<table>
<thead>
<tr>
<th>Code</th>
<th>Day</th>
<th>Time</th>
<th>Theme</th>
<th>Session Chair</th>
<th>Papers</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 1 – PANDAN ENTREPRENEURSHIP AND MANAGEMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1.1</td>
<td>Day 1</td>
<td>1645-1930</td>
<td>Entrepreneurship I</td>
<td>Nattavud Pimpa (RMIT University)</td>
<td>7</td>
</tr>
<tr>
<td>1.2</td>
<td>Day 2</td>
<td>0830-1030</td>
<td>Organizational Behaviour I</td>
<td>Lilis Suriyent (USM)</td>
<td>4</td>
</tr>
<tr>
<td>1.3</td>
<td></td>
<td>1400-1545</td>
<td>Organizational Behaviour II</td>
<td>Mohd Anuar Arshad (USM)</td>
<td>3</td>
</tr>
<tr>
<td>1.4</td>
<td></td>
<td>1600-1900</td>
<td>Tourism Management</td>
<td>Tze-Haw Chan (USM)</td>
<td>6</td>
</tr>
<tr>
<td>1.5</td>
<td>Day 3</td>
<td>0830-0945</td>
<td>Small and Medium Enterprises</td>
<td>Marini Nurbahanum Binti Mohamad (USM)</td>
<td>4</td>
</tr>
<tr>
<td>1.6</td>
<td></td>
<td>1000-1130</td>
<td>Entrepreneurship II</td>
<td>Hee Song Ng (KDU)</td>
<td>4</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 2 – HALIA HUMAN RESOURCE MANAGEMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2.1</td>
<td>Day 1</td>
<td>1645-1930</td>
<td>Human Resource Management I</td>
<td>Aizzat Mohd Nasurdin (USM)</td>
<td>6</td>
</tr>
<tr>
<td>2.2</td>
<td>Day 2</td>
<td>0830-1030</td>
<td>Human Resource Management II</td>
<td>Ramesh Krishnan (UiTM)</td>
<td>4</td>
</tr>
<tr>
<td>2.3</td>
<td></td>
<td>1400-1545</td>
<td>Management in Higher Education</td>
<td>Hasnah Haron (UMP)</td>
<td>4</td>
</tr>
<tr>
<td>2.4</td>
<td></td>
<td>1600-1900</td>
<td>Job Satisfaction</td>
<td>Arif Hassan (IIUM)</td>
<td>6</td>
</tr>
<tr>
<td>2.5</td>
<td>Day 3</td>
<td>0830-0945</td>
<td>Leadership I</td>
<td>Siti Rohaida, Mohamed Zainal (USM)</td>
<td>3</td>
</tr>
<tr>
<td>2.6</td>
<td></td>
<td>1000-1130</td>
<td>Leadership II</td>
<td>Hasliza Abd Halim (USM)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 3 – LADA MARKETING AND OPERATION MANAGEMENT</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3.1</td>
<td>Day 1</td>
<td>1645-1930</td>
<td>Marketing I</td>
<td>Khairul Anuar Mohammad Shah (USM)</td>
<td>4</td>
</tr>
<tr>
<td>3.2</td>
<td>Day 2</td>
<td>0830-1030</td>
<td>Supply Chain &amp; Operation Management</td>
<td>Teh Sin Yin (USM)</td>
<td>4</td>
</tr>
<tr>
<td>3.3</td>
<td></td>
<td>1400-1545</td>
<td>Sustainability and CSR</td>
<td>Azlan Amran (USM)</td>
<td>4</td>
</tr>
<tr>
<td>3.4</td>
<td></td>
<td>1600-1900</td>
<td>Green and Technology Management</td>
<td>Ramayah Thurasamy (USM)</td>
<td>6</td>
</tr>
<tr>
<td>3.5</td>
<td>Day 3</td>
<td>0830-0945</td>
<td>Marketing II</td>
<td>Shaizatulqma Kamalul Ariffin (USM)</td>
<td>3</td>
</tr>
<tr>
<td>3.6</td>
<td></td>
<td>1000-1130</td>
<td>Marketing III</td>
<td>Jasmine Yeap (USM)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 4 – SERAI CORPORATE FINANCE AND GOVERNANCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4.1</td>
<td>Day 1</td>
<td>1645-1930</td>
<td>Corporate Finance I</td>
<td>Zamri Ahmad (USM)</td>
<td>5</td>
</tr>
<tr>
<td>4.2</td>
<td>Day 2</td>
<td>0830-1030</td>
<td>Banking and Financial Institutions</td>
<td>Karren Lee-Hwei Khaw (UUM)</td>
<td>4</td>
</tr>
<tr>
<td>4.3</td>
<td></td>
<td>1400-1545</td>
<td>Multiple Directorship and Board</td>
<td>Hooy Chee Wooi (USM)</td>
<td>4</td>
</tr>
<tr>
<td>4.4</td>
<td></td>
<td>1600-1900</td>
<td>Corporate Finance II</td>
<td>Ruhani Ali (USM)</td>
<td>5</td>
</tr>
<tr>
<td>4.5</td>
<td>Day 3</td>
<td>0830-0945</td>
<td>Properties and Financial Institutions</td>
<td>Goh Kim Leng (UM)</td>
<td>3</td>
</tr>
<tr>
<td>4.6</td>
<td></td>
<td>1000-1130</td>
<td>Corporate Finance III</td>
<td>Abdul Hadi Zulkafl (USM)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 5 – 6 ACCOUNTING</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5.2</td>
<td>Day 2</td>
<td>0830-1030</td>
<td>Auditing [Room COOL BANANA]</td>
<td>Kin-Wai Lee (Nanyang Technological University)</td>
<td>5</td>
</tr>
<tr>
<td>5.3</td>
<td></td>
<td>1400-1545</td>
<td>Accounting in ASEAN Countries</td>
<td>Phua Lian Kee (USM)</td>
<td>4</td>
</tr>
<tr>
<td>5.4</td>
<td></td>
<td>1600-1900</td>
<td>Financial Reporting and Disclosure</td>
<td>Fathyah Hashim (USM)</td>
<td>5</td>
</tr>
<tr>
<td>6.5</td>
<td>Day 3</td>
<td>0830-0945</td>
<td>Taxation [Room JINTAN]</td>
<td>Dayana Jalaludin (USM)</td>
<td>4</td>
</tr>
<tr>
<td>6.6</td>
<td></td>
<td>1000-1130</td>
<td>Accounting Profession</td>
<td>Ersa Tri Wahyuni (Universitas Padjadjaran)</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>ROOM 6 – 8 ECONOMICS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6.1</td>
<td>Day 1</td>
<td>1645-1930</td>
<td>Growth and Price Stability [Room JINTAN]</td>
<td>Rim El Khoury (Notre Dame University)</td>
<td>6</td>
</tr>
<tr>
<td>7.1</td>
<td></td>
<td>1645-1930</td>
<td>Macroeconomic Issues [Room LAWANG]</td>
<td>Hwei-Lin Chuang (National Tsing Hua University)</td>
<td>6</td>
</tr>
<tr>
<td>8.1</td>
<td></td>
<td>1645-1930</td>
<td>Financial Markets and Policies [Room PALA]</td>
<td>Min-Teh Yu (China University of Technology)</td>
<td>6</td>
</tr>
</tbody>
</table>
ROOM 1 (PANDAN): ORGANIZATION AND HUMAN RESOURCES

