

2nd ICM₂₀₁₂

2nd INTERNATIONAL CONFERENCE ON MANAGEMENT

11th – 12th JUNE 2012

HOLIDAY VILLA BEACH RESORT AND SPA,
LANGKAWI KEDAH, MALAYSIA

CONFERENCE BOOKLET
(CONFERENCE GUIDE & SCHEDULE)



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2nd INTERNATIONAL CONFERENCE ON MANAGEMENT (2nd ICM 2012)

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2nd INTERNATIONAL CONFERENCE ON MANAGEMENT (2nd ICM 2012)

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WELCOME FROM THE CONFERENCE CHAIR

Ladies and gentlemen,

I am delighted to welcome you to the 2nd International Conference on management (2nd ICM 2012). Again it promises to be a stimulating and informative multi-cultural and multi-discipline event. We have participants from different countries and from inter related disciplines.

The theme of the conference encompasses all sorts of research using different research methods. I am pleased to say that the list of papers to be presented more than satisfies the organizers' hopes in regard to both range of topics and research methods.

Like most of you, I imagine, I have attended discipline-based conferences, and even organized some of them. They are intellectually useful occasions at which we meet old friends and argue about the new and old problems in our respective disciplines. However, at these conferences we are forced to look over those intellectual fences and learn something about the problems in other disciplines. We do that in conversation if we do not pluck up enough courage to attend some papers in disciplines other than our own.

It is not appropriate to mention specific papers in a welcoming statement but I can see problems in selecting which papers, outside my own discipline, to attend. Many of them offer subject matter that is of interest to me and/or interesting applications of various research methods.

HAR IHFAL MOHAMMED ARIFIN

Conference Director

2nd International Conference Management (2nd ICM 2012)

Holiday Villa Beach Resort and Spa, Langkawi Kedah, Malaysia

PLEASE READ ALL THE INSTRUCTIONS BELOW

WHAT TO SEE IN THE PROGRAM

Please let Mr. Mohd Bahtiar or Mr. Ihfal know immediately via icm@internationalconference.com.my if you find that your name, subject tract, paper title and personal details are not correct. **We cannot change your presentation day and time due to complexity of program unless it is of very serious nature.**

HOW TO REACH CONFERENCE HOTEL FROM THE AIRPORT

Direct flights to **Langkawi International Airport** are only available from Kuala Lumpur, Malaysia (KLIA) and Singapore from the following services:

- Air Asia (Malaysia)
- Air Asia (Singapore)
- Malaysia Airlines

As there is no public transportation system available around Langkawi Island, it would be best if you either hired a taxi or rented a vehicle – either a car or motorcycle.

- **Taxis** are available at the airport – if you're interested, buy a coupon at the desk in the Arrival Hall and proceed outside to the sidewalk and hand your coupon to one of the cab drivers there.
- **Car rentals** are reasonably priced on Langkawi Island. There is a car rental counter near the exit of the Arrival Hall.

ACCOMMODATION

Accommodation is not provided. However, presenters may contact the following address and phone numbers for personal arrangement.

HOLIDAY VILLA BEACH RESORT AND SPA

Lot 1698, Pantai Tengah, Mukim Kedawang, Daerah Langkawi, 07000 Kedah, Malaysia.

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KL office phone: (+603) 2162 2922), KL office fax: (+603) 2162 2937

Email: liliaahv@holidayvilla.com.my, Reservation Email: reservation@lgkhvl.com

For more information about other's hotel in Langkawi, Kedah-Malaysia (other hotels, travelling, attraction & other information) please click here: <http://www.langkawi-resorts.com/hotels/pantai-tengah.htm>

HOW TO REPORT AND COMPLETE REGISTRATION

Please proceed to Conference Secretariat desk at the hotel for your **registration between 8.00am–9.00am** on 11th June 2012. However, late registration is possible. You can **ask hotel staff at the counter** about conference registration desk. On arrival at the registration desk, please meet Mr. Ihfal, Mr. Mohd Bahtiar, Mdm. Nadia or Mr. Zaini, and allow them sometime to deliver you a bag (which will contain your name tag, and payment receipt. Note pad/paper and pen/pencil are delivered in each room. Please check all materials in the envelope before you leave the registration desk. Conference certificate (presenter/session chair certificate) will be delivering after your session end by the session chair.

