami Zien Bin Yussof, Universiti Utara Malaysia.

Presenter(s): Maruf Gbadebo Salimona

DETAILED CONFERENCE PROGRAM

Wednesday, July 12 (DAY 02)

PARALLEL SESSION III – July 12 (DAY 02)

08:30am – 09:30am

Parallel Session 3.01: Issues in Social Sciences

Room: Meeting Room 01

Session Chair: Prof. Dr. Ghulam Shabir

Coordinator:

Time: 08:30 – 09:30 (Day 02)

Overlapping Claim On EEZ In The Northern Area Of The Malacca Straits Between Indonesia And Malaysia : The Implications Of Unresolved Dispute (MYSP-94). Wildani Angkasari, Universiti Utara Malaysia; Kamarulnizam Abdullah, Universiti Utara Malaysia; Asmar Binti Abdul Rohim, Universiti Utara Malaysia; Mohammad Zaki Bin Ahmad, Universiti Utara Malaysia.

Presenter(s): Wildani Angkasari

The Security Impact of Sudanese Refugees on to the Host Community in Eastern Chad (MYSP-95). Hissein Araby Nour, Universiti Utara Malaysia; Mohd Fitri Bin Abdul Rahman, Universiti Utara Malaysia.

Presenter(s): Hissein Araby Nour

The Role of Training System Expectancies in Ensuring Training Effectiveness: A Conceptual Analysis (MYSP-101). Shahrizal Badlishah, Universiti Utara Malaysia; Abdul Halim Abdul Majid, Universiti Utara Malaysia.

Presenter(s): Shahrizal Badlishah

ECOWAS, Good Governance and Collective Military Action in Liberia: A Post Conflict Assessment (MYSP-121). Abubakar Mohammed Sambo, Universiti Utara Malaysia; Muhammad Fuad Othman Othman, Universiti Utara Malaysia; Rusdi Omar; Universiti Utara Malaysia.

Presenter(s): Abubakar Mohammed Sambo

Work-family Role Conflict and Work-life Balance towards Work Sustainability (MYSS-107). Lawal Abdul Faragai, Universiti Utara Malaysia; Fahainis Bt Mohd Yusof, Universiti Utara Malaysia.

Presenter(s): Lawal Abdul Faragai

Impact of Locus of Control on Depression of Elderly in Punjab, Pakistan: The Moderating Role of Religiosity: An empirical evidence (MYSS-68). Fatima Khurram, University Utara Malaysia; Zarina Saad, University Utara Malaysia; Yahaya Mahmood, University Utara Malaysia.

Presenter(s): Fatima Khurram

Parallel Session 3.02: Issues in Business Strategy in Emerging Economies: Accounting and Finance

Room: Meeting Room 2

Session Chair: Prof Dr Mohd Noor Mohd Shariff

Coordinator: Dr. Maria Abdul Rahman

Time: 08:30 – 09:30 (Day 02)

Moderating Effect of Access to Finance on Entrepreneurial Orientation, Market Orientation, Learning Orientation and SMEs Performance: A Proposed Model (MYSU-51). Mohd Noor Mohd Shariff, Universiti Utara Malaysia; Nifaosan Raden Ahmad, Universiti Utara Malaysia; Muhammad Haroon Hafeez, Bahauddin Zakariya University Multan Pakistan.

Presenter(s): Mohd Noor Mohd Shariff

Comparative Analysis of Universal Newborn Hearing Screening Programs in Malaysia, China and Philippines (MYMS-102). Abdul Halim Abdul Majid, Universiti Utara Malaysia; Mohd Normani Zakaria, Universiti Sains Malaysia; Nor Azimah Chew Abdullah; Universiti Utara Malaysia.

Presenter(s): Abdul Halim Abdul Majid

Effectiveness of Strategic Orientation and Organizational Culture on Organizational Performance in Perspective of Organizational Commitment as a Mediator in the Pakistan Banking Sector (MYMS-134). Ammar Ahmed, Universiti Utara Malaysia; Ismail bin Lebai, Universiti Utara Malaysia.

Presenter(s): Ammar Ahmed

Designing A Conceptual Framework on Health Food Consumption Patterns : Among Malaysian Consumers (MYMS-116). Farouk Djermani, Universiti Utara Malaysia; Yaty Sulaiman, Universiti Utara Malaysia.

Presenter(s): Farouk Djermani

Impactibility Characteristics of Personal Empowerment on Women Borrowers' Quality of Life, Bahawalpur, Pakistan. (MYEC-69). Sana Fayyaz, Universiti Utara Malaysia; Roslan Abdul Hakim, Universiti Utara Malaysia; Shazida Jan Mohd Khan, Universiti Utara Malaysia.

Presenter(s): Sana Fayyaz

PARALLEL SESSION IV – July 12 (DAY 02)

09:30am – 10:30am

Parallel Session 4.01: Issues in Business Strategy: Finance and SMEs

Room: Meeting Room 01

Session Chair: Prof Dr Che Ruhana Isa

Coordinator: Dr. Jamal Mohammed Esmail Alekam

Time: 09:30 – 10:30 (Day 02)

The People's Republic of China's Interest Rate Pass-Through (MYEC-07). Chu Nguyen, University of Houston-Downtown.

Presenter(s): Chu Nguyen

Integrating Lean and Cost of Quality Models to Improve Hospitals' Financials: A Conceptual Framework (MYMS-124). Malak Aoun, Universiti Utara Malaysia; Hassan Alaaraj, Universiti Utara Malaysia.

Presenter(s): Hassan Alaaraj

Determinants of the Internet Islamic Banking Services Adoption in Jordan (MYMS-141). Loai Naser Mahmoud Alhawamdeh, Al-Madinah International University; Barjoiy Bardai, Al-Madinah International University.

Presenter(s): Hassan Alaaraj

Understanding Asnaf's Sustainability through Effective Distributive Performance: A Conceptual Assessment (MYEC-127). M Ashraf Al Haq, Universiti Utara Malaysia; Norazlina binti Abd. Wahab, Universiti Utara Malaysia.

Presenter(s): M Ashraf Al Haq

A Combination of Micro-Credit and Micro-Training with mediating role of Formal Education: A Micro-Enterprise Success Formula (MYAF-128). Waseem-UI-Hameed, Universiti Utara Malaysia; Tanveer Hussain, Universiti Utara Malaysia; Muhammad Azeem, Universiti Utara Malaysia; Muhammad Farhan Basheer, Universiti Utara Malaysia; Muhammad Arif, National College of Business Administration and Economics Pakistan.

Presenter(s): Waseem-UI-Hameed

Effects of governance on the Environmental Kuznets Curve in South and South East Asian Countries (MYEC-05). Abid Rashid Gill, Universiti Utara Malaysia.

Presenter(s): Abid Rashid Gill

Parallel Session 4.02: Issues in Business Strategy: Management

Room: Meeting Room 02

Session Chair: Assoc. Prof Dr Abdul Halim Abdul Majid

Coordinator:

Time: 09:30 – 10:30 (Day 02)

Influence of Awareness on SME's Intention towards adoption of Islamic Finance in Pakistan (MYMS-86). Rabia Rasheed, Universiti Utara Malaysia; Maria Abdul Rahman, Universiti Utara Malaysia

Presenter(s): Maria Abdul Rahman

Impact of Supply chain linkages with BoP Firms in Host Markets on Market Knowledge of Managers in MNEs (MYMS-138). Sulaman Hafeez Siddiqui, Universiti Utara Malaysia; Ismail bin Lebai, Universiti Utara Malaysia.

Presenter(s): Sulaman Hafeez Siddiqui

Direct Foreign Investment, Corruption and Mobile subscribers in ECOWAS -5: A Panel Cointegration Approach (MYEC-60). Zulaiha .A. Zubair, Universiti Utara Malaysia.

Presenter(s): Zulaiha .A. Zubair

Examining the role of public relations departments in universities and their relationships with the graduates in Palestine (MYMS-89). Mohammed W. Almodallal, Universiti Teknologi Malaysia; Norhani Bakri, Universiti Teknologi Malaysia.

Presenter(s): Mohammed W. Almodallal

A Validity Study of Malay-translated Version of the Modified Caregivers Strain Index Questionnaire (M-CSI-M) (MYSS-81). Mohan S.Ramasamy, Universiti Putra Malaysia; Rahimah Ibrahim, Universiti Putra Malaysia; Zainal Madon, Universiti Putra Malaysia; Zarinah Arshat, Universiti Putra Malaysia.

Presenter(s): Mohan S.Ramasamy

TEA BREAK & Closing

10:30am – 11:00am

Abstracts of Research Papers

Effects of governance on the Environmental Kuznets Curve in South and South East Asian Countries

Abid Rashid Gill, Universiti Utara Malaysia*

Abstract: The objective of this study is to examine whether the better governance can minimise the environmental loss of economic growth at early stages of economic development. For this purpose, this study investigates the impact of governance indicators on the slope of the Environmental Kuznets Curve (EKC) in 19 countries of South and South East Asia for the period 2002-2015. The empirical output of the study reveals that five out of six indicators of governance have a strong impact on the slope of the EKC. Therefore, we conclude that environmental damages of economic growth can be minimised by strengthening the government institutions, rule of law and ensuring the transparency and accountability.

Keywords: Environmental degradation, governance, economic growth

Paper ID: MYEC5

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The People's Republic of China's Interest Rate Pass-Through

Chu Nguyen, Davies Cleege of Bsuniness, University of Houston-Downtown*

Abstract: Notwithstanding China's economic liberation and performances, the country's Central Bank has been perusing interest rate dual-track system, i.e., the control over the deposit and loan interest rates and a free market determination of interest rates of the inter-bank and bond markets. Therefore, China provides an interesting case to study the interest rate pass-through. The empirical results reveal that both the short- and long-run interest rate pass-through are very incomplete (low). The bonds test result suggests no long-run relationship between the Central Bank counter cyclical monetary policy and the commercial banks' lending rate in the credit markets. These are much different than those reports in most of advanced and emerging economies and suggest that the Central Bank lacks of credibility in conducting its monetary policy.

Keywords: Monetary policy; commercial banks; lending rate; interest rate pass-through; central bank discount rate; impact lag of countercyclical monetary policy; china.

Paper ID: MYEC7

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Lessons from the Major Leadership Theories in Comparison to the Competency Theory for Leadership Practice

Chow Tong Wooi, University Putra Malaysia*

Lailawati Mohd. Salleh, University Putra Malaysia

Ismi Arif Ismail, University Putra Malaysia

Abstract:

Objectives: This article presents perspectives on the review of eight major theories of leadership in comparison to the competency approach. Also, the various definitions, significance, and benefits of the leadership competency concept is also highlighted.

Methodology: A review of the various published literature on the major leadership theories, the competency theory, and the related topics on the scope of the study.

Results: The findings of the review show the significance and relevance of the leadership competency approach as a viable leadership option for the 21st century- leadership. Leadership for best practice continues to evolve due to the changing leadership landscape. The literature states that newer theories will eventually replace old leadership concepts.

Implications: An understanding of the various leadership theories, specifically the competency theory will facilitate in the choice of the adoption of leadership approach. Moreover, employing the appropriate leadership practice in this current knowledge-based era is key to individual and organizational performance.

Keywords: Evolution of leadership, competency concept, emerging leadership competencies, multi-facet leadership concept, 21st century leadership

Paper ID: MYMS10

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The Relationship between Situational Inhibitors and Informal Learning amongst Accountants

Muhammad Syahir Abdul Wahab, Universiti Utara Malaysia*

Mohamad Hisyam Selamat, Segi University Malaysia

Ram Al-Jaffri Saad, Universiti Utara Malaysia

Mohd. Amir Mat Samsudin, Universiti Utara Malaysia

Abstract: The objective of this research was to examine the relationship between situational inhibitors and informal learning activities amongst 260 chartered accountants in public accounting firms across Malaysia. The data of the study was collected through mail survey approach and analysed using correlation analysis. The findings indicated that lack of time and lack of support from others inhibited the accountants' informal workplace learning activities. These findings have implications for theory, practice and research of informal learning amongst accountants.

Keywords: Accountant; continuing professional education; informal learning; situational inhibitors; survey

Paper ID: MYSE15

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The Developing Country Perspective on Corporate Sustainability Reporting – Main Actors' Views on the Current State of Affairs in Pakistan

Zeeshan Mahmood, Bahuddin Zakariya University Multan Pakistan*

Abstract:

Purpose–The purpose of this paper is to explore main actors' views on the current state of sustainability reporting in a developing country context.

Design/methodology/approach– For this study, we interviewed 20 individuals and organizations from Pakistan who were identified as main actors involved in the practice of sustainability reporting. Following a semi-structured interview protocol, main actors were asked to share their views on the drivers and barriers of sustainability reporting, sufficiency and suitability of sustainability related regulation and standards, perceived benefits of sustainability reporting, level of stakeholder engagement and transparency. Interviews were then analyzed to compare and contrast the viewpoints of different stakeholder groups on various issues.

Findings– This paper concludes that, like other developing countries, the practice of sustainability reporting is largely driven by the external forces. Foreign buyers, international professional associations and standard setting organizations are playing a pivotal role in the emergence and development of sustainability reporting. Sustainability reporting awards also played an important role as they provide the normative basis and intangible benefits for reporting. Despite of these external forces driving the emergence and development of SR in Pakistan, the structural and cultural conditions that exist in the societal context of Pakistan significantly impact the disclosure practices and organizational rationales for SR. In particular, weak government structures, lack of awareness and interest in sustainability matters, lack of regulation, lack of enforcement capabilities, lack of political will has been identified as the main barriers of SR.

Originality/value– The paper explores the perceptions of both managerial and non-managerial stakeholders regarding current state of sustainability reporting in Pakistan.

Keywords: Sustainability, developing, Pakistan, practice

Paper ID: MYMS17

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Impact of Service Orientation on Financial Performance of Banking Sector of Pakistan: Examining the Mediating Role of Job Satisfaction

Adeel Akhtar, Bahauddin Zakariya University Multan, Pakistan*

Zeeshan Mahmood, Bahauddin Zakariya University Multan, Pakistan

Muhammad Kashif Nawaz, Bahauddin Zakariya University, Multan Pakistan

Muhammad John Haider, National College of Business Administration & Economics, Multan, Pakistan

Abstract: The services sector of an economy plays major role in financial and social development. Services sector is dominant in the developed economies as it contributes upto 70% of total GDP. Even in the case of manufacturers it is difficult to survive without providing quality services. To shed light on the subject, this study aims to find the impact of service orientation on financial performance through mediating role of employees' job satisfaction in banking sector of Pakistan. For this purpose, data were collected from staff working in the banking sector of district Vehari, Pakistan. Questionnaire was used as a tool for data collection from a sample of 196 employees working in banks of district Vehari. SPSS 17 was used as a tool for data analysis. Findings of factor analysis are used to test the validity of the measured constructs. Cronbach's alpha confirmed the reliability of the measured constructs. Likewise, correlation and regression analysis show that all the study variables are positively related to each other. More specifically, Service orientation has affirmative and significant impact on the financial performance and employees' job satisfaction. Furthermore, it is also confirmed that employees' job satisfaction mediates the relationship between service orientation and financial performance in banking sector of Pakistan. These findings are helpful for the HR policy makers for improvement in the HR policies and resultantly improvement in the financial performance of banks.

Keywords: Service orientation, employee job satisfaction, financial performance, financial sector, Vehari, Pakistan

Paper ID: MYAF18

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Key drivers of Corporate Image: A Comparative Study of Conventional Banks and Islamic Banks

Hayat Muhammad Awan, Air University Multan Campus, Pakistan*

Rafia Faiz, University of the Punjab, Lahore Pakistan

Sahar Hayat, National University of Modern Languages, Multan Campus, Pakistan

Abstract:

Purpose- The main objective of this study is to find out the key drivers of corporate image of banking sector in Pakistan and make the comparison of Islamic and conventional banks based on these drivers.

Methodology- A total of 320 bank customers were selected using a systematic sampling technique from four cities of Pakistan. The responses were collected through self-administered questionnaire from bank customers which are focused on the drivers of corporate image.

Findings- The brand Image, firm reputation and CSR are the main drivers for building the corporate image of Islamic Banks whereas the word of mouth, firm reputation and security are the drivers in case of conventional banks. The individual critical drivers of Islamic banks are identified from Brand familiarity, Firm Reputation, CSR and the Firm Communication. The management of these banks should make efforts to enhance the values of these factors of CSR and firm Communication so that they will improve the brand familiarity and firm reputation which will ultimately enhance the corporate image of the Islamic Bank. Similarly the individual critical drivers of conventional banks are identified from word of mouth, firm reputation, security and firm communication. The management of the conventional banks should invest for the improvements in Security and firm communication. These factors will improve the Word of mouth and Firm reputation which ultimately will enhance the corporate Image of the conventional banks. **Research limitations/implications-** In this study the corporate image have been taken for the banking sector only in Pakistan. The aspect of culture and other factors of banking sector are ignored by giving preference to the image only.