1.1 Entrepreneurship I
  Session Chair: Nattavud Pimpa (RMIT University)

1 Ethnic Migrant Entrepreneurs Opportunity Exploitation and Cultural Distance: A Classification Through a Matrix of Opportunities
  Hamizah Abd Hamid (Universiti Kebangsaan Malaysia) *
  Andre Everett (University of Otago)
  Conor O’kane (University of Otago)

2 Ethnic Entrepreneurs in Malaysia: Motivations and Challenges
  Siti Daleela Mohd Wahid (Universiti Teknologi MARA) *
  Nurul Amyra Mat Isa (Universiti Teknologi MARA)
  Shafinar Ismail (Universiti Teknologi MARA)
  Suhaimei Mohd Sarif (International Islamic University Malaysia)

3 Entrepreneurial Intention among Students from Efficiency-Driven and Innovation-Driven Economies
  WeiLee Lim (UCSI University) *
  Yvonne Lean-Ee Lee (Multimedia University)

4 Impact of Emotional Intelligence on the Subjective Well-Being of Indian Female Entrepreneurs in Klang Valley
  Maniyarasi Gowindasamy (Universiti Putra Malaysia) *

5 Challenges and Opportunities of Women Participating in the Informal Sector in Malaysia: A Case on Women Street Vendors in Penang
  Lalitha a/p Ramasamy (Wawasan Open University) *

6 The Effect of Entrepreneurship Education, Opportunity and Personality on Entrepreneurial Intentions among University Students
  Hee Song Ng (KDU Penang University College) *
  Daisy Mui Hung Kee (Universiti Sains Malaysia)

7 Competencies of Women Entrepreneurs in Nigeria: Cost Strategy as a Mediator
  Hazril Izwar Ibrahim (Universiti Sains Malaysia) *
  Mohammed Kabir (Mai Idris Alooma Polytechnic)
  Khairul Anuar Mohamad Shah (Universiti Sains Malaysia)

1.2 Organizational Behavior I
  Session Chair: Lilis Surienty (Universiti Sains Malaysia)

1 High Performance Organization: The Only Way to Sustain Public Sector Organizations
  Mohd Anuar Arshad (Universiti Sains Malaysia) *
  Kalimullah Khan (Universiti Sains Malaysia)
  Shahid Khan (Universiti Sains Malaysia)

2 Level of Ethics and Integrity: Case Studies of Malaysian Public Sector Organizations
  Asmawati binti Sajari (Universiti Malaysia Pahang) *
  Hasnah Haron (Universiti Malaysia Pahang)
  Ishak Ismail (Universiti Malaysia Pahang)
  Nur Ain Zakiyah Mohd Yusof (Universiti Malaysia Pahang)

3 Modelling Beneficiary Satisfaction in the Context of Islamic Bank in Bangladesh: Mediating Role of Corporate Community Development
  Md Shamim Hossain (Universiti Sains Malaysia) *
  Sofri B. Yahya (Universiti Sains Malaysia)
  Mahmud, Imran (Universiti Sains Malaysia)

4 Islamic Environmental Thought: A Theological Perspective
  Norita Mohd Nasir (Monash University Malaysia) *
  Mahendhiran Nair (Monash University Malaysia)
  Pervai Ahmed (Monash University Malaysia)
1.3 Organizational Behavior II  
Session Chair: Mohd Anuar Arshad (Universiti Sains Malaysia)

1 The Impact of Behavioural Complexity on Exploitative and Explorative Behaviour among Owner-Managers of SMEs in Malaysia  
Poon Wai Chuen (Multimedia University) *  
Osman Mohamad (Multimedia University)  
Wan Fadzillah Wan Yusoff (Multimedia University)

2 Safety Capital and Safety Participation in OSHMS in Malaysian Manufacturing Companies: The Mediation Effect of Safety Teamwork  
Khor Lay Kheng (Universiti Sains Malaysia)  
Lilis Surienty (Universiti Sains Malaysia) *

3 The Effect of Organizational Culture towards Total Quality Management (TQM) Implementation in Malaysia Public Organization  
Khairun Nisa Mohd Arshad (Yayasan Pahang, Malaysia) *  
Azizi Hj Halipah (Universiti Utara Malaysia)  
Rozeta Che Omar (UNITAR International University)

1.4 Tourism Management  
Session Chair: Tze-Haw Chan (Universiti Sains Malaysia)

1 The Effects of Economic Factors on Tourism Demand for Malaysia: A Case of Asian and European Countries  
Nurbaizura binti Borhan (Universiti Sains Malaysia) *  
Zainudin bin Arsad (Universiti Sains Malaysia)

2 Understanding the Individual Motivations and Barriers of Malaysian Mutawwif  
Siti Rohaida, Mohamed Zainal (Universiti Sains Malaysia) *  
Siti Hasnah, Hassan (Universiti Sains Malaysia)