ON ARRIVAL PAYMENT FOR REGISTRATION

If you are required to pay on arrival (cash registration), please bring right money as no change will be provided at the registration desk. Please bring only **USD currency** as no other currency or Malaysia Ringgit (MYR) and bank cheque will be accepted and **please do not bargain** on any issue including reduced payment than committed registration fee. **We will not accept any change of your prior commitment to pay pledged registration fee.**

CONFERENCE PROCEEDINGS

As announced previously via conference website and letter, conference proceedings with ISBN no 978-967-5705-07-6 are provided electronically (cd). Please visit www.internationalconference.com.my to view your paper. Please read the instruction there and then view or download your and / or other author's paper. Your proceedings will be there for a number of years which would be visited by the readers from the globe unlike proceedings provided in hard copy. If you find your paper or name is not there, then please contact us. All papers will be uploaded on or after the conference ends and please do not email us in this regard before conference is over.

WHAT SHOULD YOU BRING AND DO FOR YOUR PRESENTATION?

Please bring in **20-25 copies** of your (printed) paper for distribution at your session (not compulsory). Each paper will have **about 15 minutes for presentation and 5 minutes for discussion (Q&A)**. **Every room has LCD and laptop computer and please bring your pen-drive or USB stick** for your power point presentation. We do not provide any blank transparency or facility for making transparency and be sure that you came with your transparency (if any).

Please give your USB/pen-drive to the session chair/staff there for uploading your file in to the computer so that you can just click and present your paper before each session starts. We have the experience that LCD or Computer has gone out of order due to wrong handling by the authors and please make sure that your file is **virus-free**.

WHAT ABOUT BREAK-FOODS AND HOT BUFFET LUNCH?

Tea/coffee and light food will be served two times (**morning and afternoon**) at the foyer. Lunch is serving at the hotel restaurant.

- **Conference Dinner**

No conference is complete without a gala dinner. This year we have got overwhelming response from delegates for conference dinner which is at the hotel restaurant, (at the lower level where conference is held) or at the beach. The Buffet Dinner will start from 7.30 PM and continue until 10.00 PM. **Please do not bring any friend or any person** who did not pay as a conference presenter/participant. Please do not miss this opportunity which is a life-time opportunity! We welcome you to this international gathering of academics and researchers from many countries of the world.

INSTRUCTIONS FOR ORAL PRESENTATIONS

Devices Provided by the Conference Organizer:

- Laptops (with MS-Office & Adobe Reader) – each presentation room
- Projectors & Screen – each presentation room

Materials Provided by the Presenters:

- 20-25 copies of your (printed) paper (not compulsory)
- PowerPoint or PDF files (soft copy in your usb drive/pen drive)
- Regular Oral Session: about **15 Minutes** of Presentation including Q&A (if any).

COUNTRIES REPRESENTED BY THE AUTHORS

The 2nd International Conference on management (2nd ICM 2012) is proud to welcome delegates from over 16 countries of the world.

Australia
Bangladesh
Brunei
Canada
China
England
India
Indonesia
Iran
Malaysia
Nigeria
Pakistan
Romania
S. Lanka
Thailand
Taiwan

**CONFERENCE SCHEDULE (2nd ICM 2012)
(Based on Local Time Zone)**

11th JUNE 2012

08.00am–09.00am Registration
09.00am–10.30am Parallel Session I (3 concurrent rooms)
10.30am–11.00am Morning Tea Break
11.00am–12.30pm Parallel Session II (3 concurrent rooms)
12.30pm–02.00pm Lunch
02.00pm–03.30pm Parallel Session III (3 concurrent rooms)
03.30pm–04.00pm Evening Tea Break
04.00pm–05.30pm Parallel Session IV (2 concurrent rooms)