Originality/value- This study is the first study conducted to make a comparison between Islamic and conventional banks corporate image and to know the key drivers in both types of banks separately.

Keywords: Corporate image, Islamic banks, conventional banks, AHP

Paper ID: MYMS20

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The impact of electricity service quality on the performance of manufacturing SMEs in Nigeria

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Issa Abdulraheem, Kwara state University, Malete

Ismaila Yusuf, Kwara state University, Malete

Abstract: The objective of this paper is to determine the impact of electricity service quality on the performance of manufacturing SMEs in Nigeria. Survey questionnaire was used to collect data from 201 Managers, Chief executive officers and owner managers of SMEs that are members of Manufacturers Association of Nigeria MAN. Simple regression analysis was done with the use of SPSS version 22.0. The results indicate that quality of electricity tends to account for more than 50% of the variances in the financial and non-financial performance of manufacturing SMEs in Nigeria. This paper contributes to the existing literature on the empirical investigation into the use of service quality as a measure of electricity service and also emphasizes the importance of electricity to the performance of manufacturing SMEs in the developing countries. It recommends that future research may consider collecting longitudinal data to eliminate bias related to time.

Keywords: Electricity service quality, manufacturing performance, SMEs, Nigeria

Paper ID: MYSU26

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The Role of Leaders' Emotional Labor Strategies towards Leadership Effectiveness: Moderating Role of Psychological Capital

Qasim Ali Nisar, Universiti Utara Malaysia*

Sania Noreen, University of Sargodha Gujranwala Campus

Muhammad Sajjad Hussain, Universiti Utara Malaysia

Muhammad Azeem, Universiti Utara Malaysia

Abstract: The longitudinal study seeks to examine the relationship between leaders' emotional labor, leaders' job satisfaction and leaders' emotional exhaustion while moderating role of psychological capital. Emotional labor comprises of three specific forms namely surface acting, deep acting and display of genuine emotions. Descriptive study used sample of 420 respondents in hospital sector. The research is quantitative in nature and collected responses twice in a year through questionnaire. Results bespeak significance correlation among under study variables that has been analyzed at time 1 and time 2. But association became stronger at time 2 which reflects positive change in behavior of respondents. Practical implication and opportunities for future research were considered. In addition, findings demonstrated leaders' deep acting as well as displaying natural emotions are positively associated with job satisfaction and negatively associated with leaders' emotional exhaustion. Moreover, surface acting has positive and significant relationship with leaders' emotional exhaustion and negative relationship with leaders' job satisfaction. Meanwhile, psychological capital significantly moderates on the relationship of leaders' emotional labor strategies, leaders' job satisfaction and leaders' emotional exhaustion. Practical implication and opportunities for future research were considered.

Keywords: Emotional labor strategies, emotional exhaustion, job satisfaction, psychological capital

Paper ID: MYMS29

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The Mediating Role of Customer Satisfaction between Services, Foods, Dining Environments and Customers Re-Patronage Behaviour toward Fast Food Restaurants

Luen Her Yap, School of Business Management, College of Business, Universiti Utara Malaysia*

Shuhymee Ahmad, School of Business Management, College of Business, Universiti Utara Malaysia

Chee Hee Hoe, School of Business Management, College of Business, Universiti Utara Malaysia

Abstract:

Purpose - The purpose of this study is to investigate the influence of DINESERV model on the customer satisfaction as the mediator on consumer re-patronage behavioural in fast food restaurants.

Design/methodology/approach - This study intends to identify the link between the dimensions that occur in the DINESERV model which include the service quality (SQ), food quality (FQ), and dining environment (DE) with the consumer re-patronage behavioural which mediated by customer satisfaction (CS). The data was examined and analysed by using the SPSS version 22. There are 377 respondents were collected which then analysed with descriptive analysis, validity analysis, reliability analysis, Pearson correlation analysis, multiple linear analysis, simple linear analysis, and hierarchical regression analysis.

Findings – This study showed that the FQ has significant negative relationship with CS. However, SQ and DE presented positive relationship with CS by using the multiple regression analysis. This study showed that the CS is full mediator of the relationship between SQ, FQ and consumer re-patronizes behavioural. Research

Limitations/Implications - This study was only limited to Undergraduate UUM only and unable to be generalized to all populations in Malaysia.

Practical Implications –This study greatly help restaurant operator and manager who are targeting students markets to understand complex relationships between SQ, FQ, DE, CS, and re-patronage intentions in the fast food restaurant. **Originality/value** – This study show that SQ becomes major concern in restaurant industry due to dealing with people-oriented service delivery. This study to explore current trends of customer want and demand in fast food.

Keywords: Service quality, food quality, restaurant environment, customer satisfaction, consumer re-patronage behavioural

Paper ID: MYMS30

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The Nexus between Islamic Inheritance and Financial Accounting: An Expository Discourse

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Sabo Mohammed, Northwest University, Kano

Abstract: Islamic inheritance is among the most difficult and tasking branches of Islamic jurisprudence and it is marked to be the first knowledge to be lost in Islam. It has been used as a good example of Musharakah (Shirkat-ul-Milk GhairIkhtiari) in the literature of Islamic finance. In spite of the fact that any inheritable estate is quantifiable in monetary terms, there is clear evidence that accounting scholars have not yet develop keen interest in the studies that link Islamic inheritance to accounting. The objective of this paper is therefore to elaborate on the relationship between Islamic Inheritance and financial accounting. The paper uses secondary sources and adopted content analysis and historical method to achieve the objective. The study establishes necessary accounts to be opened in respect of the Islamic inheritance to be; estate account, cash account, revaluation account and musharakah financing (partner/ heir capital) account. Thus, in order to promote accountability and transparency in distributing and managing the inherited estate, the paper recommends that heirs and their trustees should employ the services of professional Islamic accountants in order to produce comprehensive financial reports for various users of the accounting information. In addition, accounting scholars and professionals should embark upon researches of linking Islamic inheritance to accounting.

Keywords: Islamic inheritance, financial accounting, shari'ah, musharakah, heirs

Paper ID: MYAF32

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Moderating Role of Organizational Justice between Emotional Exhaustion and Job-related Outcomes: Longitudinal Study at Education Sector

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Sajjad Hussain, College of Business, School of Economics Finance & banking, Universiti Utara Malaysia

Abstract: Previous studies anticipated that there is need of justice in educational institutions in order to protect the academicians' psychological as well as emotional needs under teaching profession. Therefore, the purpose of current study is to examine the moderating role of organizational justice between the relationship of emotional exhaustion and job related outcomes (Organizational commitment and Organizational loyalty). In order to accomplish this purpose, the survey questionnaire method was used. The study is quantitative, descriptive and longitudinal in nature. 250 respondents were selected in time1 & time2 by applying simple random sampling. Results indicated that emotional exhaustion and employee loyalty are negatively associated with each other (Bt1= -.328; Tr2= -.329). Similarly negative correlation found between emotional exhaustion and commitment (Tr1= -.425; Tr2= -.427). Results in time2 exhibited more understanding about understudy relationships. Moreover, results also enlightened that organizational justice significantly moderate on the relationship of emotional exhaustion and job related outcomes (Organizational commitment and Organizational loyalty).

Keywords: Emotional exhaustion, organizational commitment, organizational loyalty, organizational justice,

Paper ID: MYMS33

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An Appraisal of the Economic Utility of Sukuk in Financing Budget Deficits in Nigeria

Abubakar Jamilu Baita, Northwest University Kano*

Daud Mustafa, Northwest University Kano

Abstract: From 2000 to 2015, Nigeria has recorded an average annual budget deficit of N564.10 billion, largely financed by issuing Federal government bonds. Despite this, the country's struggle for macroeconomic stability and overall development remains elusive and pervasive. This study appraises the economic utility and significance of sukuk (Islamic bonds) as an alternative instrument of financing budget deficits in the Nigerian economy. The study uses content and trend analysis with the secondary sources of data to achieve the objective of the study. Essentially, the study posits that the issuance of sukuk as an alternative to other interest bearing financial instruments can effectively control the historically burgeoning budget deficits and significantly complement in achieving macroeconomic and developmental objectives in Nigeria. Also, sukuk has the economic utility to promote fiscal sustainability, which is a necessary requirement for sustainable economic growth and development of any nation. The study is limited to the appraisal of sukuk in financing budget deficits in Nigeria, even though there are other sources of finance. The practical contribution of the study is that sukuk will provide an avenue for the Nigerian economy to source more funds for accelerating economic diversification. The study therefore recommends that Nigerian government should effectively and efficiently harness the potentials of Islamic bond in financing its large deficits by integrating sukuk into the fiscal sustainability strategy of the country. Also, the Federal government should encourage the state governments of Muslim populated states to adopt sukuk and integrate it as part of their fiscal strategic policies.

Keywords: Budget deficit, bonds, deficit financing, Nigerian economy, sukuk

Paper ID: MYEC35

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A Conceptual Model of Predictors of SMEs' Performance in Context of Sudan

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Zakaria Abas, Universiti Utara Malaysia

Abstract:

Purpose: SMEs' performance in Sudan is in the downturn and calls for research-based solution. To address it, this conceptual study proposes a model entailing management accounting practices (costing, budgeting, and performance measures practices) as predictors of SMEs' performance. Also, research findings on the relationship between management accounting practices and performance are inconsistent, this study proposes a model entailing management accounting practices as determinants of SMEs' performance with the moderating role of external business environment.

Design/methodology/approach: This work is theorized based on extensive literature survey through which a conceptual model is developed and discussed. Inconsistent relationship between management accounting practices and performance is evaluated and established via published research. Also, moderating role of external business environment is discussed and validated based on the contingency theory.

Findings: This paper proposes a conceptual model to serve as an answer to how Sudanese SMEs' performance can be improved through management accounting practices.

Research limitations/Implications: The proposed model in this work is based on survey of published research, but it can be empirically solidified further through collection and analysis of relevant data.

Practical Implications: The paper can help SMEs' owners/ managers and policy makers to understand how properly-adopted management accounting practices can improve SMEs' performance.

Originality/value: The proposed conceptual framework is an exceptional and all-inclusive model that will expectantly improve the relevant body of literature and serve as useful guide for stakeholders on how the performances of SMEs can be boosted to enable them catch up with the SMEs' performance level of the developed countries in order to boost the economy of Sudan as a nation.

Keywords: management accounting, costing practices, budgeting practices, performance measure practices, SMEs' performance.

Paper ID: MYAF36

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Students' Perspectives on Use Behaviour of Learning Management Systems in Sri Lankan Universities

Sabraz Nawaz Samsudeen, South Eastern University of Sri Lanka*

Fathima Rashida Mohamed, South Eastern University of Sri Lanka

Mohamed Sameem Mohamed Aboobucker, South Eastern University of Sri Lanka

Abstract: This research aims to explore the perceptions of students in using Learning Management System (LMS) in order to enhance the learning process of undergraduates in government universities in Sri Lanka. Many universities in Sri Lanka have implemented LMS to make their learning interactive and engaging. These institutions have made considerable amount of investments in terms of finance and other resources but the benefits enjoyed are far below expectations. Hence, it is of high recognition that a study is very much needed to understand the reason(s) for such low usage in Sri Lankan free education context. Quantitative study based on self-administered questionnaire survey was conducted. Out of the 15 government universities in Sri Lanka, 03 were selected. Results from 344 valid responses reveals that Attitude, Experience and Anxiety significantly influence the students' use behaviour of LMS in Sri Lankan universities, while Efficacy and Collaboration do not have any impact. The research identifies what factors would influence these students' use behaviour of LMS in state universities. Variables Students' Attitude towards LMS, Efficacy, Experience, Anxiety and Collaboration with Lecturers and Students are considered to be the predictor variables and their influence and impact on Use Behaviour of LMS (predicted variable) is studied.

Keywords: Learning management system, perspectives, use behaviour, universities, sri lanka

Paper ID: MYSE43

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Stressors and Mental Health of Students at Private University in Malaysia

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Abdul Razak Ibrahim, Kolej Universiti Poly-Tech MARA, Malaysia

Abstract: The Malaysian Ministry of Health has aired its concern towards the state of Malaysian students' mental health in the late 2016. Statistics revealed a worsening state of mental health problems among Malaysian students, which shows that there is an increase cases of mental health from 2011 to 2016. Experts cite anxiety and depression as the main causes of mental health problems among students although not ruling out the influence of drugs as a factor. Hence, this study is aimed to seek some answers to the state of the students overall mental health, what are the most influential factor that affects their mental health and how they manage these issues. A total of 350 students participated in this study and findings revealed that 50% of the students suffered some kind of depressions triggered by various factors.

Keywords: Malaysia, students' mental health, depression, counselling, support

Paper ID: MYSS50

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Moderating Effect of Access to Finance on Entrepreneurial Orientation, Market Orientation, Learning Orientation and SMEs Performance: A Proposed Model

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Nifaosan Raden Ahmad, School of Business Management, College of Business, Universiti Utara Malaysia

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

Abstract: The significant role of SMEs has been widely acknowledged as an engine of economic growth in both developed and developing countries. However, the SMEs may encounter difficulties in operating their activities among rivals in a competitive market. Strategic orientation can be seen as the vital resources for SMEs to employ for obtaining competitive advantage that in turn leads to better performance. This study aims to propose a model that depicts the moderating effect of access to finance on the relationship between entrepreneurial orientation, market orientation, learning orientation and SMEs performance. Based on the review of existing literature, the proposed model is developed. This paper argues that although entrepreneurial orientation, market orientation, and learning orientation have impact on SMEs performance but its impact will be greater when access to finance is highly supportive. The findings of this study will provide a clear understanding of the impact of entrepreneurial orientation, market orientation, learning orientation on firm performance in the area of strategic management and entrepreneurship. The findings also will be beneficial to owner-managers of SMEs to understand the key factors that should be encouraged and avoided in improving business performance

Keywords: Entrepreneurial orientation, market orientation, learning orientation, access to finance, smes performance

Paper ID: MYSU51

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The Influence of Environmental Supervisory Agencies on Environmental Information Disclosure in Nigeria

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Basariah Bt. Salim, Universiti Utara, Malaysia

Abstract: Purpose: - Environmental reporting based on triple bottom line (TBL) reporting consists of three basic elements of profit, people and planet depicting economic, social and environmental information respectively. Past studies have tend to examine relationships between these three collectively and other variables especially corporate characteristics. Of greater concern to environmentalists however, are environmental information dissemination, which has been greatly ignored. This study is therefore, an attempt to examine exclusively the relationship between pure environmental information disclosure and environmental monitoring agencies. Methodology: - Using environmentally sensitive firms operating in Nigeria, the study employed content analysis and regression to determine the relationship covering the period 2009-2014. Findings: - It concluded that both significant positive and negative relationships exists between environmental reporting and monitoring agencies. Research Implications: - This shows that while NSE contributes positively to environmental information disclosure, DPR and NESREA are having a negative impact on environmental information dissemination. Practical Implications: - There is a clear indication that the DPR & NESREA are inefficient/ineffective. Originality/Value: - The lack of treating environmental information dissemination independently from other elements of sustainability is what this study capitalized on. Furthermore, studying the influence of environmental monitoring agencies (NSE, DPR and NESREA) on environmental reporting is mostly overlooked by scholars.

Keywords: Keywords: environmental supervisory agencies, sustainable environmental information, NSE, DPR, NESREA

Paper ID: MYAF52

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Measuring Sustainable Service Quality of Malaysian Water and Sewerage Companies: A Pilot Study

Abrari Salleh, Universiti Technology Malaysia*

Sha'ri Mohd Yusof, Universiti Technology Malaysia

Norazli Othman, Universiti Technology Malaysia

Abstract: Objective: The aim of this paper is to evaluate the reliability and validity of the sustainable service quality or SUSSERV instrument prior its implementation to measure service quality and sustainability among the water and sewerage companies. Methodology: The random survey data from 30 questionnaires were analysed representing customers of water and sewerage service companies in Selangor, Kuala Lumpur, and Putrajaya. Results: The findings showed that SUSSERV model with six independent variables namely tangibles, reliability, responsiveness, assurance, empathy and sustainability is valid and reliable instrument. We recommend the sampling method to be used during the final research is the quota sampling and will be based on geographical factors (districts) and category of services either water or sewerage. Implication: This paper is an attempt to fill the gap between service, product and process quality. SUSSERV will be suitable to overcome the lack of research in sustainability service quality particularly in the context of Malaysian water and sewerage industry.

Keywords: Sustainable service quality, water and sewerage services, regulatory, validity, exploratory factor analysis

Paper ID: MYMS53

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Sustainability Reporting by Firms in the Nigerian Economy: Social versus Environmental Disclosure

Alhassan Haladu, Universiti Utara Malaysia*

Basariah Bt. Salim, Universiti Utara Malaysia

Abstract:

Purpose: - There is need for specialization on individual categories of sustainability information disclosure. Attempts has been made in this study to make a comparison between the environmental and social categories of sustainability disclosure.