3 Medical Tourists Behavioral Intention in Relation to Motivational Factors and Perceived Image of the Service Providers  
Lim Yet Mee (Universiti Tunku Abdul Rahman)  
Cham Tat Huei (Universiti Tunku Abdul Rahman) *  
Sia Bee Chuan (Universiti Tunku Abdul Rahman)

4 Predicting Behavioural Intention: Is It Worthwhile to Compare Two Theories for Medical Tourism?  
Choong Yuen Onn (Universiti Tunku Abdul Rahman) *  
Seow Ai Na (Universiti Tunku Abdul Rahman)  
Choong Chee Keong (Universiti Tunku Abdul Rahman)  
Krishna Moorthy (Universiti Tunku Abdul Rahman)

5 The Influence of Relationship Marketing Orientation (RMO) on Customer Retention in Travel Agency Services  
Suraya Akmar Binti Mokhtaruuddin (Universiti Kebangsaan Malaysia) *  
Che Aniza Binti Che Wel (Universiti Kebangsaan Malaysia)  
Syed Shah Alam (Universiti Kebangsaan Malaysia)  
Nor Rahimy Binti Khalid (Universiti Kebangsaan Malaysia)

6 Tourists’ Subjective Well-Being Perception and Sense of Promoting: The Moderating Role of Dine-Out Behaviour  
Malliga Marimuthu (Charles Darwin University)  
Siti Rohaida, Mohamed Zainal (Universiti Sains Malaysia) *  
Stephanie Hui-Wen Chuah (Universiti Sains Malaysia)
1.5 Small and Medium Enterprises

Session Chair: Marini Nurbanum Binti Mohamad (Universiti Sains Malaysia)

1 The Prevalence of Micro Takaful Products in the Eyes of Malaysian SMEs
Marhanum Che Mohd Salleh (International Islamic University Malaysia) *
Fatimah Zaharah Padzim (HSBC Electronic Data Processing (M) Sdn. Bhd.)

2 The Impact of Earthquake on Small Business Performance: Evidence from Small Accommodation Services in Ranau, Sabah
Noor Fzilinda Fabeil (Universiti Malaysia Sabah) *
Kamarul Mizal Marzuki (Universiti Malaysia Sabah)
Izyanti Awang Razli (Universiti Malaysia Sabah)
Mohd Rizwan Abd Majid (Universiti Malaysia Sabah)
Marry Tracy Anak Pawan (Universiti Malaysia Sabah)

3 Emanating the Key Factors of Innovation Performance: Leveraging on the Innovation Culture Among SMEs in Malaysia
Haniruzila Hanifah (Universiti Sains Malaysia) *
Hasliza Abdul Halim (Universiti Sains Malaysia)
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Ali Vafaei-Zadeh (Universiti Sains Malaysia)

4 Exploring the Reality of SME’s HRM Implementation Strategy in Vietnam: Business Practitioner’s Perspective
Nguyen Thi Uyen (Thuong Mai University)
Siti Rohaida, Mohamed Zainal (Universiti Sains Malaysia) *

1.6 Entrepreneurship II

Session Chair: Hee Song Ng (KDU Penang University College)

1 Winning A Negotiation: Do Tourism Entrepreneurs Need Political Skill?
Nur Melissa binti Mohammad Faisal Wee (Universiti Teknologi MARA) *
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Hasliza Halim (Universiti Sains Malaysia)

2 Cooperative’s Social Capital and Entrepreneurial Orientation: A Conceptual Framework
Hasna Lumpian Lidasan (Universiti Utara Malaysia) *
Noor Azizi Ismail (Universiti Utara Malaysia)
Syed Abidur Rahman (Universiti Utara Malaysia)

3 Filling the Agropreneurship Half-Full Glass: Do Intangible Resources Matter?
Asliza Yusoff (Politeknik Sultan Azlan Shah) *
Noor Hazlina Ahmad (Universiti Sains Malaysia)
Hasliza Abdul Halim (Universiti Sains Malaysia)

4 Sustainable Fishing Village Business Model: Case Study of Kuala Pahang Malaysia
Ishak Ismail (Universiti Malaysia Pahang)
Hasnah Haron (Universiti Malaysia Pahang) *
Nur Ain Zakiah Mohd Yusof (Universiti Malaysia Pahang)
2.1 Human Resource Management I

Session Chair: Aizzat Mohd Nasurdin (Universiti Sains Malaysia)

1 Relational High Commitment Human Resource Management Practices and Employee Work Outcomes
Mohammad Rabiu Basher Rubel (Bangladesh University of Professionals) *
Daisy Mui Hung Kee (Universiti Sains Malaysia)
Nadia Newaz Rimi (University of Dhaka)

2 An Analysis of the Views of Employees on an E-Performance Management System in a Semi-Governmental Organisation In Mauritius
Needesh Ramphul (University of Technology Mauritius) *
Geenasha Toocaram (University of Technology Mauritius)
Mevin Luchoo (University of Technology Mauritius)

3 Impact of Using Website on Online Learning Behavior
Ahmad Muhammin Bin Mohamad (Kolej Yayasan Pahang) *
Hafizan Binti Mat Som (Kolej Yayasan Pahang)
Suhaila Binti Mukhtar (Kolej Yayasan Pahang)
Jamaluddin Bin Harun (Universiti Teknologi Malaysia)

4 The Impact of Electronic Human Resource Management (e-HRM) on Workforce Performance: A Case of Selected Rural Industries in Pakistan
Mohammed R A Siam (Universiti Utara Malaysia) *
Wael shahat M Basri (Northern Border University)
Muhammad Haroon Hafeez (Bahauddin Zakariya University)
Muhammad Farhan Basheer (Universiti Utara Malaysia)

5 Employee Retention, Market Orientation, and Organizational Performance – An Empirical Study
Fatema Johara (Universiti Sains Malaysia) *
Sofri Bin Yahya (Universiti Sains Malaysia)
Shehnaz Tehseen (Universiti Kuala Lumpur Business School)

6 Exploration of Job Satisfaction among Technical Employees of Quantity Surveying Firms in Malaysia
Tan Chin Keng (International Islamic University Malaysia) *
Nik Nur Azirah Mohamed Nor (International Islamic University Malaysia)
Yeoh Kah Ching (New Era University College)