End of Day One

12th JUNE 2012

09.00am–10.30am Parallel Session V (3 concurrent rooms)
10.30am–11.00am Morning Tea Break
11.00am–12.30pm Parallel Session VI (3 concurrent rooms)
12.30pm–02.00pm Lunch
02.00pm–03.30pm Parallel Session VII (2 concurrent rooms)
03.30pm–04.00pm Evening Tea Break

07.30pm–09.00pm Grand Dinner/Cultural Show-Malay Traditional Dance

End of Day Two

End of the program

MASTER SCHEDULE
2nd INTERNATIONAL CONFERENCE ON MANAGEMENT (2nd ICM 2012)

DAY ONE: 11 JUNE 2012

ROOMS	CONCURREN SESSION I 9.00am – 10.30 am	CONCURREN SESSION II 11.00am – 12.30pm	CONCURREN SESSION III 2.00pm – 3.30pm	CONCURREN SESSION IV 4.00pm – 5.30pm
BOARD ROOM 1	MANAGEMENT I	MANAGEMENT II	MANAGEMENT IIII	EDUCATION I
BOARD ROOM 2	BANKING & FINANCE I	ENTREPRENEURSHIP I	BANKING & FINANCE II	ECONOMICS I
BOARD ROOM 3	ORGANIZATIONAL BEHAVIOR I	ORGANIZATIONAL BEHAVIOR II	MARKETING I	

DAY TWO: 12 JUNE 2012

ROOMS	CONCURREN SESSION I 9.00am – 10.30 am	CONCURREN SESSION II 11.00am – 12.30pm	CONCURREN SESSION III 2.00pm – 3.30pm	4.00pm – 6.30pm
BOARD ROOM 1	ENTREPRENEURSHIP II	MANAGEMENT IV	MANAGEMENT V	PREPARATION FOR CLOSING DINNER
BOARD ROOM 2	BANKING & FINANCE III	ORGANIZATIONAL BEHAVIOR III	ORGANIZATIONAL BEHAVIOR IV	
BOARD ROOM 3	MARKETING II	MARKETING III		

PRESENTATION SCHEDULE**2nd INTERNATIONAL CONFERENCE ON MANAGEMENT (2nd ICM 2012)****DAY ONE (11 JUNE 2012)****CONCURRENT SESSION I (9.00AM – 10.30PM)**

DATE : 11 JUNE 2012 (9.00AM – 10.30AM)	SESSION : MANAGEMENT I
ROOM : BOARD ROOM 1	SESSION CHAIR : Nathaniel C. Ozigbo (PhD)
<p>(052) STRATEGIC ENVIRONMENT ANALYSIS USING DEMATEL METHOD THROUGH SYSTEMATIC APPROACH: CASE STUDY OF PETROLEUM DRILLING COMPANY IN IRAN. Negin Heydari & Reyhaneh Dehghan - University Of Ershad Damavand, Iran.</p>	
<p>(095) A COMPARISON STUDY ON THE USE OF KNOWLEDGE MANAGEMENT SYSTEMS AND ENTERPRISE MICROBLOGGING SYSTEMS FOR ORGANIZATIONAL KNOWLEDGE SHARING. Angela Lee Siew Hoong, Lim Tong Ming, Rasimah Aripin & Justin Lim Renn Aun - Sunway University, Malaysia.</p>	
<p>(097) THE CURRENT PRACTICES OF SUSTAINABLE HOUSING DEVELOPMENT MECHANISMS. Mohammed Yahaya Ubale, David Martin & Seow Ta Wee - University Tun Hussein Onn Malaysia.</p>	
<p>(104) THE RELATION BETWEEN KNOWLEDGE MANAGEMENT AND ORGANIZATIONAL INTEGRITY AND ENTREPRENEURSHIP OF EMPLOYEES IN THE UNIVERSITY. Sirous Hadadnia, Nima Shahidi & Zargham Yousefi - Islamic Azad University.</p>	
<p>(136) AN EMPIRICAL STUDY OF KNOWLEDGE MANAGEMENT PROCESSES IN AUDIT FIRMS IN MALAYSIA Fathiah Binti Hashim - Multimedia University, Melaka, Malaysia</p>	
<p>(053) THE ADOPTION OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN THE MANAGEMENT OF NIGERIAN OIL AND GAS SECTOR. Nathaniel C. Ozigbo - University of Abuja, Abuja, Nigeria.</p>	