Methodology: - Guided by the G4 sustainability reporting guidelines, environmentally sensitive companies in the Nigerian economy were analysed for 6 years (2009-2014). Separate assessments and comparisons were made between environmental reporting and social reporting on the impact, influence and significance of their relationships using Stata13SE analytical tool.

Findings: - The results shows that firms performed better on social reporting than on environmental reporting in terms of higher sustainability disclosure rates and significant relationships. Research

Implications: - The current trend of reporting sustainability information disclosure under both social and environmental reporting is encouraging considering the fact that disclosure on sustainability issues in Nigeria is voluntary.

Practical Implications: - Firms in environmentally sensitive sectors are disclosing sustainability information than expected.

Originality/Value: - The uniqueness in comparing sustainability disclosures between environmental information and social information.

Keywords: Keywords: global reporting initiative, social reporting, environmental reporting,

Paper ID: MYAF55

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Financial Investigation and Forensic Accounting to Averting of Corporate Fraud

Atul Bansal, Dilla University, Dilla, Ethiopia*

Abstract: Financial investigation and Forensic Accounting have been in focus in recent years mainly due to an excess of frauds that have taken place in the corporate sectors. The value of frauds executed in these sectors has been very large and caused severe financial strain on individuals, corporations and the government. Many of these financial frauds could have been detected earlier and possibly avoided by the use of forensic accounting techniques. The aim of this study is to determine the financial investigation and Forensic Accounting to averting the frauds and misrepresentations in the corporate houses. The study attempts to identify the cause of frauds, the psychology of the typical fraudster, the warning signs of an impending or recurring fraud and measures to detect and prevent frauds. An analysis is made of Forensic Tools that can analyze data and detect unusual events that could act as an indicator of frauds. The study seeks to establish the forensic practices in vogue in the industry and its usage among the various professional categories of accounting professionals. The prospects of the profession, the educational and training requirements are also evaluated. The study also uses a high level forensic tool in a case study into the major Indian Cement companies to detect whether prima facie there has been a likely manipulation of the books of account.

Keywords: Forensic accounting, financial frauds, misrepresentation, miscellaneous fraud

Paper ID: MYAF59

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Direct Foreign Investment, Corruption and Mobile subscribers in ECOWAS - 5: A Panel Cointegration Approach

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Abstract: It is widely contended that the quality of institution and infrastructure is a significant determinant of foreign direct investment (FDI). With the exception of few studies on corruption, however, empirical research on the link between infrastructure and FDI remain limited, particularly in the context of Economic Community of West African States (ECOWAS). This study aims to examine the linkage between infrastructure (mobile subscribers), corruption and FDI among selected five countries from ECOWAS namely Nigeria, Ghana, Togo, Senegal and Cote d'Ivoire with the use of panel techniques for the period of 1990-2015. The methodology carried out to achieve this objective involves the panel unit root, panel co-integration and fully modified ordinary least square (FMOLS). The result indicates that there is long run relationship among the series. Corruption and infrastructure are negatively significant on FDI at the long run in the selected ECOWAS countries. The empirical evidence indicates that feeble level of institution (corruption) and infrastructure (mobile subscribers) impedes foreign direct investment inflows in the selected ECOWAS countries. My results confirm that FDI enhancement, role of institution and infrastructure exist not only in the transition nation but also in ECOWAS-5 countries.

Keywords: Foreign direct investment, ECOWAS, corruption, infrastructure

Paper ID: MYEC60

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An Alternative Explanation for Stock Price Increases Among the S&P 500 Following a Stock Buyback Announcement

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Abstract: Objective: The purpose of this paper is to investigate an alternative, more basic explanation for stock price increases among the Standard & Poor's 500 Index following a stock buyback announcement than the signaling theory offered in current literature. Methodology: Three related sets of data were collected and analyzed for 1,858 individual S&P 500 stock buyback announcements occurring during the period 2005-2015: First, the actual stock prices for 6 different times from the buyback announcement date (t) to one year after ($t+365$); second, the S&P 500 Index for the same dates; and third, the mathematical price of the stock resulting from the reduction in buyback shares. Results: The results demonstrate that the greatest contributor to the post-buyback-announcement share price increase is due to the mathematical reduction in shares occurring from the buyback. Implication: This research presents a conceptually yet empirically supported framework to describe the significance of the mathematical reduction in shares as a contributing factor in the post-buyback-announcement share price increase as compared to alternatives offered in the current literature. This paper is particularly useful for those who study stock market behavior and the causes of the share price increase that follow a stock buyback announcement.

Keywords: Stock buybacks, repurchases, signaling, S&P 500

Paper ID: MYAF62

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The Effect of Entrepreneurial Knowledge on the Third Age Entrepreneurial Intention

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Abstract: The retirement income is not large enough to satisfy Nigerian's expectations for a better standard of living upon retirement, a phenomenon that made most retirees to experience painful declines in their standard of living after retirement leading to various socio-economic challenges for the retirees, thus, this study examines the effect of entrepreneurial knowledge in inducing the third age entrepreneurial intention. Using Stratified sampling method, 176 retired federal workers that attended the mandatory pre-retirement entrepreneurial training programmes which cut across the military, para military and civil retirees residing in Kwara and Kogi states of Nigeria were used for this study through self-administered questionnaires. The Partial Least Square-Structural Equation Model was employed to test the hypothesis. The result suggests a positive and significant relationship between entrepreneurial knowledge and entrepreneurial intention among the third age entrepreneurs, suggesting that entrepreneurial knowledge can simulate intention towards a later career in entrepreneurship among the retirees. However, it is found that despite the individual entrepreneurial intention and the decision to continue their labour force upon retirement, through entrepreneurship, most retirees still continue to remain doing nothing and jobless due to lack of financial capital, non-access to information and unfriendly government regulation. The study recommends that retiring individuals must embrace retirement planning through participation in cooperative society and involvement in early saving for retirement. In addition, Individuals should be encouraged to start business few years before retirement age to gain foundation necessary for business experience.

Keywords: Entrepreneurial knowledge, entrepreneurial intention, financial capital, retirees, retirement, third-age

Paper ID: MYMS63

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The Role of Transformational Leadership in Effective Strategic Implementation with the Moderating Effect of Organizational Culture

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Abstract

Objective: This study evaluates the role of transformational leadership in effective strategic implementation. The purposes of this study are; first, to assess the degree of transformational leadership of administrative officials; second, to assess the degree of effective strategic implementation; third, to examine the impact of transformational leadership on effective strategic implementation. Finally, this study examines the roles of organizational culture as a moderator of the relationship between transformational leadership and effective strategic implementation.

Methodology: This study uses the case study of municipalities in Trang Province in Thailand. This research employs quantitative methods. The questionnaires are collected from administrative officials of municipalities in Trang Province. Descriptive statistics are used to analyse the data. Pearson correlation analysis is used to test the relationship between the independent variables and the dependent variable. In addition, regression analysis is used as an appropriate statistical tool to test the hypotheses.

Implication: This study contributes to the body of knowledge by integrating the context of strategic management, leadership, and organizational culture for testing the conceptual framework. The study is particularly useful for improving the roles of administrative officials in order to achieve effective strategic in municipalities.

Keywords: Strategic implementation, transformational leadership, organizational culture municipality, Thailand.

Paper ID: MYSP65

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The Role of Ethical Leadership in Online Sustainability Reporting: A Study on Malaysia

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Abstract: Stakeholders demand transparency through better information disclosure to curtail corporate scandals and to regain trust. The answer is online sustainability reporting that can provide timely information and meets stakeholders' demands for greater speed and a greater volume of information disclosure. The objective of this study is to investigate the current level of online sustainability reporting among public listed companies in Malaysia and to explain any variations in online sustainability reporting, using ethical leadership behaviours as the explanatory factors. A disclosure index, which included 60 CSR/sustainability items grouped according to four dimensions-community, workplace, marketplace and environment is used. The explanatory variables are extracted from a questionnaire survey, where univariate and multivariate analyses are employed. The items in the questionnaire are based on the Ethical Leadership at Work (ELW) scale developed by Kalshoven et al. (2011) which focuses on respondents' opinion on ethical leadership of their supervisors at their respective companies. The results indicate that leaders' ethical guidance, concern about sustainability and role clarification are affecting the amount of CSR information disclosed on Malaysian companies' websites. This study provides new insight for corporate leaders, academics and policymakers on how the behaviours of leaders, who are key corporate players, can impact on the setting of sustainability goals and enhance accountability through online disclosure. Limited studies have examined leadership related variables as a determinant of disclosing sustainability information online. The empirical evidence of this study provides support for human-related factors, which has never been discovered before.

Keywords: Sustainability reporting, sustainability, corporate social responsibility, csr, online, disclosure, ethical leadership

Paper ID: MYMS67

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Impact of Locus of Control on Depression of Elderly In Punjab, Pakistan: The Moderating Role of Religiosity;An empirical evidence

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Abstract: The current research was intended to see the impact of locus of control on the depression of elderly in Punjab, Pakistan and the role of religiosity as a moderator. The sample of the present study consisted of 800 older individuals of Pakistan. They were further equally divided into males and females 400 each. Correspondingly, The data on elderly population was chosen from the different areas of Punjab, Pakistan. To measure the level of depression short form of geriatric depression scale was used. To, measure the level of locus of control Levenson Multidimensional locus of control scale was used. The findings of the research describe that there is a positive relation between the level of locus of control and depression of elderly. In contrast, when religiosity as a moderator is introduced then the positive relation becomes negative. Which means the religiosity have a negative impact on depression. The more the person religious, he/she has a low chance of developing depression in its later age.

Keywords: Depression; locus of control; Punjab; Pakistan; religioisy; elderly

Paper ID: MYSS68

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Impactibility Characteristics of Personal Empowerment on Women Borrowers' Quality of Life, Bahawalpur, Pakistan.

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Abstract: This study attempts to understand how personal empowerment can be used to improve quality of life in women and maintain sustainable economic development in Bahawalpur, Pakistan. It analyzed that personal empowerment is an important determinant for women improving their quality of life. It also put forth light on the linkage between the economic development and quality of life. This essay tries to fulfill this gap by expending the analysis on personal empowerment that seems to provide a practical solution to reduce poverty and to improve quality of life by unlocking the potentials of the poor women by polishing her ability in economic decision making, giving freedom of movement and awareness in political socio-cultural conditions. This raises the question whether personal empowerment also leads to better quality of life. Pragmatic substantiation on the relationship between personal empowerment and quality of life is done by doing multinomial logit model analysis. The survey has been conducted in the Bahawalpur State of Southern Punjab, Pakistan. A cross-sectional primary data of 400 women borrowers of the three microcredit provided banks namely Khushhali Bank, Tameer Microfinance Bank and NRSP-Bank in Bahawalpur, Southern Punjab, Pakistan was obtained to carry out the analysis. The findings illustrate that personal empowerment has a significant impact not only on the personal development of women also have an impact on quality of life. The result demonstrates that personal empowerment is a crucial aspect of attaining a good quality of life, especially in economically non-developed states.

Keywords: Personal empowerment, sustainable economic development, quality of life, Bahawalpur, Pakistan

Paper ID: MYEC69

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Entrepreneurial Orientation, Technology Orientation and Small and Medium Enterprises Performance in Nigeria: The Role of Government Support Policy

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Abstract:

Purpose: The study empirically analyzes the moderating role of government support policy on the relationship between entrepreneurial orientation, technology orientation and performance of small and medium enterprises (SMEs) in northeast Nigeria.

Methodology: The paper adopts quantitative survey method using structured questionnaires, data was collected from 240 SME owner-managers in northeast Nigeria. The data collected was analyzed using Partial Least Squares PLS-SEM.

Findings: The findings of the study indicates a significant positive relationship between EO, TO and Performance of SMEs. Additionally, the outcomes of the study authenticate that government support policy moderates the relationship between EO, TO and performance of SMEs in Nigeria.

Implications: Policy makers, government agencies and regulators may wish to devise a comprehensive policy to SMEs sector by providing necessary infrastructure and favorable business environment in Nigeria. By doing these, the SMEs in Nigeria will not only improve their performance in the short run but also be able to success in the long run.

Originality/Theoretical and practical contribution: This is the first study that focuses on testing the moderating role of government support policy on the relationship between entrepreneurial orientation, technology orientation and SMEs performance in Nigeria.

Keywords: Entrepreneurial orientation, technology orientation, government support, SMEs performance, Nigeria

Paper ID: MYMS70

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Human Resource Practices and Job Satisfaction: Underlying Mechanism of Self Perceived English Ability, Motivation and Chinese Traditionality

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Abstract: Objective: Although international management literature has emphasized the value of human resource (HR) practices into the internationalization process, the mechanism in whereby HR practices impact towards employee's cognitive abilities and motivation is relatively unknown from emerging economies multinationals. This paper examines the association between HR practices that promote learning a foreign language and employees' self-perceived language ability and motivation to use English in the workplace and how these affects towards overall job satisfaction with Chinese Multinational Enterprises (CMNEs) employees. Methodology: We tested our conceptual model using survey data from 180 CMNEs employees. Results: The results show: (1) HR practices which support developing skills such as English will enhance self-perceived English ability and employee's motivation to use English in the work place (2) which subsequently has positive behavioural outcomes such as job satisfaction, and (3) Chinese traditionality is a strong moderator between the relationship of HR practices and job satisfaction. Implication: This paper offers new perspectives by advancing the discourse within the field of international management, in the Chinese context. It also presents the managerial implications and recommendations for future research.

Keywords: International management; cmnes; hr practices; social cognitive theory; chinese traditionality; self-efficacy theory; self-determination theory; job satisfaction

Paper ID: MYMS71

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The Effect of Audit Committee Expertise and Meeting on Earnings Quality in Indonesian Listed Companies: A Conceptual Approach

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Abstract: In recent years, the financial crisis and corporate scandals in the United States of America, Europe and Asia were the initial causes that brought up the issue of earnings quality in both Asian and other transitional economies. In fact, the main issue was centered on financial reporting manipulations and there is need to examine and develop a mechanism that will focus on monitoring and improving corporate governance through earnings quality. In particular, audit committee effectiveness is seen as a significant factor in ensuring effective corporate governance and in view of this, the aim of this paper is to develop a conceptual framework that will examine the impact expertise, meeting and meeting attendance on the earnings quality of companies. In addition, agency theory is expected to explain the above three factors in providing explanation to accounting information that relates to the earnings quality under study. Finally, it is expected that future empirical studies with this conceptual framework can enhance earnings quality for users of financial statements such as: investors, creditors, shareholders and other stakeholders in Indonesia and beyond.

Keywords: Audit committee, audit committee expertise, audit committee meeting, earnings quality

Paper ID: MYAF72

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The Moderator Effect of Internal Control System on the Relationship between Environmental Turbulence and Firm Performance in Jordanian listed companies

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Abstract: Objective: The purpose of this paper is to investigate the impact of environmental turbulence on firm performance of listed companies in Jordan. A conceptual model is proposed in this paper where firm performance is expected to be influenced by a two-dimensional environmental turbulence factor (technological turbulence and market turbulence) with a moderating factor of internal control system. Proposed Method: A questionnaire survey would be administered to 253 listed companies in Amman stock Exchange and analysis could be done with Partial Least Square (PLS) for testing the hypotheses of the study that firm performance is being influenced by environmental turbulence with a moderating effect of internal control system. Expected Results: It is expected that when this proposed conceptual model is used with empirical data, the result of the research will provide a good understanding of the influence of the two environmental turbulence factors (technology and market) on firm performance of Jordanian listed companies. The result will also highlight the extent of the moderating effect of internal control system on the relationship between environmental turbulence and firm performance. Implication: Even though this research paper only presents a conceptual framework, but it proposes an aspect that needs to be tested with empirical data among Jordanian listed companies because of their significance in the business environment and the Jordan's economy as a whole. The study is also of particular importance to the management of listed firms in knowing the moderating role of their internal control system on the relationship between the environmental turbulence and firm performance.

Keywords: Environmental turbulence, internal control system, firm performance

Paper ID: MYAF74

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Money Supply and Inflation in Nigeria: The Myth of Monetarist Theory of Inflation

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Abstract:

Objective: The main aim of this paper is to empirically investigate whether money supply is the sole determinant of inflation in Nigeria as maintained by monetarist theory that “inflation everywhere is monetary phenomenon”.

Methodology: A time series data for a period of 46 years was used. Unit root was conducted and the results showed that variables are mixed, they are not integrated in the same order, and this necessitated the use of Autoregressive Distributed Lag Model (ARDL) as the tool for econometric analysis. **Results:** Even though, money supply increment is inflationary, the results show that other factors influence inflation in the country. This justifies the myth of monetarist theory of inflation for agitating money supply increment to be the sole source of inflation.

Research Limitation: The findings of this research are limited to the country whose data were used (Nigeria), based on the econometrics techniques applied (ARDL) and the time period utilized (annual data from 1970 – 2015). **Implication:** An explanation of a theory regarding inflation in Nigeria and the rest of the developing nations should not be taken for granted. Generalizations need not to be done without been empirically tested.