2.2 Human Resource Management II

Session Chair: Ramesh Krishnan (Universiti Teknologi MARA)

1 Learning Orientation as an Antecedent Towards Strategic Human Capital
Jocelyne Lee (Universiti Sains Malaysia) *
Hasliza Abdul Halim (Universiti Sains Malaysia)
T. Ramayah (Universiti Sains Malaysia)

2 Job Quality and Turnover Intention among ICT Employees in Malaysia: Employees Affective Commitment as Mediator and Age as Moderator
Arif Hassan (International Islamic University Malaysia) *
Nurita Juhdi (International Islamic University Malaysia)
Nur Fariza Mustafa (International Islamic University Malaysia)

3 The Linkage between Social Support, Job Burnout and Health at the Workplace: A Review of the Literature and Model Development
Nor Farehan Omar (Universiti Sains Malaysia) *
Aizzat Nasurdin (Universiti Sains Malaysia)

4 The Effects of Job Satisfaction and Work-Life Balance on Employee Task Performance
Ramesh Krishnan (Universiti Teknologi MARA) *
Koe Wei Loon (Universiti Teknologi MARA)
Norashikin Zainuddin Tan (Universiti Teknologi MARA)
2.3 Management in Higher Education
   Session Chair: Hasnah Haron (Universiti Malaysia Pahang)

1 An E-portfolio Application for MSTP Students: What Can We Learn from It?
   Hafizan Mat Som (Kolej Yayasan Pahang) *
   Ahmad Muhamin Mohamad (Kolej Yayasan Pahang)
   Amzari Jihadi Ghazali (Kolej Profesional MARA Indera Mahkota)

2 The Effect of Workload Pressure on Creativity in Private Higher Education Institutions (PHEIs)
   Abdullahi Hassan Gorondutse (University Utara Malaysia) *
   Justtina Anantha Jothi John (University Utara Malaysia)

3 Malaysia’s Visa Policy for International Students; Fetching or Repelling?
   Jamshed Khalid (Universiti Sains Malaysia) *
   Anees Janee Ali (Universiti Sains Malaysia)

4 Self-Efficacy Enhancement in a Short-Term Study Abroad - A Modified Grounded Theory -
   Yukiko Konishi (Waseda University) *

2.4 Job Satisfaction
   Session Chair: Arif Hassan (International Islamic University Malaysia)

1 The Effect of Cultural Intelligence on Turnover Intention among Academic Expatriates in Malaysia:
   The Mediating Role of Job Satisfaction
   Mastura Ab. Wahab (Universiti Sains Malaysia) *
   Husna Abdullah (Universiti Sains Malaysia)

2 Do Job Satisfaction, Work Engagement, Self-Efficacy, and Empathy Matter in Determining Task Performance?
   Aizzat Mohd Nasurdin (Universiti Sains Malaysia) *
   Tan Cheng Ling (Universiti Sains Malaysia)
   Sabrina Naseer Khan (Universiti Sains Malaysia)

3 How Do You Commute? Daily Commuting, Work and Well-Being
   Vivien K.G. Lim (National University of Singapore) *
   Thompson S.H. Teo (National University of Singapore)

4 Factors Influencing Baby Boomer’s Attitude towards Working beyond Normal Retirement Age
   Chew Sze, Cheah (Multimedia University) *
   Sook Fern Yeo (Multimedia University)
   Ying San Lim (Multimedia University)
   Pok Chew Ee Kelly (Multimedia University)

5 Job Autonomy, Job Feedback and Protean Career: The Mediating Roles of Career Strategies
   Wong Siew Chin (HELP University) *
   Wee Yu Ghee (Universiti Malaysia Kelantan)

6 Graduate Working Adults’ Intention to Pursue a Postgraduate Course: A Look at Planned Behavior and
   Information Satisfaction
   Ganavel Dorai Rethinam (Universiti Sains Malaysia) *
   Chan Tze Haw (Universiti Sains Malaysia)
   Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)
2.5 Leadership I
Session Chair: Siti Rohaida, Mohamed Zainal (Universiti Sains Malaysia)

1 Mediating Role of Workplace Spirituality on Ethical Leadership and Counterproductive Workers Behaviour
B.S Ponmalar (Universiti Sains Malaysia) *
Mohd Anuar Arshad (Universiti Sains Malaysia)
Arshad Mahmood (Universiti Sains Malaysia)

2 Job Satisfaction: A Mediator of the Relationship of Leadership Styles with Internal Auditors' Premature Sign-Off
Mohannad Obeid (Universiti Malaysia Terengganu) *
Zalailah Salleh (Universiti Malaysia Terengganu)
Mohd Nazli Mohd Nor (Universiti Malaysia Terengganu)

3 Political Skill and Counterproductive Work Behavior; A Power Perspective
Fariha Zahid (Lahore University of Management Sciences) *
Arif Nazir Butt (Lahore University of Management Sciences)

2.6 Leadership II
Session Chair: Hasliza Abd Halim (Universiti Sains Malaysia)

1 How Leaders with Foreignness Leverage Foreignness as an Asset: Cases from Japanese Multinationals
Jusuke JJ Ikegami (Waseda University) *

2 The Influence of Leadership Behaviours on Fairness Practice: An Empirical Investigation of Takaful Institutions
Raja Rizal Iskandar Raja Hisham (Infrastructure University Kuala Lumpur) *
Mohd Rizal Palil (Universiti Kebangsaan Malaysia)
Mohamad Abdul Hamid (Kolej Universiti Insaniah)
Wan Aishah Wan Mohd Nowalid (Universiti Kebangsaan Malaysia)

3 Challenges Faced by the Malaysian Top Female Managers in the Construction Industry: Case Study in Selangor, Malaysia
Shalini Sanmargaraja (Tunku Abdul Rahman University College) *
Seow Ta Wee (Universiti Tun Hussein Onn Malaysia)
Amalina Asad (Universiti Tun Hussein Onn Malaysia)
3.1 Marketing I
Session Chair: Khairul Anuar Mohammad Shah (Universiti Sains Malaysia)