DATE : 11 JUNE 2012 (9.00AM – 10.30AM)	SESSION : BANKING & FINANCE I
ROOM : BOARD ROOM 2	SESSION CHAIR : Abdalla Ab Sinusi Saiah
<p>(051) THE EFFECTS OF COMMISSIONER BOARD SIZE, CORPORATE LEVERAGE, CORPORATE SIZE, AND PROFITABILITY ON INFORMATION DISCLOSURE OF CORPORATE SOCIAL RESPONSIBILITY: EVIDENCES FROM MINING FIRMS IN INDONESIA. Zulhelmy Mohd. Hatta & Daryono - university of Riau (UIR) Pekanbaru Indonesia.</p>	
<p>(110) A STUDY OF THE FACTORS THAT INFLUENCE INVESTOR IN MAKING GOLD DINAR INVESTMENT AT KOTA BHARU, KELANTAN. Wan Mohd Firdaus Wan Mohamad, Azzah Amran, Syazwani A.Malek@Abdul Malek, Nor Aslily Sarkam & Wan Saiful Azzam Wan Ismail – Universiti Teknologi MARA.</p>	
<p>(119) CROMPTON GREAVES: A CASE STUDY ON WHAT MAKES A MERGER SUCCESSFUL. N.M.Leepta & Chandra Sekhar Mishra - Vinod Gupta School of Management, India.</p>	
<p>(157) THE MANAGEMENT OF REPORTED EARNINGS IN SHARIAH COMPLIANCE COMPANIES: A PANEL DATA ANALYSIS OF ACCRUAL QUALITY. Wan Adibah Wan Ismail, Khairul Anuar Kamarudin & Siti Rahayu Sarman - University Teknologi Mara.</p>	
<p>(087) TESTING THE CAPITAL ASSET PRICING MODEL ON THE EGYPTIAN STOCK. Abdalla Ab Sinusi Saiah & Abdul Talib Bin Bon - Universiti Tun Hussein Onn Malaysia.</p>	

DATE : 11 JUNE 2012 (9.00AM – 10.30AM)	SESSION : ORGANIZATIONAL BEHAVIOR I
ROOM : BOARD ROOM 3	SESSION CHAIR : Nima Shahidi (PhD)
<p>(055) PERCEIVED ORGANIZATIONAL SUPPORT AND ORGANIZATIONAL COMMITMENT: A STUDY OF MANAGEMENT TRAINEE OFFICERS. Muhammad Anwar ulHaq - Punjab University, Shafaq Rana & Sami Ullah - COMSATS Institute of Information Technology, Lahore, Pakistan.</p>	
<p>(071) WHAT TYPE OF PROFESSIONALS DO YOU NEED IN YOUR ORGANISATION? EXPLORING THE IMPACT OF PROFESSIONAL TRAITS ON EMPLOYEE'S WORK PERFORMANCE. Alharbi Mohammad Awadh & Wan Khairuzzaman Wan Ismail - Universiti Teknologi Malaysia.</p>	
<p>(075) THE ROLE OF PERCEIVED ORGANIZATIONAL SUPPORT AS A MODERATOR IN THE PERCEIVED ORGANIZATIONAL POLITICS-JOB OUTCOMES RELATIONSHIP. Amber Jamil - International Islamic University, Pakistan, Fawad Asif Rana - Bhutto Institute of Science and Technology & Usman Raja - Brock University, Canada.</p>	
<p>(111) QUALITY OF WORK LIFE IN MALAYSIAN INSURANCE SECTOR. Norailis Ab Wahab - Universiti Sains Islam Malaysia & Rozaini Rosli - Tokio Marine Insurance.</p>	
<p>(093) STUDYING THE EFFECTS OF ORGANIZATIONAL CLIMATE IN RELATIONSHIP OF KNOWLEDGE MANAGEMENT AND ORGANIZATIONAL EFFECTIVENESS IN HIGHER EDUCATIONAL ORGANIZATION. Nima Shahidi, Siroos Hadadnia, Seyed Masoud Seyedi & Zargham Yusefi - Islamic Azad university.</p>	