Originality/Value: The paper was able to empirically prove the myth of monetarist theory of inflation in Nigeria and also suggest for other theories to be empirically tested for the purpose of checking whether their arguments explain the dynamics of inflation of the country.

Keywords: Inflation, Nigeria, money supply, myth of monetarist

Paper ID: MYEC75

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Audit Committee Characteristics and Firm Performance in Oman

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Abstract: The role of an audit committee (AC) is very significant to stakeholders in influencing the quality of disclosure of financial reporting and in improving market performance. This study examines the influence of audit committee characteristics (AC multiple directorship, AC size, AC independence, AC meeting, AC chairman independence, AC diligence) and firm market performance using Tobin's Q. Our sample consists of all 82 firms listed on the Muscat Stock Market (MSM) as in 2014 to 2015, excluding the financial and banking sectors. Data were gathered from firms' annual financial reports and Data Stream. We used multiple regression in analyzing the data. Our results show that AC multiple directorship and AC diligence influence firm market performance. We also find that the control variables (firm size and leverage) are significant in influencing firm performance. This study provides significant input to regulators, firms and researchers not only in Oman, but also in other countries. We recommend future studies to take into account some other variables such as foreign audit committee members, and other variables that may have a significant role in improving firm performance.

Keywords: Firm performance, market performance, audit committee, audit committee characteristics, oman

Paper ID: MYAF76

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Disclosure of Information in the Company's Annual Reports: A Bibliometric Analysis

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Abstract: This study evaluates the development of research publications towards the disclosure of information in companies' annual reports. The aim is to provide a preliminary source of references for related scholars that interested in mapping research in this field. By using several bibliometric indicators, this study analyse all research publications related to disclosure of information in the company's annual reports in the online Web of Science (ISI Thomson Reuters) database. This study examine the authorship, number of citations, journal sources, publishers, institutions, and countries, year of publication, categories, and author keywords. The results of these analysis are underlined and discussed.

Keywords: Disclosure, information, bibliometric, annual reports, citations

Paper ID: MYAF77

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Consumer Attitudes & Purchase Intentions: Study of Consumer Buying Behavior towards Organic Food in Pakistan

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Abstract: Purpose of this study is to examine the underlying motives which build an attitude towards purchase of organic food (vegetables) in Pakistan. Grounded from literature, ecological motives, health orientation and convenience (location & availability) were selected as factors motivating consumers to buy organic food. General survey guided by well-structured questionnaire through convenience sampling has been administered across a valuable sample of 300 organic food buyers & consumers. Based on valid response, 292 responses were finally accepted for analysis. Data has been analyzed in AMOS 18. Existing literature lacks well established theoretical foundation to explain purchase behavior of organic food users. Therefore, guided by the Theory of Reasoned Action (TRA) and Theory of Planned Behavior (TPB), it appears that ecological motives and health orientation and consciousness significantly influence the attitudes of the buyers for the purchase of organic food, while, convenience in terms of location & availability insignificantly affect purchasers' behavior. Interestingly, attitudes towards buying of organic food mediate the relationship between ecological motives, health orientation, convenience and intention to purchase organic food. Results also indicate that attitude had a significant as well as positive relationship with intention to purchase organic food. Finally, trust level of buyers' towards seller claim of selling pure organic food moderates relationship between attitude and intentions to prefer organic food yet intensity of relationship remained weaker. This paper recommends that organic food sellers in Pakistan may use appeals that contain theme like, 'environmental friendliness' and 'health consciousness' to arouse consumer interest towards purchase of organic food.

Keywords: Consumer behavior, intentions to purchase, organic food, motives, Pakistan

Paper ID: MYMS78

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The Effect of Comparative Study of Payment System between Malaysia and Republic of Tajikistan

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Abstract: The worldwide payment system has another alternative called e-payment system now. There are a numbers of different aspects on payment system in two mentioned countries. To utilize the arrangement of e-payment, we can spare our time, assets and powers throughout our day by day to exercise the daily e-payment method. The larger part of developing nations utilizing this e-payment system these days, on the grounds that the e-payment will push the economy to drive speedily. Author has used quantitative method data collection, whereby questionnaire will be provided to respondents. The populations for this research study are financial organizations in both of countries. The target markets are 59 organizations and for data analyzing author will use SPSS technique. Today, the structure of payment system is electronic-payment systems. It is believed that the result of this study significantly support e-payment system. Using cash, cheque and other kind of payment methods are very less observed in Malaysia. Author has tried to find what are the comparative aspects of payment system between two countries and what are the benefit of e-payment system which used in Malaysia and unused in Tajikistan. This study will help the payment system of Tajikistan to develop and transform to new payment system accordingly. Therefore, this research will deliver as educational subject and training courses to the Republic of Tajikistan.

Keywords: E-payment system, financial institution, comparative study

Paper ID: MYAF80

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A Validity Study of Malay-translated Version of the Modified Caregivers Strain Index Questionnaire (M-CSI-M)

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Abstract: Objectives The diversity of the population of the world suggests a great need for validated cross-cultural survey instruments or scales. Health care professionals should have access to reliable sources and valid concepts of interest in their own cultures and languages to provide quality patient care. Therefore, the aims of this study were to translate the Modified Caregiver Strain Index (M-CSI) in the national language of Malaysia. Also to evaluate the validity and reliability of the Malay-translated version of Modified Caregiver Strain Index (M-CSI-M). Methods Instrument was translated forward and rearward through the translation strategy, reconciled by a panel, and verified by the Malaysian Institute of Translation & books as experts of content. After methodological approaches for the translation, adaptation and transcultural validation of Modified Caregiver Strain Index (M-CSI). The latest version of Malaysia was administered to 50 informal care providers of dependent elderly with the Parkinson's disease, at the Association of Parkinson Malaysia (MPDA) and University Kebangsaan Malaysia (UKM) Medical Centre in May 2017. Results The Malaysians Modified Caregiver Strain Index (M-CSI-M) has a good face validity and content, as well as inner consistency (Cronbach's alpha 0.75). In conclusion, the M-CSI-M is a reliable tool for the evaluation of caregiving strain levels experienced by informal care providers in Malaysia. M-CSI-M is recommended as a brief and valid measurement that can be used by doctors, counselors, social workers and psychologists to locate the caregiving strain levels of the informal care providers of dependent elderly in Malaysia.

Keywords: Informal care providers, caregiving strain, validation, modified caregiver strain index (m-csi), national language of Malaysia (bahasa melayu)

Paper ID: MYSS81

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Overcoming Workplace Challenges: A Qualitative Study of Resilience Factors of Indonesian Women Factory Workers in Malaysia

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Abstract: Objective: Aim to explore the experiences of Indonesian factory workers who perceived themselves as resilient individuals. This paper report the strategies used by Indonesian women factory workers to develop and maintain their resilience, despite encountering serious workplace challenges. Background Despite the potentially adverse effects of their quality of life such as psychological, social aspect thrive through exercising self-efficacy and coping skills. Resilience refers to the ability to cope well with challenges and change. Methodology: The method of this study is collective case study investigation of personal resilience from 20 Indonesian women factory workers. Interview transcripts were analysed thematically. Results: Indonesian women factory workers attributed their ability to succeed in the workplace to four major influences: Spiritual aspect, Social support, Personal competence, Job environment Implication : Conclusively, Indonesian women factory workers' resilience ability insights contributed to a deeper understanding of personal resilience and highlight future initiatives to enhance the ability, skill and performance of factory workers in their workplace.

Keywords: Workplaces challenges, resilience, indonesian women factory workers.

Paper ID: MYSS82

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VAT Agents View on the Theory of Planned Behaviour and Penalty Magnitude: Preliminary Findings from Nigeria

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Abstract: Objective: This paper investigates the relationship between penalty magnitude, attitude towards VAT compliance, subjective norms and perceived behavioural control on VAT compliance intention among SMEs in Nigeria. Methodology: Data was gathered through administration of 30 questionnaires. The respondents are SMEs in Kano, North-west, Nigeria. A total of 23 indicator items was measured on 5-point Likert Scale from 1 (strongly disagree) to 5 (strongly agree). IBM SPSS Statistics 23 was employed as the primary statistical analysis tool for the study. Results: The result indicates positive significant relationship of penalty magnitude, subjective norms and perceived behavioural control on VAT compliance intention, while attitude towards VAT compliance has no relationship with VAT compliance intention. Implications: This study recommends a blend of economic and socio-psychological factors in dealing with issues concerning VAT compliance among SMEs, as that will encourage the SMEs to remit the VAT collections and also assist the policy makers to map-out policies that would ensure an effective management and tackling the issues surrounding VAT non-compliance among SMEs in Nigeria as well as other developing countries. In addition, further studies on a larger number of respondents should be conducted to test the consistency of the results.

Keywords: Attitude, subjective norms, perceived behavioural control, penalty magnitude.

Paper ID: MYAF85

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Influence of Awareness on SME's Intention towards Islamic Finance Adoption in Pakistan

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Abstract: A large number of SMEs in North Africa, Middle East and South Asia prefer Islamic financial products over their conventional counterparts. Similarly, in Pakistan SME owner-managers prefer Islamic finance as 20-25 percent of SMEs are not willing to take conventional finance. Despite higher demand, however, these firms are unable to access Islamic finance from financial institutions. There are several factors behind this dilemma on both supply and demand side. The present study discusses demand side issues pertaining to lack of adoption of Islamic finance by SMEs in Pakistan. Among various demand side factors, this paper has focused on the issue of lack of financial knowledge or awareness of Islamic financial products. In Pakistan, due to financial illiteracy of SME owner-managers, they seldom are able to identify suitable available financing options for their business financial needs. Thus, this study intended to determine the importance of awareness factor in influencing intention of SMEs to adopt Islamic finance. A conceptual framework has been constructed based on Theory of Planned Behaviour (TPB) and research propositions are developed in order to elaborate role of awareness in influencing SME managers' intention towards Islamic finance adoption. A preliminary analysis has been conducted through pilot study to check the internal consistency and reliability of instrument and found valid for further research. These both outcomes of the study are expected to lay foundation for more structured research on the issue of demand side factors of adoption of Islamic financial products.

Keywords: Islamic banking, awareness, Pakistan, finance, products

Paper ID: MYMS86

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Impact of Rural-Urban Migration on Education: A Case Study of District Bahawalnagar

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Abstract: This research investigates the impact of rural urban migration on education. Qualitative and quantitative approaches are utilized for empirical analysis. District Bahawalnagar is selected as a sample of the study. Probability sampling method is used for selecting sample and systematic sampling technique. A Structured questionnaire and interviews methods are employed as a tool to collect the information for the study to get the detailed knowledge on the pattern of rural urban migration and other demographic factors influencing education of the household in district Bahawalnagar. A survey is conducted from 200 respondents from five tehsils of district Bahawalnagar. Logit model is used to describe the influence of rural urban migration and other demographic factor associated with education of the households. The results exhibit that age, gender, migration, poverty and employment status have positive and significant impact on attainment of education in district Bahawalnagar.

Keywords: Rural urban migration, head count ratio, social variables, logit model, Bahawalnagar

Paper ID: MYEC87

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Examining the role of public relations departments in universities and their relationships with the graduates in Palestine

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Abstract: This paper aims to investigate the role of public relations departments in universities and how they deal with graduates. Universities in general have PR departments which are created to increase their missions and strengthen their visions. Frequently, the PR department is responsible of enhancing the objectives of the university to improve its image to publics. This study therefore investigates the extent of the PR role as a tool for facilitating the achievement of the objectives of universities. Data for the study was collected from a sample of one hundred and twenty (120) respondents sampled from graduates of the university. Which %78.3 are males and %21.7 are females from different districts in Gaza Strip in Palestine. Findings from the study showed that the administration of the PR department reinforces affiliation of graduates to their university. Furthermore, the PR department mainly participates in holding graduation ceremonies and in coordination with other departments in the university. The PR department continues with the graduates to have suitable jobs for them in the future. It also communicates with graduates through various means of social connectivity websites.

Keywords: Pr departments; graduates; graduation ceremonies; employment opportunities; continuity in communication; palestine

Paper ID: MYMS89

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The impact of Transformational Leadership and the Mediating Effect of Employees' Perception of Organizational Change on Affective, Normative and Continuance Commitment

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Abstract: In today's dynamic business environment, organizational change is essential to remain continuously competitive in the changing environment. Despite the high awareness of the importance of change, statistics revealed that only one-third of organizational change efforts can be considered successful. Thus, this research aimed at studying how transformational leadership is able to influence employees' perception of the change and impact the different levels of commitment towards change in a multinational company in Malaysia. The partial least squares of structural equation modelling (PLS-SEM) approach was deployed to validate and examine the research theoretical framework, and conduct the hypothesis testing. The result reveals transformational leadership and employees' perception of the changes to be highly predictive of the employees' commitment (affective, normative, and continuance commitment) with regard to the organizational changes. It also indicates that employees' perception of the change has a significant mediating effect on the relationship between transformational leadership and affective, normative, and continuance commitment. Hence, management must be sensitive to employees' reaction for the change initiatives to be successful and it is noteworthy for management to understand the employees' perception of the changes, support their needs to cope with the changes in their effort to overcome these resistances.

Keywords: Employees' perception of organizational change, affective commitment, normative commitment, continuance commitment, transformational leadership

Paper ID: MYMS90

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Effective Reward System: A Sin qua non Towards Actualization of Training Effectiveness for Administrative staff of Public Tertiary Education Institutions in Nigeria

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Abstract: Objective: The essence of this conceptual article is to explore the influence of organization reward system on training effectiveness for the administrative staff of public tertiary education institutions in Nigeria. Globally human resource is recognized as important assets that facilitate the accomplishment of organization goals. Thus, in order to overcome the problem of non-transfer of training skills to work place. The human resources need to be adequately rewarded to enhance the attainment of training effectiveness. The accomplishment of organization's training goals and objectives are largely determined by the motivated and competent employees therefore, it is imperative to identify the basic factors that influence the employees towards the accomplishment of training goals. The lack of attractive reward system had been confirmed as one of the factors that led to non-transfer of training skills to workplace. This resulted in the low quality service delivery and poor performance of the tertiary education institutions in Nigeria. Methodology: The study employed secondary sources of data from internet resources, articles, empirical literature from published journals and textbooks. Results: The finding from the studies reveals that both extrinsic and intrinsic reward had significant effect on employee's job satisfaction, performance, turnover intentions, and transfer of training to work place. This indicates that initiating effective reward system will result in the attainment of training effectiveness of administrative staff of tertiary educational institutions. Implication The findings and recommendations issued in this study will particularly be useful to the management and other stakeholders in tertiary institutions.

Keywords: Administrative staff, nigeria, reward system, tertiary institutions, training effectiveness.

Paper ID: MYSP91

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The Relationship between Self-confidence, Self-remembrance and Sincerity among Staff towards Information Systems Outsourcing Success

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Abstract: The study examined the relationship between the humanistic elements of self-confidence, self-remembrance and sincerity among staff towards the success of information systems (IS) outsourcing. A total of 500 questionnaires were distributed by mail to the manager of information systems outsourcing companies registered with Malaysia's Multimedia Super Corridor and 168 were returned. The hypotheses of this study were analyzed using multiple regression methods. The findings show that the element of self-confidence and sincerity of the staff have a positive and significant relationship towards the success of information systems outsourcing. The theoretical and practical implications and suggestions for future research are discussed.

Keywords: Information systems outsourcing success; humanistic elements; self-confidence; self-remembrance and sincerity.

Paper ID: MYMS92

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Treatment of Pak-India Relations Issues in Indian Press Comparative Study of Editorials of “THE HINDU” & “THE TELEGRAPH”

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Abstract: This research relates to investigate that how Pak-India relations issues represented and portrayed in two leading Indian newspapers. In this article the topics which discussed are Kashmir, Peace Talk and Terrorism. For this purpose, two elite newspapers of India The Hindu and The Telegraph have been selected for the research. This study analyzed the editorials of both newspapers published from 1st January 2006 to 1st December 2009. Theoretical inspiration is drawn from the postulates of agenda setting and framing theory. This research study has employed a combination of the quantitative and qualitative techniques of content analysis to analyze the contents

Keywords: Pakistan-india relations, kashmir, peace negotiation and terrorism

Paper ID: MYSE93

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Overlapping Claim On EEZ In The Northern Area Of The Malacca Straits Between Indonesia And Malaysia : The Implications Of Unresolved Dispute

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Abstract: Objective: This paper examines the negotiation issues and implications arising from unresolved overlapping EEZ claims in the northern region of the Malacca Straits between Indonesia and Malaysia. It will particularly focus on the impacts of this unresolved dispute to their bilateral relations, law enforcement, and management of marine resources. Methodology: The analysis framework of this paper is premised on desktop analysis. This qualitative approach identifies, collects, and assesses both primary and secondary data obtained from a wide range of published and unpublished materials, including internet resources. The main data collection technique is through structured interview and library research. Primary data are sources from international treaty instruments, legislations, and court cases, while sources of secondary data are generated from journal articles, books, book chapters, and newspaper cuttings. Results: The failure of Indonesia and Malaysia to agree on EEZ boundary limits for both countries in the northern region of the Malacca Straits has led uncertainty over their jurisdictional status, as well as raising a number of enforcement related issues and affecting their bilateral relations. This paper reveals that Indonesia and Malaysia have made little progress in resolving their dispute over overlapping EEZ claims in the Straits, albeit there have been numerous diplomatic negotiation and dialogue sessions between the two governments. This failure has arguably created management and enforcement difficulty to the relevant government agencies in the disputed areas, while at the same time not only caused friction and conflict in Indonesia-Malaysia relations but also animosity among local fishing communities across the straits

Keywords: Malacca strait, overlapping claims, Indonesia, Malaysia, EEZ

Paper ID: MYSP94

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The Security Impact of Sudanese Refugees on to the Host Community in Eastern Chad: A Conceptual Thought

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Abstract: This paper, however, intends to theoretically investigate this issue from security lens in deviation from most of the previous studies. The current refugee's crises across Africa, Middle East and Asia have captured the world's attention. Much of the existing discourse has stemmed from developed nations and focused on the economic and humanitarian impacts that these lingering crises will have, specifically for the developed countries. This study used secondary sources from, reports, published journals, internet resources, articles and executive summary. This paper has identified some of the key negative security effects that refugee crises can have on Eastern Chad. Through exploring of existing academic and popular literature around historical and contemporary case studies. The recommendations issued in the paper is of immense importance to the policy maker and the various stakeholders involved in the management of refugees in Eastern Chad. The paper also advances some recommendations, conclusion and future research directions are discussed.