1 Key Drivers of Brand Loyalty Among Malaysian Shoppers: Evidence from A Japanese Fashion Retailer
Jasmine A.L. Yeap (Universiti Sains Malaysia) *
T. Ramayah (Universiti Sains Malaysia)
Emily H.T. Yapp (Universiti Malaysia Sabah)

2 An Integrating Model of the Factor Influencing Online Shopping for the Consumer Goods
Ngoo Seong Boon (Intel Microelectronics)
Kebaili Boumediene (Ahmed Bin Mohamed Military College) *
Zakariya Belkhamza (University Malaysia Sabah)

3 Investigating Consumer’s Perceived Risk toward Online Apparel Shopping: Evidence from Malaysia
Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia) *
Goh Yen Nee (Universiti Sains Malaysia)

4 The Holy Bible as a Product: Consumer Segments Based on Preferences toward the Bible Cover
Raymond Cheng (The Hong Kong Polytechnic University) *
Bard-lord Lam

3.2 Supply Chain and Operation Management
Session Chair: Teh Sin Yin (Universiti Sains Malaysia)

1 What Are the Critical Success Factors for Strengthening Supply Chain Operational Performance?
Lee Khai Loon (DRB-HICOM University of Automotive Malaysia) *
Zulkifli Mohamed Udin (Universiti Utara Malaysia)
Mohammad Ghozali Hassan (Universiti Utara Malaysia)
Jalal Rajeh Hanaysha (DRB-HICOM University of Automotive Malaysia)
Zahari Abu Bakar (DRB-HICOM University of Automotive Malaysia)

2 Managing Supply Chain Risks: A Case of Potato Chips Manufacturer in Pakistan
Haris Aslam (University of Management and Technology) *
Zawar Kazmi (University of Management and Technology)
Tashfeen Azhar (University of Management and Technology)

3 Critical Success Factors for Effective HACCP Systems
Adilah Alias Maznun Binti Khalek (Universiti Sains Malaysia) *
Marini Nurbanum Binti Mohamad (Universiti Sains Malaysia)

4 Predictors of Drivers’ Intention and Behavioral Readiness to Use Public Bus Transport
Alexandra S. Kang (Wawasan Open University)
Wong Wai Peng (Universiti Sains Malaysia) *
3.3 Sustainability and CSR
Session Chair: Azlan Amran (USM)

1 The Role of Corporate Social Responsibilities (CSR) in Maximizing the Firms Profitability for Sustainable Competitive Advantage
Sudarmawan Samidi (Universitas Krisnadwipayana) *
Lukman Hakim (Universitas Krisnadwipayana)
Dety Nurfadilah (Universitas Krisnadwipayana)

2 Stakeholder Salience on Purchasing Social Responsibility Activities in Northern Malaysia: A Focus on Labour and Health & Safety
Loo Saw Khuan (Wawasan Open University) *
Ellisha Nasruddin (Universiti Sains Malaysia)

3 Sustainable Business of Indonesian Palm Oil Companies through Grand Design Corporate Social Responsibility Programs
Said Achmad Kabiru Rafie (Teuku Umar University) *

4 Corporate Responsibility for Poverty: Development and Management by Multinational Corporations
Nattavud Pimpa (RMIT University) *

3.4 Green and Technology Management
Session Chair: Ramayah Thurasamy (Universiti Sains Malaysia)

1 Evaluating Green Supply Chain Practices in the Leather Industry
Md Shamimul Islam (Universiti Sains Malaysia) *
Noorliza Karia (Universiti Sains Malaysia)

2 Importance of Green Innovation in Malaysian SMEs: Advantages and Future Research
Mohd Hafizuddin bin Musa (Universiti Sains Malaysia) *
Marini Nurbahuru binti Mohamad (Universiti Sains Malaysia)

3 Business Continuity Management Implementation in the Malaysian Public Sector
Zahari Abu Bakar (DRB-HICOM University of Automotive Malaysia) *
Noorulsadiqin Azbiya Yaacob (Universiti Utara Malaysia)
Zulkifli Mohamed Udin (Universiti Utara Malaysia)
Jalal Rajeh Hanaysha (DRB-HICOM University of Automotive Malaysia)
Lee Khai Loon (DRB-HICOM University of Automotive Malaysia)

4 Suspicious Banking Transaction Detection Using Shewhart X-Bar Control Chart
Teh Sin Yin (Universiti Sains Malaysia) *
Chang Yun Fah (Universiti Tunku Abdul Rahman)
Wong Voon Hee (Universiti Tunku Abdul Rahman)
Ee Jia Wen (Universiti Tunku Abdul Rahman)

5 Towards an Understanding of the Behaviour Intention and Benefits to Use Enterprise Resource Planning Systems among Higher Education Institutions End-Users in Egypt: The Role of Readiness for Change
Mohamed Soliman Mohamed Soliman (Universiti Sains Malaysia) *
Noorliza Karia (Universiti Sains Malaysia)
Soroush Moeinzadeh (Universiti Sains Malaysia)
Firdaus Bin Ahmad Fauzi (Universiti Sains Malaysia)
Md Shamimul Islam (Universiti Sains Malaysia)

6 Redeveloping of Commercial Building - Assessing the Impact from Real Estate Practitioners’ Perception
Azlina Md. Yassin (Universiti Tun Hussein Onn Malaysia) *
Mohd. Yamani Yahya (Universiti Tun Hussein Onn Malaysia)
Haryati Shafii (Universiti Tun Hussein Onn Malaysia)
Muhammad Khairul Syafiq Hamidun (Universiti Tun Hussein Onn Malaysia)
3.5 Marketing II
Session Chair: Shaizatulaqma Kamalul Ariffin (Universiti Sains Malaysia)

1 A Systematic Review of Guilt Appeal in Environmental Marketing
Rajat Subhra Chatterjee (UCSI University) *
Nazliwati Mohamad (UCSI University)

2 A Dyadic Analysis of Salespersons and Customers in Banking Sector: Humor Usage, Word of Mouth and Expectation of Continuity
Qaisar Iqbal (Universiti Sains Malaysia) *
Siti Hasnah Hassan (Universiti Sains Malaysia)

3 Market Orientation and Salespersons Performance in a Hierarchical Linear Modeling Approach
Siau-Teng Teoh (Universiti Sains Malaysia) *
Salmi Mohd Isa (Universiti Sains Malaysia)