DAY ONE (11 JUNE 2012)

CONCURRENT SESSION II (11.00AM – 12.30PM)

DATE : 11 JUNE 2012 (11.00AM – 12.30PM)	SESSION : MANAGEMENT II
ROOM : BOARD ROOM 1	SESSION CHAIR : Angela Lee Siew Hoong
<p>(107) ROLE OF SUPPLY CHAIN MAPPING IN SUSTAINABLE SUPPLY CHAIN MANAGEMENT. Pradeepa Jayaratne, Lee Styger & Perera – University of Wollongong, Australia</p>	
<p>(109) MANAGEMENT FAILURE AS A MODE OF ASSESSING CORPORATE LIABILITY IN THE LAND PUBLIC TRANSPORT SERVICES SECTOR. Adilah Abd Razak - Universiti Putra Malaysia & Ruzita Azmi - Universiti Utara Malaysia.</p>	
<p>(112) MANAGEMENT STRATEGIES FOR ORGANISATIONAL IMPLEMENTATION OF SYSTEMIC CHANGE:A QUALITATIVE ANALYSIS. Simin Ghavifekr, Mojgan Afshari & Wumaierjiang Ayoufu - University of Malaya.</p>	
<p>(113) IMPACT OF SOPHISTICATED PERFORMANCE MEASUREMENT SYSTEM DESIGN ON ORGANIZATIONAL PERFORMANCE - A CONCEPTUAL PAPER. Ibrahim Ali Abushaiba & Yuserrrie Zainuddin - , University Malaysia Pahang.</p>	
<p>(082) ORGANIZATIONAL LEARNING FROM TOURISM CRISES. Zahed Ghaderi & Ahmad Puad Mat Som - University Sains Malaysia.</p>	

DATE : 11 JUNE 2012 (11.00AM – 12.30PM)	SESSION : ENTREPRENEURSHIP I
ROOM : BOARD ROOM 2	SESSION CHAIR : Nor Haryanti Md Nor
<p>(056) AN ANALYSIS OF TECHNOPRENEURIAL INTENTION AMONG NON-BUSINESS STUDENT. Mahfuz Abd Malek, Ainul Yusnita Mohamad Yusop, Norida Kamaruddin & Sudirman Zainal Abidin - British Malaysian Institute.</p>	
<p>(072) CORPORATE SOCIAL RESPONSIBILITIES AND SMALL MEDIUM ENTERPRISES IN MALAYSIA. Morni Hayati Jaafar Sidik, Rahizah Abd Rahim, Farah Waheeda & Fitriya Abdul Rahim - University Tunku Abdul Rahman</p>	
<p>(108) GUIDELINES FOR THE POTENTIAL DEVELOPMENT OF THE MUSHROOM FARM TO SUPPORT AGRO-TOURISM : A CASE STUDY OF THE MUSHROOM FARM IN HATYAI DISTRICT, SONGKHLA PROVINCE. Sawettachat Nakachat & Thirachaya Maneenetr - Khon Kaen University, Thailand.</p>	
<p>(120) AN EMPIRICAL INVESTIGATION INTO FORMALISED STRATEGIC PLANNING IN SMALL AND MEDIUM ENTERPRISES (SMEs) IN SRI LANKA. Judy C. Wijesinghe - University of Sri Jayewardenepura, Sri Lanka, Evangeline Elijido-Ten & Julie Foreman - Swinburne University of Technology, Melbourne, Australia.</p>	
<p>(094) WOMEN ENTERPRENUERSHIP IN MICRO CREDIT PERFORMANCE: THE PRELIMINARY STUDY IN KELANTAN Nor Haryanti Md Nor, Siti Norbaya Mohd Rashid, Rabihah Nawawi, Fadhilah Mohd Ishak & Mohd Sazali Mohd zain - Universiti Teknologi MARA Kelantan</p>	