Keywords: Security impact, host community, eastern chad, sudanese refugees

Paper ID: MYSP95

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A comparative Study on Government and Non-government Based Microcredit Programmes in Thailand

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Abstract:

Objective: Microcredit refers to a variety of financial services that target low-income clients, particularly the rural customers. Microcredit programme provides small loans to the very poor in order to undertake self-employment and other financial and business activities to generate income. It has proven to be an effective and popular measure in the ongoing struggle against poverty. Currently, there are many microcredit programmes offered by government and non-government organizations in Thailand. This paper aims to conduct a comparative study on government and non-government based microcredit programmes in Thailand. The paper also assesses and compares the impacts of various microcredit programmes in enhancing income generating activities among the poor people in Thailand.

Methodology: Literatures for review were identified from various sources such as journals, reports, proceedings, and other related documents by searching comprehensively both electronics and non-electronics databases. Websites of the organizations known to have undertaken research in this area were also searched to find related documents and reports.

Findings: Based on the review of literature, it was found that only a few government institutions are currently engaged with microcredit programmes in Thailand. The Government Savings Bank (GSB) is a well-known institution that has several programs for the poor including group savings and loans. However, most of the activities of this institution are for urban poor. The Bank for Agriculture and Agricultural Co-operatives (BAAC) is a very large government institution that works mainly for the rural farmers. On the other hand, there are a number of non-government organizations that provide credit and other financial services to the poor people in Thailand. The pioneer non-government institutions are Compassion Thailand, Common Interest International, Mirror Art Group, Population and Community Development Association (PDA), Upland Holistic Development Project (UHDP) and World Vision.

Implication: Findings of the study show that microcredit programmes offered by both government and non-government organizations contribute to the development of socio-economic status of the poor people in Thailand through adequate and timely availability of credit for income generating and productive activities.

Keywords: Government, non-government, microcredit programme, Thailand

Paper ID: MYAF96*Corresponding author's email: shahin@uum.edu.my

The Role of Entrepreneurial Orientations in Talent Retention amongst Malaysian Engineers

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Abstract: Objective: This paper examines the linkage between entrepreneurial orientation (EO) and talent retention amongst Malaysian engineers from the perspective of entrepreneurial orientation theory. Methodology: A cross-sectional survey of 104 engineers from private organisations in Malaysia was conducted to test the hypothesised relationships between constructs. The population comprised graduate and professional engineers who were registered under the Board of Engineers Malaysia (BEM). The purposive sampling method was employed for data analysis purposes. Data was analysed using partial least square-structural equation modelling technique. Results: The results of this study indicated a significant relationship between innovativeness, proactiveness, risk-taking, and competitive aggressiveness and the intention to stay (ITS). Autonomy was found not significant in predicting engineers' ITS the same jobs. Engineers require EO to support their freedom of ideas and thoughts to exploit opportunities, produce creativity, and solve engineering task-related problems and uncertainty situations. Implication: EO dimensions can be used to predict engineers' ITS current employments. This study provides crucial information for the organisations and policy makers to develop mechanisms and policies to enhance the engineers' involvement of effective EO for increasing retention behaviours and career satisfaction. As the EO of engineers' increase, the ITS will also increase.

Keywords: Engineers, entrepreneurial orientation, intention to stay, talent, Malaysia

Paper ID: MYMS97

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The Effect of International Financial Reporting Standard (IFRS) among SMEs in Nigeria

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Abstract: Purpose: Although, SMEs are making significant contributions to the Nigerian economy, however, financial reporting in the sector has not been researched well. Therefore, this study intends to fill in the gap by determining the effect of IFRS among the Nigerian SMEs. Design: The study adopted Ohlson Model (1995) that has been widely used among researchers in determining the effect of IFRS. The study used 80 SMEs registered in Nigerian Corporate Affairs Commission (CAC) for the period of 2011 to 2016 using pre-and post-IFRS adoption of SMEs in Nigeria. Findings: The study findings provided a statistically significant increase of financial reporting after IFRS adoption among the Nigerian SMEs. Particularly, a greater increase in earnings coefficients than book value after IFRS adoption was noticed during the period. Implication: The Nigerian SMEs witnessed the lack of compliance with the Nigerian accounting standards and IFRS knowledge. Therefore, financial reporting provided in the public may not reflect a true view of their financial positions. Several SMEs data could not be provided in the data stream which does not allow us for generalisation. Practical implications: The implication of this study is to provide the usefulness of adopting IFRS among SMEs in Nigeria. Also, to the International Accounting Standard Board (IASB) that are at forefront of the use of IFRS to SMEs that IFRS provides more value relevance of accounting information as they suggested. Originality: This study is the first to look at the effect of IFRS on SMEs for book value and earnings in Nigeria

Keywords: IFRS, NGAAP, book value, earnings, SMEs,

Paper ID: MYAF98

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The Islamic Philosophical Perspective on Hajj Pilgrimage Management

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Abstract: Hajj is the fifth pillar of Islam. Every year, during the Hajj season, millions of pilgrims came from different countries and gathered in Mecca to perform Hajj. The huge numbers of pilgrims have made the management of pilgrims became too complex. The management itself is also not reasonable if it not based on the Islamic philosophical basis. In other words, the most suitable management practice in managing pilgrims in Mecca is the management from the Islamic philosophical perspectives. Therefore, this paper aims to identify and to analyse the philosophy of hajj pilgrims management from Islamic perspectives. This paper employed document research method and was analysed with content analysis method. The result found that the philosophy of hajj pilgrims management from Islamic perspective can be identified based on four elements. The first element is epistemological aspect by referring to Qur'an and hadith as the authoritative source of knowledge. Secondly, ontological aspect which assert monotheism (tawhid) as the management mould. Thirdly, axiological aspect with the application of values in management such as excellence (ihsan), trust (amanah), and justice ('adl). Fourthly, teleological aspect which emphasizes the pleasure of Allah (mardati'Llah) as the ultimate goal of hajj pilgrims management. In conclusion, to emphasize on these four elements of Islamic philosophy in hajj pilgrims management in Mecca is important to ensure the management activities that carried out will always gain the pleasure of Allah SWT.

Keywords: Hajj management, Islamic ontology, Islamic epistemology, Islamic axiology, Islamic teleology

Paper ID: MYSS100

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The Role of Training System Expectancies in Ensuring Training Effectiveness: A Conceptual Analysis

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Abstract: Many organizations have invested billions of dollars in training their human resources. Yet, the effectiveness of the trainings has not been satisfactory. One of the solutions to the problem of unsatisfactory training outcomes could be training system expectancies. The link between training system expectancies and training effectiveness has not been adequately addressed in previous studies. Hence this study undertakes a conceptual analysis of training system expectancies and highlights its role in ensuring training effectiveness. At the end of the study, suggestions were made for further investigations of the relationship between training system expectancies and training effectiveness. In the increasingly competitive business environment of the 21st century, this study is significant as it contributes to the literature on training effectiveness which is required to increase employee productivity.

Keywords: Training system expectancies, training effectiveness, human resource development,

Paper ID: MYSP101

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Comparative Analysis of Universal Newborn Hearing Screening Programs in Malaysia, China and Philippines

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Abstract:

Purpose: Universal Newborn Hearing Screening Program (UNHS) has developed rapidly and tremendously in the world, but developing countries need contextual models for UNHS to optimize screening outcomes and cost-effectiveness. Therefore, this study aims to document current UNHS practices in three developing countries; Malaysia, Philippines and China with the aim of comparing the reported practices to bring about some recommendations.

Design/methodology/approach: This work is theorized on comprehensive review of reports, published research, and other relevant materials. **Findings:** UNHS practices in the selected countries (Philippine, Malaysia, and China) have commonalities and differences. Newborn hearing screening is made binding on all caregivers in Philippine, whereas it is just recommended in Malaysia and China. Nevertheless, the protocols of UNHS program applied in the selected countries are similar. In the selected countries, the protocol involves OAE and AABR.

Research limitations/implications: UNHS has been well instituted in the selected countries. Nevertheless, certain challenges (e.g. poor follow-up) are debilitating the effectiveness of the screening in the selected countries, and the challenges should be well addressed and empirically studied. **Practical implications:** Stakeholders could possibly benefit from the findings, and recognize the need to optimize the UNHS program through suggested factors. This study has hopefully contributed towards the enrichment of the relevant literature, and it could serve as a useful guide for stakeholders with regards to improvement of UNHS program in their respective countries.

Keywords: Universal newborn hearing screening, UNHS, Malaysia, Philippine china, OAE, AABR.

Paper ID: MYMS102

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Influence of Transformational Leadership on Knowledge Hiding: Mediating role of Organizational Psychological Ownership: A Propose Framework

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Abstract: Purpose: Research on knowledge hiding behaviour among employees in organizational is still in its infancy and remain scarce despite its prevalence and negative impact as reported by previous studies. Some of the possible suggested antecedents of knowledge hiding studied include trust, job characteristic, organizational culture, and work environment. Despite these studies, few have attempted to investigate the influence of transformational leadership on knowledge hiding behaviour. Furthermore, the mechanisms through which transformational leadership influences on knowledge hiding behaviour in organizations are not adequately investigated. Therefore, mediator variable is proposed. Findings: Based on transformational leadership theory and psychological ownership theory, this paper proposes that the relationship between transformational leadership and knowledge hiding behaviour of employees in the organization could be mediated by organizational psychological ownership. Implications: Thereby the organization would contain employees that are motivated and behave positively towards organizational performance.

Keywords: Transformational leadership, organizational psychological ownership, knowledge-based psychological ownership

Paper ID: MYMS104

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Work-family Role Conflict and Work-life Balance towards Work Sustainability

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Abstract: The study was a conceptual approach intended to provide an insight upon the relevance of some fundamental theories and empirical studies on work-family role conflict and work-life balance to workers sustainable life. This study also, moves in to discuss the underpinning theories of role, sources of work-family conflict, work interfere with family and family interfere with work, and of course sustainable work-life balance. Moreover, the empirical studies conducted from various tenets and different disciplines including the financial institutions, industries, human resources management, and Education as well. All these torches the employees' holistic work-family conflict and work-life balance. The paper also presented a conceptual framework as a guide to research experts on work-family conflict with relevant methodology for further research.

Keywords: Work-family role conflict, work-life balance, work sustainability

Paper ID: MYSS107

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Human Resources Management (HRM) Practices and Service Quality in Selected Insurance Companies in Nigeria

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Abstract: Human Resources Management (HRM) practice shows a key function in customer satisfaction in the cognitive of service quality in selected insurance companies in Nigeria. The significant of service industries are labour oriented where insurance sector is not an exception because their performance is determined by the quality of risk management services to their customers (Insured). Human Resources serve as the key imperative asset for any organization and development of the service quality in Nigeria insurance industry by improving its service based on effectiveness, efficiency, customer relationship and ethical practices. Purpose: This paper is aimed to investigate Human Resources Management Practices and Service quality in selected insurance companies in Nigeria. Methodology: The study adopts secondary data which reviews related literatures from journal articles and other literatures on assessment of the concepts. Finding: The paper finds that there is significant relationship between Human resources management practices and service quality in insurance industry. It also reveals that Human resources management practices directly affect overall service quality in terms of customer base, customer retention, overall profit, productivity and risk improvement to the customers. Implication: Organization having good HRM Practices will improve the quality of services provided and also improves performance and customers' loyalty.

Keywords: Human resources management, service quality, insurance, risk, dimension

Paper ID: MYMS108

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Malaysian Firms' Shareholders' Wealth Effect Following Cross-Border Acquisition

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Abstract: Objective: Purpose of this study is to investigate long run shareholders' wealth effect (SWE) of Malaysian acquiring firms following cross-border acquisition (CBA). Methodology: Using buy-and-hold abnormal returns model for shareholder's wealth effect and Euclidean method for identifying matching firms, study was employed 176 CBA deals of Malaysian acquiring firms for period of 2004-2015. Using conventional t-statistics, skewness adjusted t-statistics, bootstrapping skewness adjusted t-statistics and Multivariate of Analysis of Variance (MANOVA) as statistical tools were analyzed the data and test the hypotheses that acquiring firms' wealth effect is impacted by CBA deals. Results: Study found that shareholder wealth effect of acquiring firm is significantly positive in shorter period while negative or mixed effect in longer period due to use different method to measures. However, there is no difference of SWE between the groups: Level of control in target firm (including SWE of Major vs. Minor acquisitions) and SWE of Shariah-complaint status firms vs. conventional firms. Moreover, Shareholder's wealth effect differ industry to industry. Implication: study presents an empirically supported to describe the significance of long run shareholder's wealth effect of Malaysian acquiring firms following cross-border acquisition. Firstly, study focuses on long-run shareholders' wealth effect of Malaysian acquiring firms rather than short-run shareholder effects. Secondly, it utilizes a long-run methodology commonly used in such events as domestic mergers, seasoned equity offerings, and IPOs (e.g. Fama, 1998), but not applied to cross-border acquisition. This paper is most extensive analysis to date of the long-run performance of Malaysian acquiring firms carrying out cross-border acquisitions.

Keywords: Shareholders' wealth effect (swe), buy-and-holder abnormal return (bhar), cross-border acquisitions (cba), shariah-complain status and malaysia.

Paper ID: MYEC109

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Empirical Study of the Relationship between Board of Director Mechanisms and Perceived Performance of Listed Firms in Nigeria

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Abstract: The growing debate on the board of director mechanisms to firm performance will for a long time remain area of research. The effectiveness of the board of director composition, responsibility, and accountability have become an area of research in the recent trend. This paper attempts to investigate the empirical study of the relationship between the board of director mechanisms and perceived performance of listed firms in Nigeria. The underpinning theory of the paper is rooted in agency theory and supported by resource dependence theory, and stewardship theory to increase the understanding of the influence of the board of director formation to perceived firm performance. The questionnaires were administered to the respondents, out of 163 questionnaires administered, 149 returned. The number of valid questionnaires are 147. The data were analyzed using Partial Least Squares Structural Equation Modeling (PLS-SEM). Empirical findings showed that board of director composition and accountability were positively associated with perceived firm performance. While board of director responsibility have no relationship. The findings contribute theoretically to the knowledge of corporate governance. Based on the knowledge of this paper, this is the first study that adopts the use of primary data to investigate the empirical study of the relationship between the board of director mechanisms and perceived performance of listed firms in Nigeria. The findings provide policymakers, stakeholders, and government with the approaches to overcome and resolved the conflict of interest between the board of director (agent) and shareholder (principal). The paper also offers some suggestions for future study.

Keywords: Board composition, responsibility and accountability and firm performance

Paper ID: MYMS110

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Investigating the Influence of Shareholder Rights Mechanisms on the Perceived Performance of Listed Firms in Nigeria

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Abstract: The current debate of the issues of shareholder rights to firm performance have grown a topic of research both in the developed and emerging economy. There is serious concern regarding the effectiveness of the board of directors' transparency and accountability, company image and the rights of the shareholders in recent times. This paper attempts to investigate the influence of shareholders rights mechanisms to perceived performance of listed firms in Nigeria. The underpinning theory of the paper is rooted in agency theory and supported by stewardship theory to increase the understanding of the influence of the board of directors' transparency and accountability, company image and the shareholder rights to the perceived firm performance. The questionnaire was used as an instrument for data collection from the sampled respondents. Administered to the respondents. 247 copies of the questionnaire were administered with 117 duly completed and returned. Empirical findings showed that board of directors' transparency and accountability and shareholder right were positively associated with perceived firm performance. While company image did not show any significant link to perceived firm performance. The findings contribute theoretically to the knowledge of corporate governance. Based on the knowledge of this study, this is the first study that adopts the use of primary data to investigate the influence of shareholders' rights mechanisms on the perceived performance of listed firms in Nigeria. The findings provide policymakers, stakeholders, and government with a better picture of the transparency and accountability and the right of the shareholder.