3.6 Marketing III
Session Chair: Jasmine Yeap Ai Leen (Universiti Sains Malaysia)

1 The Effects of Attitudes on Foreign Product Judgment among Malaysian Consumers
Khairul Anuar Mohammad Shah (Universiti Sains Malaysia) *
Hazril Izwar Ibrahim (Universiti Sains Malaysia)
Nurliyana Maludin (Universiti Tunku Abdul Rahman)

2 Social Influence and Eco-Label Factors toward Purchase Intention of Green Home Electronic Products: A PLS Approach
Nor Hashima Hashim (Universiti Teknologi MARA) *
Wan Kalthom Yahya (Universiti Teknologi MARA)
Saridan Abu Bakar (Universiti Teknologi MARA)
Siti Aisyah Asrul (Universiti Teknologi MARA)

3 Measuring Customer Satisfaction on Metro Bus System in Pakistan
Kamran Rashid (University of Management and Technology) *
Tashfeen M. Azhar (University of Management and Technology)
Irfan Farooqui (University of Management and Technology)
4.1 Corporate Finance I

Session Chair: Zamri Ahmad (Universiti Sains Malaysia)

1 The Decision Usefulness of Intellectual Capital Information in Malaysia: The Perspectives of IPO Prospectus Preparers and Users
Looi Xuan Hui (Nottingham University Business School)
Lau Chee Kwong (Nottingham University Business School)
Too Shaw Warn (Nottingham University Business School) *

2 Colonialism and Earnings Management Strategy Classification in ASEAN
Napaporn Likitwongkajon (KhonKaen University)
Siriluck Sutthachai (KhonKaen University) *

3 The Choice of Industrial Diversification for Public Listed Firms in the Hotel Industry
Ooi Chai Aun (Universiti Sains Malaysia) *
Hooy Chee Wooi (Universiti Sains Malaysia)
Ahmad Puad Mat Som (Universiti Sultan Zainal Abidin)

4 Does Financial Leverage Matter for Companies Survival?
Haslindar Ibrahim (Universiti Sains Malaysia) *
Lau Teik Cheng (Universiti Sains Malaysia)

5 Risk Adjusted and Diversification Potential of Malaysian Listed Property Companies
Muhammad Najib Razali (University Technology Malaysia)
Nurul Afiqah Azmi (University Technology Malaysia)
Azlina Md. Yassin (Universiti Tun Hussein Onn Malaysia) *

4.2 Banking and Financial Institutions

Session Chair: Karren Lee-Hwei Khaw (Universiti Utara Malaysia)

1 Ranking and Rating Lebanese Commercial Banks: A CAMELS Framework
Rim El Khoury (Notre Dame University) *
Chantal Ghasb Salem (Notre Dame University)

2 What Drives the Bank Margins During and Post-Crisis? A Comparison Between Islamic and Conventional Banks
Nurhafiza Abdul Kader Malim (Universiti Sains Malaysia) *

3 The Relationship Between Capital Adequacy Ratio and Stock Price of Banking Institutions: Evidence from Malaysia
Tan Jia Jheng (Putra Business School)
Ahmed Razman Abdul Latiff (Putra Business School)
Ooi Chee Keong (Universiti Tunku Abdul Rahman) *
Tong Chue Qun (Putra Business School)

4 Ranking and Rating Lebanese Banks- A Multi criteria Approach using PROMETHEE
Rim El Khoury (Notre Dame University) *
Chantal Ghasb Salem (Notre Dame University)
4.3 Multiple Directorship and Board
Session Chair: Hooy Chee Wooi (Universiti Sains Malaysia)

1 Corporate Governance, Institutional Characteristics and Directors Networks in Malaysia
Mohd Faizal Jamaludin (Politeknik Tuanku Sultanah Bahiyah)
Effiezal Aswadi Abdul Wahab (Curtin University of Technology)
Fathyah Hashim (Universiti Sains Malaysia) *

2 The Influence of Multiple Directorships on Firm Performance of Public Listed Companies in Malaysia
Lok Char Lee (Universiti Sains Malaysia) *
Hooy Chee Wooi (Universiti Sains Malaysia)

3 Board Gender Diversity and its Risk Monitoring Role: Is it Significant?
Karren Lee-Hwei Khaw (Universiti Utara Malaysia) *
Jing Liao (Massey University)

4 An Innovative Way of Analysing Multiple Directorship Issue in Business Management using TRIZ
Ng Wei Chien (Universiti Sains Malaysia) *
Teh Sin Yin (Universiti Sains Malaysia)
Low Heng Chin (Universiti Sains Malaysia)

4.4 Corporate Finance II
Session Chair: Ruhani Ali (Universiti Sains Malaysia)

1 SME Liquidity and Its Determinants
Sharmilawati Sabki (Universiti Utara Malaysia) *
Wong Woei Chyuan (Universiti Utara Malaysia)
Angappan Regupathi (Universiti Utara Malaysia)

2 Determinants of ROI in Mudarabah & Musharakah Contracts: The Case of Pakistan
Sara Zafar (Universiti Sains Malaysia) *
Eliza Nor (Universiti Sains Malaysia)

3 Revising the Impact of Trade Openness on Economic Growth
Lee Sook Yen (Tunku Abdul Rahman University College) *
Chin Mui Yin (Tunku Abdul Rahman University College)

4 Asset Liquidity and Stock Returns: Evidence from Indian Market
Shahir Ahmad Hakim (Effat University Jeddah) *
Zarinah Hamid (International Islamic University Malaysia)
Ahamed Kameel Mydin Meera (Z Consulting Group)

5 Estimation of Expected Return: Application of FF Three & FF Five Factor model in a Developing Economy
Ramla Sadiq (University of Management and Technology) *
Safia Nosheen (University of Management and Technology)
Jahangir Sandhu (University of Management and Technology)

4.5 Properties and Financial Institutions
Session Chair: Goh Kim Leng (University of Malaya)

1 Governance of Behavioral Biases In Asset Management Industry: Insights from Fund Managers in Malaysia
Zamri Ahmad (Universiti Sains Malaysia)
Haslindar Ibrahim (Universiti Sains Malaysia)
Jasman Tuyon (Universiti Teknologi MARA) *