DATE : 11 JUNE 2012 (11.00AM – 12.30PM)	SESSION : ORGANIZATIONAL BEHAVIOR II
ROOM : BOARD ROOM 3	SESSION CHAIR : Chanthiran Veerasamy
<p>(145) ANALYSIS OF MOTIVATION, ABILITY, OPPORTUNITY, AND THREAT AND ITS INFLUENCE TO THE LECTURER EFFORTS TO IMPROVE ACADEMIC POSITION. Marsudi Lestariningsih - School of Economics Indonesia (STIESIA) Surabaya Indonesia, & Basuki - Universitas Airlangga, Surabaya, Indonesia.</p>	
<p>(161) AN IDENTIFICATION OF LEADERS' VALUES IN SELECTED SUCCESSFUL IRANIAN COMPANIES. Gholamzadeh, Dariush - Islamic Azad University, & Teimoory, Somayeh - Isfahan University of Medical Sciences.</p>	
<p>(174) THE INFLUENCE OF AUTHENTIC LEADERSHIP ON EMOTIONAL EXHAUSTION. Ying Yu, Chen & Hsiao-Yi Chen - Aletheia University, Taiwan.</p>	
<p>(189) A STUDY OF QUALITY OF WORKING LIFE AMONGST MANAGERS. Rusinah Siron & Mohd Amin Hj. Tasripan – UNITEN, Malaysia.</p>	
<p>(149) THE RELATIONSHIP BETWEEN SKILL BASED VOLUNTEERISM AND JOB PERFORMANCE AMONG VOLUNTEERS IN MALAYSIA. Chanthiran Veerasamy & Naresh Kumar - University Putra Malaysia.</p>	

DAY ONE (11 JUNE 2012)
CONCURRENT SESSION III (2.00PM – 3.30PM)

DATE : 11 JUNE 2012 (2.00PM – 3.30PM)	SESSION : MANAGEMENT III
ROOM : BOARD ROOM 1	SESSION CHAIR : Wan Norhayati Mohamed
<p>(129) ON FUZZY PREFERENCE OF DECISION MAKERS IN MULTIOBJECTIVE AND MULTILEVEL DECISION MAKING. Surafel Luleseged Tilahun & Hong Choon Ong - Universiti Sains Malaysia.</p>	
<p>(130) THE DEVELOPMENT OF DECISION-SUPPORT MODEL FOR THE NEW OIL STATION BASED OF GEOGRAPHICAL INFORMATION SYSTEM (GIS) IN INDONESIA. Hening Widi Oetomo - School of Economics Indonesia (STIESIA) Surabaya, Indonesia.</p>	
<p>(074) MALAYSIAN COMMUNICATIONS AND MULTIMEDIA COMMISSION'S POWERS IN MANAGING AND REGULATING ONLINE PUBLICATION. Farid Sufian Shuaib - International Islamic University Malaysia.</p>	
<p>(138) APPLICATION OF NEW PUBLIC MANAGEMENT IN BANGLADESH: ANALYSIS OF POLITICO-BUREAUCRATIC FACTORS. Farhana Ferdousi & Lisheng Qiu - Wuhan University, China.</p>	
<p>(151) REALITY ASSESSMENT OF THE CORRUPTION IN LIBYA AND SEARCH FOR CAUSES AND CURES. Ibrahim Nouredin Kamba & Mohd Fu'ad Sakdan - University Utara Malaysia.</p>	
<p>(187) MEASURING THE QUALITY OF NURSING WORK LIFE IN PUBLIC HOSPITALS Wan Norhayati Mohamed & Mahadzirah Mohamad - Universiti Malaysia Terengganu</p>	