Keywords: Board of director, transparency, and accountability, company image, shareholder rights, firm performance

Paper ID: MYMS111

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Non-Monetary Incentives to Improve Job Performance: A Study at Property Company in Penang

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Abstract: The purpose of this study is to examine the relationship of non-monetary incentives such as flexible working schedules, recognition and career development on job performance. The respondents of the study were among employees who work with a property company in Penang. The objectives of this research are (i) to determine the relationship between flexible working schedules and job performance, (ii) to identify the relationship between recognition and job performance, (iii) to examine the relationship between career development and job performance and (iv) to determine the factors influence flexible working schedules, recognition and career development towards job performance. In this study, the quantitative method was implemented. In assessing the relationship between the variables, a total of 91 questionnaires were analysed using descriptive and inferential data analysis technique. The method of analysis used in this study includes reliability test, Pearson correlation and multiple regression. The findings of this research reveal that flexible working schedules, recognition and career development has significant relationship on employees' job performance. The result of this research may assist the organization plan to increase the employees' job performance.

Keywords: Non-monetary incentives, job performance, flexible working schedules, recognition, career development

Paper ID: MYMS112

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Empirical Investigation the Relationship between Strategic Orientations and SMEs Performance in Nigeria

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Abstract: This study examine the relationship between strategic orientations and SMEs performance in Nigeria. The debate on entrepreneurial orientation and market orientation to firm performance will for a long time remain area of research. The paper sample consists of 3,723 of all the SMEs operating in Kaduna and Sokoto state. Out of which 205 questionnaires were administered to respondents concerning the entrepreneurial orientation and market orientation to SMEs performance, 197 were returned. The number of valid questionnaire is 191. The data were analyze using Partial Least Square Structural Equation Modelling (PLS-SEM) to determining the effect of the variables of the study. The findings of the paper indicated that entrepreneurship development factors: entrepreneurial orientation and market orientation promoting SMEs performance in Kaduna and Sokoto state. The results showed a statistically significant positive influence of both entrepreneurial orientation and market orientation to SMEs performance. The finding provides the government, policy maker and other SMEs' stakeholders with the important variables of this entrepreneurial orientation and market orientation to SMEs performance in Nigeria. This study also have suggestion for future research direction.

Keywords: Strategic orientation, entrepreneurial orientation and market orientation, small and medium performance

Paper ID: MYMS113

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Development of Framework for Customer Acceptance of Internet Banking in Nigeria

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Abstract: Despite the popularity of internet banking in the world, its rate of acceptance in Nigeria is quite slow. Consequently, it is essential to study the factors that influence user's acceptance of internet banking in Nigeria. This study aims to investigate the factors that influence user's acceptance of internet banking so as to understand and remove the inhibitions surrounding it and increase its popularity. Several theories, specifically over the conceptualization of the technology acceptance model (TAM) have emerged and they have been applied in different contexts to investigate new insights into the acceptance behaviour of individuals. However, despite TAM's maturity and validity in different contexts, very little published literature strives to extend its capability to predict individuals' acceptance behaviour about internet banking. A possible rationale for this gap may be conceptualization of the TAM under which individuals' acceptance behaviour can only be predicted with two beliefs: perceived ease of use (PEOU) and perceived usefulness (PU). The evidence in literature shows that PU and PEOU beliefs are not sufficient; hence, they may not explain individuals' acceptance behaviour in emerging contexts, such as internet banking in developing economies such as Nigeria. Consequently there is a need for inclusion of additional factors from other relevant theories that can enhance prediction of acceptance of internet banking by potential and reluctant users. According to the proposed conceptual model, internet banking acceptance was determined by five factors, which include perceived usefulness, perceived ease of use, trust, e-service quality and compatibility.

Keywords: Internet banking, tam, e-service quality, trust, Nigeria

Paper ID: MYMS115

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Designing A Conceptual Framework on Health Food Consumption Patterns among Malaysian Consumers

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Abstract: Healthy foods refer to foods that are safe for consumption, fine in quality and are nutritious in meeting the principle for sustainability of health. Recently consumption of healthy food has emerged as alternative approach for preventing form obesity and chronic diseases, that affecting Malaysia with high threat, in which unhealthy food consumption is now the leading cause of morbidity and mortality in low and middle-income social classes. Based on that, this conceptual framework is constructed of four variables place and price as independent variables, consumption patterns of healthy food as dependent variable. Moreover, this research also proposed lifestyle as mediator. Based on the arguments in the article, five major hypothesis were developed to refine our understanding of the consumption patterns.

Keywords: Healthy food, consumption patterns, lifestyle, place and price

Paper ID: MYMS116

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From Ruling Party to Opposition Party: The Defeat of the Peoples Democratic Party in Nigeria's 2015 General Elections

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Abstract: Objective: The rationale of this paper is to examine the factors that led to the defeat of the Peoples Democratic Party (PDP) in Nigeria's 2015 general elections after dominating Nigeria's political landscape since the return to democracy in 1999. Methodology: This paper is qualitative and made of use of secondary data such as textbooks, journal articles, reports of election observer teams, party constitutions, workshop papers, Independent National Electoral Commission (INEC) documents, the Electoral Acts and the 1999 Constitution of the Federal Republic of Nigeria. The thematic analysis of the information gathered helped to dissect the circumstances that were responsible for the electoral defeat of the Peoples Democratic Party (PDP) by the current ruling All Progressives Congress (APC) in the 2015 general elections. Results: The research discovered that some factors were responsible for the defeat of the PDP in the 2015 general elections, chief among them is the abysmal lack of internal party democracy in the party. Implication: The paper asserts that though political parties are indispensable institutions in a democracy, for them to make fundamental contributions to democracy, they must, among other things, adhere to the tenets of internal party democracy in order to sustain their electoral strength and make a profound contribution to democratic growth.

Keywords: Political parties, internal party democracy, elections, democratic consolidation, peoples' democratic party

Paper ID: MYSP119

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Incumbency Factor, Internal Party Democracy and Democratic Consolidation in Nigeria's Fourth Republic.

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Abstract: Objective: The essence of this paper is to interrogate the nexus between incumbency factor, internal party democracy and democratic consolidation in Nigeria's Fourth Republic. Abundance evidence suggest that Incumbency factor and internal party democracy exercise monumental influence on the growth of democracy in Nigeria. Methodology: The is conceptual and qualitative. The method of data collection is secondary. Consequently, relevant materials including textbooks, journal articles, party constitutions and the 1999 constitution of Nigeria were consulted in the quest to establish the linkages. Results: The assertion was substantiated and buttressed by the data. The research unveiled that abuse of incumbency advantage and lack of internal party democracy constitute major drawbacks to democratic consolidation in Nigeria. Implication: Adducing convincing evidence, the paper has proved the relationship between incumbency factor, internal party democracy and democratic consolidation in Nigeria. The paper is particularly imperative for stakeholders in Nigeria's democratic experience as it would make them to be conscious and refrain from abuse of incumbency and adhere to the doctrines of internal party democracy in order to fast track democratic growth and consolidation in Nigeria.

Keywords: Incumbency, internal party democracy, election, democratic consolidation, Nigeria

Paper ID: MYSP120

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ECOWAS, Good Governance and Collective Military Action in Liberia: A Post Conflict Assesment

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Abstract: One of the biggest social and political challenges of the states in west Africa south of the Sahara, is that of good governance. Lack of good governance had its debilitating consequences in post-colonial states of west Africa. Most states in this sub-region had a “taste” of military dictatorship at one point in time or the other. illiteracy, unaccountability, and corruption by the public servants in most states with the sub-region. Majority of the post-cold war conflicts and crises in this sub-region are attributed to the absence of good governance. This compels the ECOWAS to revise its treaty and adopt an additional protocol on Democracy and good governance, so that the potential source of conflicts in the sub-region tied to mis-governance can be handled by ECOWAS at the sub-regional level and for the ECOWAS to manage conflicts, crises and insecurity to forestall it from distracting economic integration processes of the regional economic group. Of all the reasons adjudge to the causes of the first Liberian crises leading to the first sub-regional military intervention initiative in 1989 for instance, which was the bases for ECOWAS shifting it base to security management is lack of good governance. Thus, the objective of this paper, is to evaluate how the absence of good governance contributed to ECOWAS shifting to non-interference to security management in west Africa, and to assess the impacts of the new protocol on democracy and good governance among the ECOWAS member states in the post-cold war and post-Liberian conflict.

Keywords: ECOWAS, good governance, collective military action, liberia, post conflict

Paper ID: MYSP121

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Audit Committee Characteristics and Firm Performance: Evidence from Malaysian Finance Companies

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Abstract: This study examined the effect of audit committee characteristics including competence of the audit committee members, the member of the professional body, and the frequency of audit committee meetings, on the finance companies performance. The study was conducted involving 33 companies that were included in the list of the Bursa Malaysia, covered in the period from 2011-2015, a total of 165 firm-years observations. The study made use of Pearson Correlation Coefficient and Multiple Regressions analysis. The findings revealed that the variables of audit committee independence, audit committee finance literacy and Audit committee member of accounting professional body influence significantly the performance of finance companies. Specifically, audit committee finance literacy has been found to be the most positively significant variable to influence finance companies performance. However, audit committee size may not contribute to enhancing finance companies performance. Moreover, this study conducted a review of literature relevant to the topic of audit committee characteristics and it presented practical implications as well as suggestions that future studies can follow.

Keywords: Corporate governance, audit committee, firm performance, financial sector, Malaysia

Paper ID: MYAF122

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Managing Fisheries Conflicts in Southeast Asia

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Abstract: Objective: This paper focuses on fisheries conflicts in Southeast Asia (ASEAN). Methodology: This paper draws on few cases in ASEAN and explores ways for reducing conflicts and managing fisheries sustainability in the region. Results: The community-based management approach is seen as a promising approach for reducing fisheries conflicts and improving fisheries as a whole. Implication: The institutional and technical requirements for implementing the approach is discussed in the paper.

Keywords: Fisheries conflicts, southeast asia, community-based fisheries management.

Paper ID: MYEC123

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Integrating Lean and Cost of Quality Models to Improve Hospitals' Financials: A Conceptual Framework

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Abstract: Measuring the cost of quality in hospitals has been the main concern of quality, finance and accounting managers. It is a complicated task to balance between reducing the cost and providing a high quality service. Thus, hospitals integrate different quality improvement models such as lean and cost of quality to identify the wastes resulted from the cost of poor quality and spot the opportunities for improving the cost of good quality. This study reviews the literature related to these two models and highlights its implementation in the healthcare sector. Hence, a conceptual framework is proposed. One of the main research implications is that accounting and quality assurance teams have to cooperate and share information to reduce undesirable costs and improve the hospital's financials. However, future studies are encouraged to expand the research empirically to discover hidden costs of quality and implement different improvement quality models to enrich the literature

Keywords: Cost of quality, finance, hospital, lean healthcare

Paper ID: MYMS124

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Customer Satisfaction and Service Quality as Determinants of Customer Loyalty in Nigerian Hospitality Industry

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Abstract: It has been established in the literature that there exist consistent justification for the effect of customer satisfaction and service quality on customer loyalty in most service industries. However, substantial numbers of these studies were conducted in advanced countries ranging from the United States of America, Canada, European countries, China, Malaysia, India and other countries outside Africa. Hence, the need to replicate these studies in Africa and Nigeria in particular considering the present economic challenges the country is presently experiencing, which to a large extent have a negative impact on the patronage of goods and services. Specifically, the paper intends to ascertain the attributes capable of generating customer loyalty in the hotels. It also seeks to identify the correlation among customer satisfaction, service quality and hotels guest loyalty in Nigeria. As Shoemaker and Lewis (1999) observed that hospitality industry's survival lie solely on their ability to achieve customer loyalty. Therefore, the study proposed that a positive and significant relationship exists between; customer satisfaction, service quality and customer loyalty. Therefore, after review of extant literature, the study found that positive and significant relationship exists between the studied variables. It therefore recommends that hotel industry managers should strive and ensure that their offerings are in conformity or even exceed the requirements of their esteemed guests.

Keywords: Customer satisfaction, service quality, customer loyalty, hospitality, Nigeria

Paper ID: MYMS125

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Need for Managing own Exposure to foreign Exchange Risk: Empirical Evidence from the Nigerian Economy

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Abstract: The Nigerian national currency (Naira) has suffered series of exchange rate fluctuation on numerous occasions in the last two years. As a result, the value of the currency has changed significantly and rapidly many times, impacting on both visible and invisible trade. It is common today to hear importers, exporters and even consumers complaining about the adverse consequences of these trends which manifested in form of general rise in prices of goods and services. Studies have shown that many Nigerian foreign traders, particularly those in SME sector, either lack the basic knowledge on how to manage foreign exchange risk or are skeptical about its efficacy. This is surprising considering how costly, in terms of cash flow and profitability, unfavorable changes in the value of the Naira can be. In response to this gap, this paper utilized secondary data on Naira/Dollar exchange rate spanning over 18 months period (January 2015 to June 2016), to provide an empirical understanding of the intricacies of Naira/Dollar exchange rate and how the resultant trends can affect domestic users of foreign exchange in Nigeria and hence the need to privately manage same. Paper introduces the subject matter of foreign exchange risk, its determination/calculation using facts and figures and its management to both the public and private business sectors in Nigeria. Results clearly established why it makes sense for stakeholders to reduce exposure to currency risk. The paper also highlighted some of the common techniques and instruments that can be used to mitigate this risk.

Keywords: Exchange risk, hedging, forward contract, options, swap

Paper ID: MYEC126

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Understanding Asnaf's Sustainability through Effective Distributive Performance: A Conceptual Assessment

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Abstract: Zakat is receiving due position in Islamic welfare management studies for the last few years as the global situation in terms of unpredictability is on the rise. Interestingly and positively, both collection and distribution of zakat is increasing year after year yet still something is missing. The effectiveness of distribution of Zakat in terms of timely delivery or quality options of asnaf sustainability is still a big question. The issue of effective delivery requires a performance measurement, which may invite the zakat organisations to look into the possibility of incorporating a scorecard approach in evaluating the achievements thus far. This study attempts to look into asnaf sustainability as a measuring tool and an evaluation criterion for understanding the zakat's institutional performance while keeping the demographic profile as a balancing option in assessing the relationship. The study is in elementary stage for which data analysis and further recommendation is still forthcoming. It will thus highlight the issues related to autonomous zakat body versus non-autonomous zakat bodies' priority and problem resolving tactics in addressing the asnaf's sustainability. The study put forward a conceptual assessment comprising of potential evaluating criterion variables for assessing asnaf sustainability and their relationship with performance of zakat distribution system. The outcomes of the study will enable theorists and policy makers in Islamic societies as well as in Islamic countries to devise effective approaches towards a promising zakat distribution system and thereby achieve the objectives of welfare.

Keywords: Islamic economic system, effective zakat distribution, sustainability of asnaf, zakat performance evaluation

Paper ID: MYEC127

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A Combination of Micro-Credit and Micro-Training with mediating role of Formal Education: A Micro-Enterprise Success Formula

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Abstract: This study aims at giving an overview of the emerging research field of microfinance in a phase that is still very fluid in micro-enterprises. The ultimate objective of this study is to develop a distinctive formula (framework) for micro-enterprise success. As the success of micro-enterprise is under debate from many decades, but the researchers and entrepreneurs are unable to find the unique factor to develop a comprehensive framework. Previous research studies on relationship of different success factors and small business success are missing by comprehensive framework. It is important to identify the measure of success which is still undefined. Four hypotheses are proposed concerning the relationship of micro-enterprise success and microfinance factors (i.e., micro-credit, micro-training) with mediating role of formal education. These hypotheses predicting a positive relationship between micro-enterprise success and microfinance factors. However, among all other microfinance factors (i.e., micro-saving, micro-insurance, social capital), micro-credit and micro-training has relatively higher effect on microenterprise performance followed by level of education. Hence, this study contributing in the body of knowledge by developing a micro-enterprise success formula for researchers and entrepreneurs, which ultimately improve the performance of micro-enterprises.

Keywords: Micro-enterprises, microfinance, micro-credit, micro-training, education.