2 A Comparative Analysis of Fixed Income Unit Trust Funds versus Equity Unit Trust Funds in Malaysia
Nur Adriana Hiau Abdullah (Universiti Utara Malaysia) *
Aminah Shari (Universiti Malaysia Sabah)

3 Macroeconomic Drivers of Singapore Private Residential Prices: A Markov-Switching Approach
Gary John Rangel (Universiti Sains Malaysia) *
Jason Wei Jian, Ng (Monash University)
4.6 Corporate Finance III
Session Chair: Abdul Hadi Zulkafli (Universiti Sains Malaysia)

1 The Determination of Firm Performance in Emerging Nations: Do Board Size and Firm Size Matter?
Tariq Tawfeeq Yousif Alabdullah (University of Basrah) *
Mohamed Ibrahim Nor (SIMAD University)
Sofri Yahya (Universiti Sains Malaysia)
Essia Ries Ahmed (Universiti Malaysia Perlis)

2 The Impact of Country-level Corporate Governance on ASEAN Target Firm’s Cross-Border Mergers and Acquisitions (CBMAs) Success
Nurhazrina Mat Rahim (Universiti Teknologi MARA)
Ruhani Ali (Universiti Sains Malaysia) *

3 January Effect in the French Market: The Case of CAC40 Index
Rim El Khoury (Notre Dame University) *
Jad Nahas (Notre Dame University)
5.2 Auditing
Session Chair: Kin-Wai Lee (Nanyang Technological University)

1 Understanding Auditors’ Evidence Selection Behaviour in a Complex Task from a Heuristic-Systematic Model of Persuasion Perspective
Abhijit Das (University of Western Australia)
Zubaidah Ismail (Edith Cowan University) *
Nirosha (Dilhani) Kapu Arachchilage (Edith Cowan University)

2 Audit Committee Effectiveness, Internal Audit Function and Financial Reporting Lag: Evidence from Malaysia
Rohaida Ismail (Universiti Kebangsaan Malaysia) *
Norman Mohd-Saleh (Universiti Kebangsaan Malaysia)
Rubayah Yaakob (Universiti Kebangsaan Malaysia)

3 Internal Audit Capability Level: Case Studies of State, State Statutory Body and Public University Organizations in Malaysia
Nur Ain Zakiah Mohd Yusof (Universiti Malaysia Pahang) *
Hasnah Haron (Universiti Malaysia Pahang)
Ishak Ismail (Universiti Malaysia Pahang)

4 It Is the External Accountant Matter in Business Performance of Small and Medium Enterprises? The Role of Non-Audit Services
Yuvaraj Ganesan (Universiti Sains Malaysia) *
Hasnah Haron (Universiti Malaysia Pahang)
Azlan Amran (Universiti Sains Malaysia)
Anwar Allah Pitchay (Universiti Sains Malaysia)

5 Association between Management Compensation and Audit Fees
Wei-Chern Koh (SIM University)
Kin-Wai Lee (Nanyang Technological University) *

5.3 Accounting in ASEAN Countries
Session Chair: Phua Lian Kee (Universiti Sains Malaysia)

1 The First Steps towards Integrated Reporting in Thailand
Muttanachai Suttipun (Prince of Songkla University) *
Anchalee Bomlai (Prince of Songkla University)

2 Making Sense of Cost Accounting Information in Malaysian Private Healthcare Settings: A Comparative Case Study
Zubir Azhar (Universiti Sains Malaysia) *

3 Why Companies Choose the Cost Model Over Fair Value for Investment Property? Exploratory Study to Indonesian Listed Companies
William Pratama Naulibasa (Universitas Padjadjaran)
Ersa Tri Wahyuni (Universitas Padjadjaran) *

4 IFRS And Earnings Management in Indonesia: The Effect of Independence Commissioners
Doddy Setiawan (Universitas Sebelas Maret)
Fauziah Md Taib (Universiti Sains Malaysia)
Phua Lian Kee (Universiti Sains Malaysia) *
Chee Hong Kok (Universiti Sains Malaysia)
5.4 Financial Reporting and Disclosure
Session Chair: Fathyah Hashim (Universiti Sains Malaysia)

1 IFRS Global Adoption: How Has It Been Diffused and Its Institutional Implications
Ersa Tri Wahyuni (Universitas Padjadjaran) *

2 Antecedents of Corporate Climate Disclosure
Sohel Mehedi (University of Rajshahi) *
Dayana Jalaludin (Universiti Sains Malaysia)

3 Board Diversity and Materiality Disclosure in Sustainability Reporting: A Proposed Conceptual Framework
Ngu Sie Bing (Disted College) *
Azlan Amran (Universiti Sains Malaysia)

4 Constraints of Corporate Disclosure: Intellectual Capital and Proprietary Cost Theory Insights
Mustafa Elkasih Abdulkarim (Qatar University) *

5 Sukuk Documentation and Legitimacy: The Role of Shariah Supervisory Board as a Moderator
Essia Ries Ahmed (Universiti Sains Malaysia) *
Azlan Bin Amran (Universiti Sains Malaysia)
Aminul Islam (Universiti Malaysia Perlis)

6.5 Taxation
Session Chair: Dayana Jalaludin (Universiti Sains Malaysia)

1 A Preliminary Study on Norms and Motivations towards Zakat and Income Tax Payment by Muslim Tax Payer
Puteri Nur Liana Bt Megat Mohd Fouzi (Universiti Sains Malaysia) *

2 Issue of Consumers Burden: The Role of Taxation and Economic Growth in Malaysia
Siti Nurhazwani Kamardin (Universiti Sultan Zainal Abidin) *
Norsiah Ahmad (Universiti Sultan Zainal Abidin)
Nanthakumar Loganathan (Universiti Teknologi Malaysia)

3 An Exploratory Study on Tax Knowledge, Perception on Fairness And Attitude Towards Goods and Services Tax (GST) Implementation in Malaysia: Accounting Versus Business Students
Siti Norerra Fazira Che Ramlan (Universiti Sains Malaysia)
Lim Tan Chin (Universiti Sains Malaysia) *
Phua Lian Kee (Universiti Sains Malaysia)