DATE : 11 JUNE 2012 (2.00PM – 3.30PM)	SESSION : BANKING & FINANCE II
ROOM : BOARD ROOM 2	SESSION CHAIR : Mohamed Sharif Bashir (PhD)
<p>(144) A STUDY OF MALAY LANGUAGE USAGE IN MALAYSIAN ANNUAL REPORT. Mohd Noor Azli Ali Khan & Shatira Mohd Zaini - Universiti Teknologi Malaysia.</p>	
<p>(166) THE INFLUENCE OF FINANCIAL POLICIES ON EARNINGS MANAGEMENT, MODERATED BY GOOD CORPORATE GOVERNANCE (A STUDY BETWEEN LISTED COMPANIES IN INDONESIA STOCK EXCHANGE AND KUALA LUMPUR STOCK EXCHANGE). Wahidahwati - Sekolah Tinggi Ilmu Ekonomi Indonesia (STIESIA), Indonesia & Didik Prasetyono - Airlangga University, Indonesia.</p>	
<p>(148) EXECUTIVE STOCK OPTION, CORPORATE GOVERNANCE AND VALUE OF THE FIRM: FACTS AND FICTION OF MALAYSIAN NON-FINANCIAL LISTED COMPANIES. Ahmad Ibn Ibrahimy & Rubi Ahmad - University of Malaya.</p>	
<p>(156) THE ROLE OF THE AUDIT COMMITTEE IN MODERATING THE NEGATIVE EFFECT OF NON-AUDIT SERVICES ON EARNINGS QUALITY. Khairul Anuar Kamarudin, Wan Adibah Wan Ismail & Mas Ervina Samsuddin - Universiti Teknologi MARA.</p>	
<p>(175) AWARENESS, SERVICE QUALITY AND PRODUCT EFFECTS ON SATISFACTION OF ISLAMIC BANKING IN BRUNEI DARUSSALAM. Mohamed Sharif Bashir - Sultan Sharif Ali Islamic University- Brunei Darussalam.</p>	

DATE : 11 JUNE 2012 (2.00PM – 3.30PM)	SESSION : MARKETING I
ROOM : BOARD ROOM 3	SESSION CHAIR : Lim Hai Sze
<p>(054) GUEST SATISFACTION AND LOYALTY IN FOOD AND BEVERAGE SERVICE DEPARTMENT IN THE HOTEL INDUSTRY. Ala`a Nimer AbuKhalifeh & Ahmad Puad Mat Som - University Sains Malaysia.</p> <p>(060) A REVIEW OF SERVICE QUALITY MODELS. Ali Ramezani Ghotbabadi, Rohaizat Baharun & Setareh Feiz - University of Technology Malaysia.</p> <p>(063) THE IMPACT OF 'QUALBUS' TOWARDS CUSTOMER SATISFACTION IN PUBLIC TRANSPORTATION. Tan Pei Kian, Khairunnisak Latiff & Stany Wee Lian Fong - Multimedia University, Malaysia.</p> <p>(070) MALAYSIAN CONSUMERS' WILLINGNESS-TO-PAY FOR FUNCTIONAL FOOD. Phuah Kit Teng, Golnaz Rezai, Zainalabidin Mohamed & Mad Nasir Shamsudin - Universiti Putra Malaysia.</p> <p>(099) BRAND EQUITY IN AUTOMOTIVE SECTOR. Lim Hai Sze & Nik Intan Norhan Abd Hamid - University of Technology Malaysia.</p>	

DAY ONE (11 JUNE 2012)
CONCURRENT SESSION IV (4.00PM – 5.30PM)