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The Factors that Influence Students' Views on Self-Employment Among IKBN Students

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Abstract: The unemployment crisis in many countries especially developing countries including Malaysia is considered as a major problem faced by them. Thus, government plays important roles in handling this situation. One of their efforts is by developing technical and vocational college for students with potential skills to be self-employed. From that effort, it can produce more self-employment graduates since they are important in reducing unemployment rate in Malaysia apart from driven to economic growth. Therefore, this study discusses on the factors that influence students' views on self-employment among IKBN students. There are three factors that have been identified which are college experience, family support and role model. The study uses The Knowledge Spillover Theory of Entrepreneurship to support the research framework. Using survey method, 338 questionnaires were distributed but only 306 were returned and the data has been process by using analytical tools of SPSS version 22.0. Thus, the indirectly finding shows there are significant relationship between college experience, family support, role model and students' views on self-employment. While, through regression analysis it proves that all these variables are significantly influence students' views on self-employment among IKBN students and family support is the strongest variable compared to the others. The recommendation for the related stakeholders and future research were also discussed. By having this study, it is expected that IKBN can produce more skillful self-employments among graduate students. Thus, this can help government in controlling and reducing the unemployment rate in Malaysia. Keywords: self-employment, college experience, family support, role model

Keywords: College experience

Paper ID: MYMS130

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Develop and Engage the Islamic Banks' Talents: A Preliminary Analysis

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Abstract: Abstract: In previous few years, the development of Islamic finance and banking industry have exposed that numerous achievements have brought the industry to raise more rapidly. The improvement of the industry in current regulatory intelligibility, considerate demographic factor and product innovation shows that Islamic bank need greater supply of talent than earlier. Talents in Islamic bank that are well equipped with Sharia knowledge need to be prudently determine in order to convey customers what are the differences between Islamic banking terms and regulation with the conventional system. That is why the enhancement in talent management in Islamic banking sector should initiate that, talents had better be engaged well with their organization. Hence, this study explore and report the mean analysis of talent management, succession planning and talent engagement, which these variables later on might become important for further research. There were 180 prints of questionnaires distributed to bankers who are currently working with banks that offer Islamic banking products. The respondents were among staff in Northern region of Malaysia; Kedah, Perlis and Penang. The analysis shows that, the bankers have confidence that talent management, succession planning and talent engagement should seriously being implemented in the organization. The results are expected to contribute enormous impacts to the Islamic banks to have better talent management mechanism and succession planning program for engaging talents in the future.

Keywords: Talent development, talent management, succession planning, engagement, islamic banks

Paper ID: MYMS131

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The Influence of University Experience on Entrepreneurial Quality among graduate students in Malaysian Public Universities

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Abstract: This paper contains the findings of the influence of university experience on entrepreneurial quality among graduate students in Malaysian Public Universities. Using a probability sampling called multi stage sampling, 384 sample size is determined. This paper seeks to determine whether the university experience has influence on the entrepreneurial quality among graduate students in Malaysian Public Universities. Correlation and linear regression are used for this analysis. The findings, based on correlation analysis suggest that there is significant positive relationship between university experience and entrepreneurial quality among graduate students in Malaysian Public Universities. The place of Human Capital Theory is supported in the study. Graduate students in Malaysia Public Universities should prioritize both knowledge and skills to develop the entrepreneurial quality in order to prepare themselves for the future.

Keywords: University experience

Paper ID: MYMS132

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Effect of IT Knowledge and IT Regulations on External Auditors' Performance: The Moderating Role of Audit Firm Size in Yemen

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Abstract: The study aimed to investigate combined effect of IT knowledge, IT regulations of professional bodies, and audit firm size on auditors' performance in Yemen. Furthermore, this study tests the moderating role of firm size in the relationship between IT knowledge and auditors' performance. To examine the hypothesized model, the quantitative research design was employed. A questionnaire survey was used to collect the data from 274 external auditors working in Big-four firms, non-Big-four international firms, local firms and sole practitioners working in Yemen. To test the proposed hypotheses, the Partial Least Squares, Structural Equations Modeling Approach was employed. The model with direct effects and moderating effect achieves an appropriate level of predictive validity for the key endogenous construct (auditors' performance). In addition, the findings of the statistical results confirmed the significant effect of the IT knowledge, regulations of professional bodies, and firm size on external auditors' performance. The value of this paper was in showing the importance of IT knowledge of the auditors, IT regulations of the professional bodies, and firm size to enhance the overall external auditors' performance. More importantly, this paper reveal the significant role of firm size as moderating between the relationship of IT knowledge and auditors' performance.

Keywords: It knowledge, it regulation, audit firm, yemen

Paper ID: MYAF133

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Effectiveness of Strategic Orientation and Organizational Culture on Organizational Performance in Perspective of Organizational Commitment as a Mediator in the Pakistan Banking Sector

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Abstract: Objective: The objective of this paper is to propose the conceptual framework indicating the effectiveness of strategic orientation and organizational culture on organizational performance through the organizational commitment as a mediator. Methodology: Overall, five research propositions have been formulated based on the extensive review of relevant literature and focused on the vision and current situation of the banking sector of Pakistan. The proposed framework is underpinned by the two theories (i) Resource Based View (RBV) and (ii) Exchange Theory (ET). Originality/Value: The current study also highlights the need to devote greater attention on the crucial role of strategic orientation and organizational culture in the service organizations, that play an important role in the implementation of strategies at the organizational level and influence the organizational commitment, ultimately enhances the organizational performance. The proposed conceptual framework would hopefully lead to very useful and interesting insights for researchers. Implication: The current study is also expected to generate very useful insights for the Banks Management and Policy Makers to attain desirable level of organizational commitment and organizational performance in the Pakistan banking sector.

Keywords: Strategic orientation, organizational culture, organizational commitment, organizational performance, banking sector and pakistan

Paper ID: MYMS134

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Investigating the Mediating Effect of Customer Orientation Strategy on the Relationship between CRM Technology and Hotel Performance: The Case of Hotels in Malaysia

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Abstract: Although the concept of Customer Relationship Management (CRM) technology has been recognized as an important ingredient for business success, the relationship between CRM technology and organizations' performance has been inconclusive and rarely examined in hotel industry in Malaysia. The aim of this study is to contribute to the research on CRM technology in hotel industry by examining the mediating role customer orientation strategy on the CRM-performance link. The study uses Partial Least Squares (PLS) to examine the data that were collected during the survey. The results reveal that CRM technology does not only affect hotel performance directly but also the CRM-hotel performance link is mediated by customer orientation strategy. Therefore, hotel managers should focus on customer orientation strategy to translate CRM technology to business outcomes.

Keywords: CRM technology, customer orientation strategy, hotel performance, PLS

Paper ID: MYMS135

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The Impact of Energy Consumption, Economic Freedom and Corruption on Manufacturing Performance: Panel Data Evidence from Low-Income Sub-Saharan African

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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 co-integration test displays evidence of co-integration 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

Paper ID: MYEC137

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Influence of Supply Chain Linkages with BoP Enterprises on Market Knowledge Competence and Propensity to Internationalization of MNEs: A Measurement Model

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Abstract:

Objectives: There has been growing interest in network theory of internationalization as a means to achieve 'cooperative advantage' and 'economies of networking'. Yet there is seldom any measurement model that may offer quantitative approach and tools to analyze role of supply chain linkages of Base of Pyramid (BoP) enterprises with MNE subsidiaries in host markets.

Design/Methods: The study makes use of statistical data reduction techniques such as factor analysis to test reliability and validity of the proposed model using data obtained through a structured questionnaire from supply chain/marketing managers of MNEs with backward and/forward supply chain linkages with BoP firms in Pakistan.

Results: The study develops a measurement framework and structured questionnaire to analyze impact of sustainable/inclusive supply chain linkages as exogenous variable with the variables of subsidiary internationalization in host markets.

Implications/originality/value: The study offers implications for linking vast sector of micro and small enterprises with value chain network as economic agents of MNEs to support its innovation and market outreach strategy in a sustainable manner. Further empirical studies are needed to validate and extend the hypothesized relationships of proposed model of sustainable internationalization.

Keywords: MNEs, supplychain linkages, base of pyramid firms, market commitment, market knowledge, internationalization

Paper ID: MYMS138

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The Determinants of E-Satisfaction among E-Banking Customers in Nigeria: An Empirical Approach.

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Abstract: As more e-banking service providers promise their customers that online banking experience will be satisfying, understanding factors that make the customers to be satisfied have not been fully explored while such experience becomes crucial for the survival of the banking institutions. In order to fill this gap, this research investigates the role of perceived usefulness, perceived ease of use, perceived security and facilitation condition towards enhancing e-satisfaction among e-banking customers in Nigeria. The survey involved 266 respondents while the findings of the study which are obtained through PLS-SEM 2.0 reveal that perceived usefulness, perceived ease of use, and facilitation condition are positive predictors of e-satisfaction. The result of the study equally reveals that perceived security negatively influences e-satisfaction. The implications of the studies are discussed while future research directions are presented.

Keywords: E-banking adoption, perceived usefulness, perceived ease of use, facilitating condition, perceived security, e-satisfaction

Paper ID: MYMS140

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Influential Trade of Different Countries with Pakistan

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Abstract: Trade being an important variable because of its inclusion as a component of current account does not only measures trade balance it also measures country's net income earned on international assets, as well as payments across borders. A favorable or positive balance of trade is known as surplus as it consists of exports more than imports; a negative or unfavorable balance of trade is when imports are greater than exports, this is also known as trade gap. According to the state bank report (2014), gap between imports and exports remained at high level \$12.2 billion. There are a number of factors that determine this trade gap, including inflation rate, the size of the economy, exchange rate, among others. The present study attempts to investigate the role of trademark application as the core objective.

Keywords: Trade, influential, Pakistan,

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Protecting the Rights of E-consumers through Judicial Process in Nigeria: An Appraisal

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Abstract: Electronic commerce (e-commerce) is the buying, selling as well as advertisement of goods and services on the Internet. Thus, the Internet has now given birth to yet another group of consumers known as electronic consumers (e-consumers). The e-consumers are increasing in number over the years as online commercial transactions become a new way of lifestyle across the globe. Consequently, the United Nations and other international organisations made a call for the establishment of consumer institutions to ensure adequate protection of the e-consumers. This is necessary given the susceptibility of the e-consumers to deceptive and unfair trade practices. Therefore, the objective of this paper is to examine the role of the Nigerian courts in protecting the legitimate interest of the e-consumers. The paper adopts doctrinal and empirical methodologies to achieve its tasks. The paper discovers that the judicial system of protecting the rights of consumers and e-consumer in Nigeria is costly, time-consuming and full of procedural technicalities. The paper also reveals that courts in Nigeria are overburden. Besides, the majority of the Judges handling e-consumer disputes lack requisite expertise and knowledge about e-commerce and Information Communications Technology (ICT) matters. To address problems associated with delay, the cost of litigation and technicalities in judicial proceedings, this paper, therefore, recommends the establishment of Small Claims Courts in Nigeria. The paper also recommends regular training for the Nigerian Judges in the areas of e-commerce and consumer related issues.

Keywords: Justice, e-consumer, court, e-commerce, Nigeria, rights

Paper ID: MYSP142

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Factors Affecting the Internet Islamic Banking Adoption in Jordan: A Conceptual Research Model

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Abstract:

Objective: The purpose of this study is to conceptually review the determinants of Internet Islamic Banking Services adoption. In addition, it presents a conceptual research model to understand these relationships supported by literature review from recent studies.

Methodology: A critical literature review had been conducted in the area of internet banking services adoption model, Islamic banking and UTAUT theory and application.

Results: The main findings indicate that familiarity, social influence, needs, customer background and IT support affect adoption of internet banking services. In addition familiarity, social influence, needs, customer background and IT support affect adoption of Islamic internet banking services .Therefore we can conclude that factors of internet banking services affect Islamic internet banking services.

Implication: This research presents a conceptually yet empirically supported model to describe the factors influencing internet banking services and internet Islamic banking services. This research will be significant in several areas, by adding new knowledge for the academics, practitioners and organizations in general and particularly in Jordan.

Keywords: Islamic I-Banking Services; Adoption; Jordanian Banks

Paper ID: MYMS143

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Choice between Domestic Debt and Foreign Debt: Evidence from Pakistan

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The developing countries are facing huge budget deficits. This paper aims to explore the important dimension of deficit financing. It is imperative to investigate whether the government should rely on domestic debt or foreign debt. This study has used the time series data from 1972 to 2016 by applying the ARDL approach. The findings of the study point out that the stock of domestic debt is more beneficial than the foreign debt while foreign debt servicing is harmful for economic growth.

Paper ID: MYMS144

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The Role of Transformational Leadership in Effective Strategic Implementation with the Moderating Effect of Organizational Culture

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ABSTRACT

Objective: This study evaluates the role of transformational leadership in effective strategic implementation. The purposes of this study are; first, to assess the degree of transformational leadership of administrative officials; second, to assess the degree of effective strategic implementation; third, to examine the impact of transformational leadership on effective strategic implementation. Finally, this study examines the roles of organizational culture as a moderator of the relationship between transformational leadership and effective strategic implementation.

Methodology: This study uses the case study of municipalities in Trang Province in Thailand. This research employs quantitative methods. The questionnaires are collected from administrative officials of municipalities in Trang Province. Descriptive statistics are used to analyse the data. Pearson correlation analysis is used to test the relationship between the independent variables and the dependent variable. In addition, regression analysis is used as an appropriate statistical tool to test the hypotheses.

Implication: This study contributes to the body of knowledge by integrating the context of strategic management, leadership, and organizational culture for testing the conceptual framework. The study is particularly useful for improving the roles of administrative officials in order to achieve effective strategic in municipalities.

1. Introduction and Problem Statement

Since the economic crisis in 1997, the Thai Royal government has decided to reform the public administration and improve public sector performance. The Thai government has initiated strategies to reform government agencies comprising local government. Among many changes including

internal and external factors, efforts to strengthen the government strategies have been placed as a main stage by the government. The Thai government has many attempts to create new strategies approved by the Office of the Public Sector Development Commission (OPDC) in order to increase public organizational performance. The strategies aim to improve service quality, competencies of servants, public participation, and governance in administration. They also influence public organizational performance and its sustainable development. Therefore, strategic public management becomes an important tool to give a strong impact on public sectors' success. Strategic management is generally originated in the business sector. It focuses on the relationship between the external and internal environment and mission, vision, and objective of the organization. In the recent years, strategic management has been transformed to the public sector. The strategic management in public sectors has been adopted as a response to public needs and requirements. It is considered in increasing public service delivery, efficiency and effectiveness, resources management, and governance.

Strategy implementation is the key process of strategic management to obtain the desired results after the strategy has formulated. Although strategy formulation is a difficult task and important for making strategy work, strategic implementation is even more difficult (Hrebiniak, 2006). It is the challenge and creative process of strategic management. In addition, it includes designing the organization's structure, allocating resources, decision-making processes, and managing human resource. This requires organization to establish objectives, formulate policies, motivate employee, and allocate resources to accomplish strategies. According to Steiner (2004), the implementation process covers the whole managerial events including such matters as motivation, compensation, management appraisal, and control processes. It challenges to transfer plans to actions that actually create the success for an organizational performance. Thus, this study seeks to evaluate effective strategic implementation as organizational performance.

However, many organizations especially public organizations struggle to turn plans into actions that will enable the strategies to be successful (Dewar *et al.*, 2011). Due to various factors effecting strategic implementation such as organizational structure, leadership, motivation, organizational culture, successful strategy formulation does not all guarantee successful strategy implementation (Barnat, 2014). Jooste & Fourie (2009) noted that the high failure rate of strategic implementation efforts is well documented, and many barriers to effective strategic implementation exist. Excellently formulated strategies will fail if they are not properly implemented. Noble (1999) noted that the failure of the best formulated strategies may come from unsuccessful implementation. In, addition, many strategy studies claim that most of strategy implementation efforts fail (Ashkenas & Francis, 2000; Beer & Nohria, 2000; Jonk & Ungerath, 2006; Raps, 2004; Atkinson, 2006). However, many studies indicate that strategic implementation have received less attention from both academics and practitioners compared to strategic formulation)Chaimankong & Prasertsakul, 2012(. Thus, it is essential to indicate that effective strategy implementation is based on organizational dimension as transformational leadership.

Strategic leadership is perceived as an important component of effective strategic management. It is the main driver of organization's change and leads the direction, influence and motivate behavior of personnel (Bryson, 1989). Leadership capacity is the ability to make directions for the organization and its resources and also establish activities to follow those directions. Leadership capacity is

improved through attention to visioning, establishing goals, directing, motivating, making decisions and solving problems. Public sector leaders focus their organizations on strategic directions and strategic changes. They also encourage employees by giving power and authority to make decisions. Transformational leadership can be defined as the style of leadership that heightens consciousness of

collective interest among the organization's members and helps them to achieve their collective goals (Gracia-Morales *et.al*, 2012). Thamrin (2012) found that transformational leadership has a positive influence on employees' performance. It is mentioned that this style of leadership can bring significant changes to employees' work. The role of a transformational leadership is to emphasize emotions, values, and the importance of leadership oriented to encouraging creativity in employees in order to increase organizational performance. According to [Bass \(1999\)](#); [Bass & Avolio \(2000\)](#), transformational leadership committed to the organization's goals and their internalization in its followers seeks to encourage commitment to results on the part of the organization's members. [Herold, Fedor, Caldwell, & Lui \(2008\)](#) concluded that transformational leadership approaches have been successful in promoting change. Thus, transformational leadership is required to complete effectively strategic implementation.