4 Earnings Management, Tax Avoidance and Corporate Social Responsibility: Malaysia Evidence
Nor Atikah binti Shafai (Universiti Sains Malaysia) *
Azlan bin Amran (Universiti Sains Malaysia)
Yuvaraj Ganesan (Universiti Sains Malaysia)

6.6 Accounting Profession
Session Chair: Ersa Tri Wahyuni (Universitas Padjadjaran)

1 Employers Perception on Skill Competencies and the Actual Performance of Bachelor Accounting Graduates in Malaysia
Siti Norain Binti Norman (Universiti Putra Malaysia) *
Ahmed Razman Abdul Latiff (Universiti Putra Malaysia)
Ridzwana Mohd Said (Universiti Putra Malaysia)

2 Career Path in Accounting: What are the drivers?
Ooi Geok Thing (Universiti Sains Malaysia)
Dayana Jalaludin (Universiti Sains Malaysia) *

3 To Be or Not to Be? The Influencing Factors Towards Pursuing as Professional Accountant Among Indonesian S1 Accounting Students
Vina Arnita (University Pembangunan Panca Budi Medan)
Siti Rohaida, Mohamed Zainal (Universiti Sains Malaysia) *
Dayana, Jalaludin (Universiti Sains Malaysia)
6.1 Growth and Price Stability
Session Chair: Rim El Khoury (Notre Dame University)

1 Economic Growth and Environment: The Case of Malaysia and Thailand
Chow-Wei Yew (Tunku Abdul Rahman University College)
Mui-Yin Chin (Tunku Abdul Rahman University College) *

2 Key Processes, Strategies and Outcomes of Malaysia’s Economic Internationalisation
ABM Abdullah (University of South Australia) *
Md Wahid Murad (University of South Australia)

3 Modelling the Volatility of Rubber Prices in ASEAN-3
Norlee Ramli (Universiti Kebangsaan Malaysia) *
Abu Hassan Shaari Md Noor (Universiti Kebangsaan Malaysia)
Tamat Sarmidi (Universiti Kebangsaan Malaysia)
Fathin Faizah Said (Universiti Kebangsaan Malaysia)
Abdul Hafizh Mohd Azam (Universiti Kebangsaan Malaysia)

4 Financialized Commodities and Stock Indices Volatilities
Rangga Handika (Tokyo International University) *
Sania Ashraf (Abu Dhabi University)

5 The Impact of Liberalization on House Price in Malaysia
Ema Izati Zull Kepili (Universiti Sains Malaysia) *

6 The Impacts of Restriction of Foreign Workers to Construction Projects
Mohd. Yamani Yahya (Universiti Tun Hussein Onn Malaysia) *
Azlina Md. Yassin (Universiti Tun Hussein Onn Malaysia)
Ong Huay Ying (Universiti Tun Hussein Onn Malaysia)

7.1 Macroeconomic Issues
Session Chair: Hwei-Lin Chuang (National Tsing Hua University)

1 Analysing Malaysian Finance Sector Informational Efficiency: A Two-regime Nonlinear Threshold Autoregressive Approach
Sook Ching Kok (Universiti Malaysia Sabah)
Qaiser Munir (Universiti Malaysia Sabah) *
Hooi Hooi Lean (Universiti Sains Malaysia)

2 The Role of Corporate Governance in Innovation: Understanding the impact of Corporate Governance Index on Value Added Intellectual Capital in an Emerging Economy
Ramla Sadiq (University of Management and Technology) *
Safia Nosheen (University of Management and Technology)
Waseem Akhtar (University of Management and Technology)

3 How Does Somalia’s Unregulated Exchange Rates Integrate with the Regional and International Exchange Rates?
Mohamed Ibrahim Nor (SIMAD University) *
Tajul Ariffin Masron (Universiti Sains Malaysia)

4 A Review on Budgetary Fairness, Budget Satisfaction and Managerial Performance: Evidence from Mechanistic Public Sector Organization
Mohd Nor bin Yahaya (National Defence University of Malaysia) *
Nor Laila Mazura bt Mohaiyaddin (National Defence University of Malaysia)

5 Macro Assessment of Economic Performance and Shock Adjustments in Malaysia
Yan Wah Low (Universiti Sains Malaysia)
Tze-Haw Chan (Universiti Sains Malaysia) *

6 The Impact of 2008 Financial Crisis on Wages in the Financial Industry: Evidence from Taiwan
Hwei-Lin Chuang (National Tsing Hua University) *
Cheng-Kai Huang (National Tsing Hua University)
**8.1 Financial Markets and Policies**  
Session Chair: Min-Teh Yu (China University of Technology)

Wing-Choong Lai (University of Malaya)  
Kim-Leng Goh (University of Malaya) *

2. **The Role of Financial Development in the Relationship between Foreign Direct Investment and Economic Growth: A Nonlinear Approach**  
Elya Nabila Abdul Bahri (Universiti Kebangsaan Malaysia) *  
Abu Hassan Shaari Md Nor (Universiti Kebangsaan Malaysia)  
Tamat Sarmidi (Universiti Kebangsaan Malaysia)  
Nor Hakimah Haji Mohd Nor (Kolej Universiti Islam Antarabangsa)

3. **Are Foreign CEOs More Able CEOs? Evidence from Public Listed Firms in Malaysia**  
Shu Fen Chuah (Universiti Sains Malaysia) *  
Swee-Sim Foong (Universiti Sains Malaysia)

4. **Political Connections, Institutional Monitoring and Stock Price Crash Risk: Evidence from Malaysian Firms**  
Tee Chwee Ming (Monash University)  
Angelina Yee Seow Voon (Nottingham University Business School) *  
Chong Aik Lee (International University of Malaya Wales)

5. **The Impacts of Divisia Money on MYR/USD Exchange Rate Determination**  
Choi-Meng Leong (UCSI University)  
Chin-Hong Puah (Universiti Malaysia Sarawak) *  
Venus Khim-Sen, Liew (Universiti Malaysia Sarawak)

6. **Predicting Catastrophe Losses from Catastrophe Bond Trading**  
Min-Teh Yu (China University of Technology) *  
Yang Zhao (National Chiao Tung University)