In addition, this study addresses organizational culture as one of core competencies of an organization. It is defined as values and beliefs that interact with an organization's structure and control systems to produce behavioral norms. It sets the foundation for strategy. For a strategy within an organization to develop and be implemented successfully, it must associate with the organizational culture. The previous studies found that organizational culture seemed to have some substantial influence on organization's strategy (Mantere, 2000; Van Der Maas, 2008; Van Buul, 2010). Therefore, organizational culture is required as a combining and encouraging factor considered in the implementation process. It is essential to measure organizational culture that will help organization achieves strategic implementation. However, only a few studied implicitly the effect of culture on strategic implementation (Mantere, 2000; Van Der Maas, 2008). It is important to assess the underlying assumptions related to organizational culture and effective strategic implementation. Thus, this study emphasizes on the moderating effect of organizational culture on the relationship between transformational leadership and effective strategic implementation.

Among the levels of government, local government, particularly municipality is considered as organization that implements strategies. The improvement of performance management through enhance effective strategic implementation in local government in the Thailand has been conditioned by external pressures, especially reforms imposed by central government, which have encouraged various instruments which focus on performance measurement. Local authorities need to develop the capacity of implementation systems and processes in order to achieve the organizational goals. However, the failure of strategy implementation efforts in Thai local governments is well accepted, and many barriers to effective strategic implementation still exist (Nagai *et al.*, 2008). In addition, Mektrairat *et al.* (2009) concluded that a lack of strategic leadership has been identified as one of the major barriers to effective strategic implementation in Thai local governments.

Thus, this study addresses the importance of municipalities to the clients. Municipality is a basic government organization which provides public services to citizens. It is also one of the means to achieve the ends of decentralization. It is important to focus on the role of municipalities' leadership and organizational culture that influence effective strategic implementation. Therefore, this study focuses on the role of transformational leadership in effective strategic implementation with the moderating effect of organizational culture in municipalities in Trang Province, Thailand.

2. Research Question

This study links the issue of effective strategic implementation with the study of leadership style and organizational culture. Thus, this study seeks to ask the following research questions:

- i. What is the perceived role of transformational leadership of administrative officials in municipalities in Trang Province?
- ii. What is the degree of effective strategic implementation in municipalities in Trang Province?
- iii. What is the role of transformational leadership in effective strategic implementation in municipalities in Trang Province?
- iv. How does organizational culture moderate the relationship between transformational leadership and effective strategic implementation in municipalities in Trang Province?

3. Research Objectives

This study attempts to achieve the following objectives.

- i. To investigate the perceived role of transformational leadership of administrative officials in municipalities in Trang Province.
- ii. To assess the degree of effective strategic implementation in municipalities in Trang Province.
- iii. To examine the role of transformational leadership in effective strategic implementation in municipalities in Trang Province.
- iv. To investigate how organizational culture moderates the relationship between transformational leadership and effective strategic implementation in municipalities in Trang Province.

4. A Review of the Literature

4.1. Resource-based View

Resource-based View (RBV) is based on the concept of organization's resources and the view of the organizational [capabilities](#) that provides the basis for its [strategy](#). RBV argues against a theoretical framework that describes organizations that are successful in creating competitive advantage and sustainability (Eisenhardt & Martin, 2000). The resources of an organization possess include all assets as management skills, organizational processes, organizational capabilities to achieve organizational effectiveness. Zheng, Yang & McLean (2010) concluded that leadership, organizational culture, and strategy are three key organizational assets that have been studied extensively in their association with organizational effectiveness.

4.2 Concept of Effective Strategic Implementation

Strategy implementation is an involving circle between strategic formulation and control. Strategy implementation has become the most significant management challenge. However, Rajasekar (2014) concluded that implementing a strategy is much more difficult than formulating it. The former requires leadership skills, precision planning, and organizing of resources and activities as well as ensuring people's commitment to the new strategy. The study found that leadership style affects implementation by driving the strategy. According to Mushtaq (2008), for effective strategy implementation planning, there is need for adequate leadership in the organization. This will ensure that all the organizations effort is united and directed towards achievement of the organizations goals. Barnat (2014) noted that implementing strategy involves change, which in turn involves uncertainty and risk. The motivating manager became a key determinant to make changes for strategic implementation. The study concluded that strategic implementation consist of three

essential elements as; 1) Motivational Leadership, 2) Turning Strategy into Action, and 3) Performance Management.

4.3 Concept of Transformational Leadership

To successfully implement an organization's strategy, it must focus on the leaders who create, monitor, encourage and reward. Thus, the leadership is required to effect effective strategic implementation. Sullivan & Decker (2012) define **transformational leadership** as a leadership style focused on effecting revolutionary change in organizations through a commitment to the organization's vision. The results reveal that transformational leadership influences organizational performance positively through organizational learning and innovation. Transformational approaches to leadership have a wide range of potential benefits. At the organization level, transformational leadership practices can produce strategic organizational change ([Waldman, Javidan, & Varella, 2004](#)). Thobani (2011) studied factors affecting strategy implementation and the role of middle managers in implementation. The research findings showed that middle managers play a critical role in facilitating the effective implementation of strategy. It also showed that the execution process is fraught with numerous challenges, some of which are lack of sufficient budgets, high staff turnover affecting continuity and the destructive nature of internal competition. Omondi (2013) studied factors affecting effective strategy implementation for attainment of Millennium Development Goal 5 by international reproductive health non-governmental organizations in Kenya. The research findings showed that policy regulations, management competencies and the resource allocations determine successful implementation of the strategic plans. Cavazotte, Moreno & Bernardo (2013) investigated the connections between transformational leadership and subordinate formal and contextual performance among Brazilian employees. They found that transformational leadership is associated with higher levels of task performance. Gang, In-Sue On, Courtright, & Colbert (2011) studied transformational leadership and performance across criteria and levels. The study showed that transformational leadership was positively related to individual-level follower performance across criterion types, with a stronger relationship for contextual performance than for task performance across most study settings. In addition, transformational leadership was positively related to performance at the team and organization levels.

4.4 Concept of Organizational Culture

Dodek *et al.* (2010) noted that organizational culture is to an organization what personality is to the individual. Ahmadi, Salamzadeh, Daraei, & Akbari (2012) studied the relationship between organizational culture and strategic implementation of Iranian Karafarin Bank. Results clear up the key role of flexibility of cultures in strategy implementation process. In addition, Fey & Denison (2003) found that organizational culture has a positive relationship with performance and effectiveness. Robbins & Sanghi, (2007) concluded that there is sufficient evidence linking cultural traits and organizational effectiveness. They found that mission is the most important cultural trait that today's organizations need to focus on. The other cultural traits that are important include involvement, adaptability and consistency in order of importance. In addition, Alvesson (1989) studied the popularity of organizational culture. He concluded that culture can be used as a tool for achieving performance. Schein, (2009) concluded that organizational culture carries critical forces that need to be considered in strategy implementation.

5. The Conceptual Framework

This study examines the impact of transformational leadership and organizational culture on strategic implementation in municipalities in Trang Province, Southern Thailand. This study is based on the concepts of Strategic Management and Results Based Management to measure a successful strategic implementation as an organizational performance in public sector. Thus, the conceptual foundations of this study consist of three concepts as transformational leadership, organizational culture, and strategic implementation. In this study, transformational leadership is considered the major independent variable whereas the dependent variable is effective strategic implementation. In addition, a conceptual framework is constructed to include the moderating organizational culture factors that might have an effect on the relationship between transformational leadership and effective strategic implementation which is shown in figure 1.

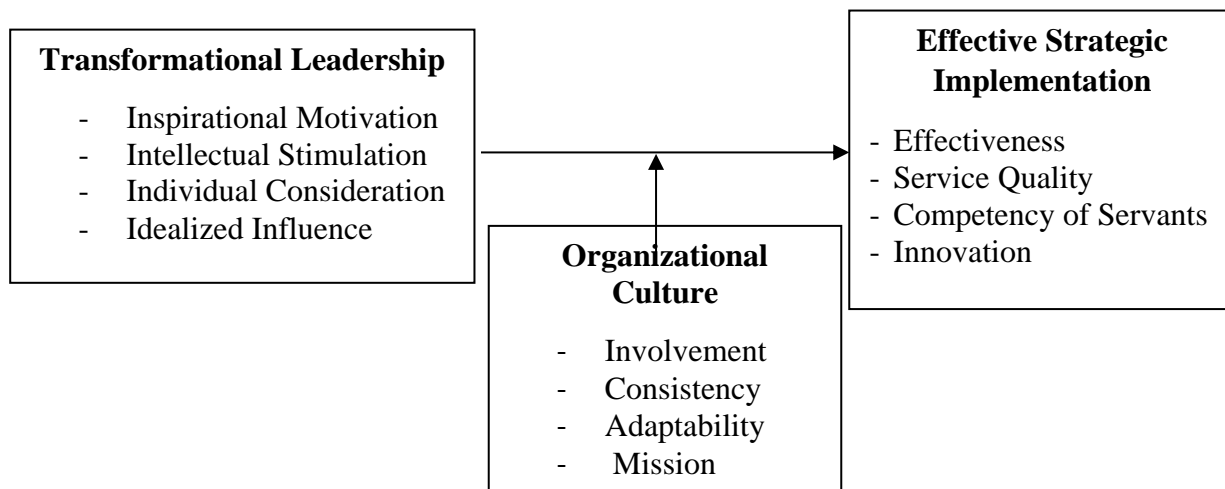


Figure 1 Conceptual Framework of the Study

6. Hypothesis

The role of transformational leadership has been widely emphasized as the important component of effective strategic implementation. Various studies assert association between leadership and strategic implementation (Nutt, 1986; Noble, 1999; Schaap, 2006; Cater & Pucko, 2010). The hypothesis is followed.

H1: Transformational leadership has a positive impact on effective strategic implementation.

Organizational culture influences results in the success or failure of strategic implementation. It makes complete sense that organizations would consider culture in strategic management. Many studies have also showed a significant influences between organizational culture and strategic implementation (Ahmadi, Salanzadeh, Daraei, & Akbari, 2012; [Lismen, Margaret & Ed Snape, 2007](#); Schein, 2009). The hypothesis is followed.

H2: Organizational culture moderates the relationship between transformational leadership and effective strategic implementation.

This study seeks to evaluate the extent of the degree of transformational leadership and effective strategic implementation in municipalities in Trang Province. In addition, this examines the role of transformational leadership in effective strategic implementation with the moderating effect of organizational culture. The findings are to:

- i. Contribute to the body of knowledge by integrating the context of strategic management, organizational culture, and leadership for testing the conceptual framework in municipalities in Trang Province.
- ii. Provide a conceptual understanding of strategic management in public sector which leads to better responses by municipalities' officials to strategic implementation efforts and achieving their objectives.
- iii. Advise the administrative officials to consider in their leadership and organizational culture in order to successfully strategy implement.
- iv. Improve municipalities' capabilities in order to achieve the strategic accomplishment.

8. Scope of the Study

This study employs quantitative method. The target population of this study consists of administrative officials who are working in municipalities in Trang Province, Thailand. The research starts from 2017 and completes within two years.

9. Research Methodology

9.1 Research Design

Descriptive research is designed to obtain data in order to define the relationship between variables. This research employs quantitative methods. The questionnaires are collected from administrative officials of municipalities in Trang Province. This study utilizes a deductive model in testing the relationship between variables, and to provide evidence for testing hypothesis.

9.2 Population and Sample Sizes

In this study, the target population is administrative officials who are working in three types of municipalities in Trang Province. The total population is around 410 administrative officials. According to the sampling table by Krejcie & Morgan (1970), the total sample size is 201 respondents. The sampling technique is based on the Proportional Stratified Random Sampling which is shown in Table 1.

Table 1 *Number of Population and Sample Size*

| Type of Municipality | Administrative Official | Sample |
|----------------------|-------------------------|------------|
| Nakhon Municipality | 35 | 16 |
| Muang Municipality | 25 | 14 |
| Tambon Municipality | 350 | 171 |
| Total | 410 | 201 |

Source: Office of Local Administration of Thailand, 2017

9.3 Measurement

9.3.1 Measuring Effective Strategic Implementation

Balanced Scorecard created by Kaplan & Norton (1992) has implemented to assess organizational performance. To measure performance in Thailand's public organizations, the Office of the Public Sector Development Commission of Thailand (OPDC) applied the concept of the Balanced Scorecard, which includes four elements: effectiveness of strategic plan implementation, quality of service delivery, efficiency of public work, and organization development as a tool. This study adapts the measurements applied by OPDC (OPDC Handbook, 2009) to measure effective strategic implementation in public organization. The instrument consists of four perspectives as: 1) Effectiveness, 2) Service Quality, 3) Competency of Servants, and 4) Innovation.

9.3.2 Measuring Transformational Leadership

This study adapts the Survey of Transformational Leadership (STL) developed by Avolio, Bass, Walumbwa, & Zhu (2004) to measure transformational leadership. The STL has been comprehensively used and is regarded a well-validated measure of transformational leadership (Awamleh & Gardner, 1999). In addition, STL is comprehensive instruments that reflect approaches to the conceptualization and measurement of transformational practices. The instrument consists of four dimensions as: 1) Inspirational Motivation, 2) Intellectual Stimulation, 3) Individual Consideration, and 4) Idealized Influence.

9.3.3 Measuring Organizational Culture

Organizational culture is an important determinant of organizational success. This study adopts the Denison Organizational Culture Survey and Theory developed by Fey & Denison (2003) to determine public sector organizational culture. The Denison model is a comprehensive organizational culture model. This instrument is used because of its theoretical foundation, and its use in past studies of both the public and private sectors. In this study, the measurement is adopted based on 36 items and four dimensions as: 1) involvement, 2) consistency, 3) adaptability, and 4) mission.

This study will measure all perceptions of respondents through a five-point Likert scale (1=strongly disagree to 5=strongly agree).

9.4 Data Collection Process

The data collection process starts in 2017. Thirty questionnaires of the respondents are used in a pilot study to estimate the research instruments while questionnaires are distributed to the administrative officials in municipalities in Trang Province, Thailand.

9.5 Validity and Reliability

This study examined the content validity and construct validity. Content validity of the instrument was achieved by adopting the items that were used in the previous studies and gathering experts' opinions. According to Hair *et al.* (2006), seeking opinions from academics who are experts in their particular areas leads to proper assessment of the content validity. Thus, to obtain feedbacks on the

instruments, the questionnaires were sent to the experts in the academic area of this study at Prince of Songkhla University, Thailand. Based on the comments, item corrections were carried out to rewrite

Before deciding on the actual measurement to be used, a pilot study was conducted using a sample of 30 respondents who were administrative officials. The reliability value for each measurement was computed for a pilot study. The internal consistency of the scale using Cronbach's alpha reliability coefficients is one of the conditions for selection of past measurements. Thus, reliability analysis was used on the variables to test the internal consistency of all instruments. The results are presented in Table 2.

According to Hair *et al.* (2006), the strength of relations for Cronbach's alpha values with a reliability less than 0.60 is identified to be poor, 0.60 to 0.70 is moderate, 0.70 to 0.80 is good, 0.80 to 0.90 is very good, and over 0.90 is excellent. The results in Table 2 show that the three instruments were clear and comprehensible to all of them. All three measurements show adequate levels of internal reliability.

Table 2 *The Values of Cronbach's alpha for Administrative Officials*

| Dimension | No. of Items | Cronbach's alpha |
|---|---------------------|-------------------------|
| Transformational Leadership | 12 | 0.89 |
| Inspirational Motivation | 2 | 0.89 |
| Intellectual Stimulation | 4 | 0.88 |
| Individual Consideration | 3 | 0.89 |
| Idealized Influence | 3 | 0.80 |
| Effectiveness Strategic Implementation | 18 | 0.84 |
| Effectiveness | 4 | 0.84 |
| Service Quality | 4 | 0.83 |
| Competency of Servants | 6 | 0.80 |
| Innovation | 4 | 0.87 |
| Organizational Culture | 36 | 0.87 |
| Involvement | 9 | 0.75 |
| Consistency | 9 | 0.91 |
| Adaptability | 9 | 0.81 |
| Mission | 9 | 0.90 |

9.5 Data Analysis Technique

For data analysis, this study uses descriptive statistics and inferential statistics. Descriptive statistics, such as, frequency, percentage, mean, maximum, minimum, variance, and standard deviation are employed to analyze data. Exploratory factor analysis is used to assess the validity and reliability of measurement scales (Hair *et al.*, 2010). Inferential statistics, for example, correlation and regression analysis are used to test the relationship between variables and hypothesis of this study.

10. Conclusion

Many factors include leadership and organizational culture influence in effective strategic implementation. This study considers in the role of transformational leadership in effective strategic implementation with the moderating effect of organizational culture. Quantitative method is conducted. The study uses the case study of administrative officials in municipalities in Trang

Province, Thailand. This study contributes to the body of knowledge by integrating the context of strategic management, leadership, and organizational culture for testing the conceptual framework. The study is particularly useful for improving the roles of administrative officials in order to achieve effective strategic in municipalities.

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