DATE : 11 JUNE 2012 (4.00PM – 5.30PM)	SESSION : EDUCATION I
ROOM : BOARD ROOM 1	SESSION CHAIR : Zuraina Dato Mansor (PhD)
<p>(058) MEASURING EFFICIENCY OF HIGH SCHOOLS IN IRAN. M. Esmaelian - Islamic Azad University, M.J. Mahmoudi - Population studies and Research Center in Asian & Bahram Fathi - Islamic Azad University.</p> <p>(096) PROMOTING STUDENTS' CREATIVITY AT RESEARCH UNIVERSITIES IN MALAYSIA. Mojgan Afshari, Simin Ghavifekr & Wumaierjiang Ayoufu - University of Malaya.</p> <p>(103) FACTORS CONTRIBUTING STUDENTS' CREATIVITY. Wumaierjiang Ayoufu, Mojgan Afshari & Simin Ghavifekr - University of Malaya.</p> <p>(173) INNOVATION IN TEACHING – A CASE STUDY. Prerana Ashutosh Suru - Modern College of Arts, Science and Commerce, India.</p> <p>(172) STUDENT'S SELF-PERCEIVED IMPORTANCE OF EMPLOYABILITY SKILLS NEEDED: A CASE STUDY IN UNIVERSITY OF SULTAN ZAINAL ABIDIN (UniZA), MALAYSIA. Fadzilah Akmal Hj Ali, Yasmiza Long, Fakhrol Anwar Zainol & Maslina Mansor - Universiti Sultan Zainal Abidin.</p> <p>(186) THE INTERNATIONALIZATION PROCESS OF HIGHER EDUCATION INSTITUTIONS (HEIS) AND THE ROLES AND CHALLENGES OF ACADEMIC LEADERS. Zuraina Dato Mansor - University Putra Malaysia,</p>	

DATE : 11 JUNE 2012 (4.00PM – 5.30PM)	SESSION : ECONOMICS I
ROOM : BOARD ROOM 2	SESSION CHAIR : Sorfina Densumite
<p>(073) AN EFFICIENCY AND TOTAL FACTOR PRODUCTIVITY ANALYSIS OF THE IRANIAN INDUSTRIAL SECTOR. Bahram Fathi - Islamic Azad University, R.Tabande - University Kebangsaan Malaysia, M. Esmaelisan - Islamic Azad University & K.Javadi - Statistical Center of Iran.</p> <p>(192) HUMAN RESOURCES IN EUROPEAN RESEARCH AREA - IMPACT ON EUROPEAN ECONOMY. Ecaterina Gica - Academia de Stiinte Economice Bucharest, Romania</p> <p>(062) THAILAND TOURISM INDUSTRY: THE IMPACT OF TOURISM SECTOR TO THAI'S GROSS DOMESTIC PRODUCT (GDP). Azhar Harun - Universiti Utara Malaysia.</p> <p>(169) STUDY OF FUNDAMENTAL PRINCIPLES OF SUSTAINABLE DEVELOPMENT WITH SPECIAL REFERENCE TO VOLUNTARY GIVING & PARTICIPATORY DEMOCRACY FOR ENVIRONMENT INVESTMENTS (A CASE STUDY OF HIWARE BAZAR, TAL. AHMEDNAGAR, DIST. PUNE. MAHARASHTRA, INDIA). Kailas N. Bavale - Director , Pratibha Institute of Management & Research New Sangavi, Pune, India.</p> <p>(203) THE EFFECTS OF VIOLENCE ON RAW RUBBER PRODUCTION: A CASE OF PATTANI PROVINCE, THAILAND. Sorfina Densumite - Prince of Songkla University, Pattani Campus, Thailand.</p>	

DAY TWO (12 JUNE 2012)
CONCURRENT SESSION V (9.00AM – 10.30AM)

DATE : 12 JUNE 2012 (9.00AM – 10.30AM)	SESSION : ENTREPRENEURSHIP II
ROOM : BOARD ROOM 1	SESSION CHAIR : Lawrence Arokiasamy (PhD)
<p>(155) YOUTHS' PERCEPTION AND INTENTION TOWARDS ENTREPRENEURSHIP ON ONLINE BUSINESS. Muharratul Sharifah Shaik Alaudeen & Yong Azrina Ali Akbar - Univeristi Teknologi MARA.</p>	
<p>(091) THE IMPROVEMENT OF HUMAN RESOURCE COMPETENCY OF FARMER GROUP DOING ORGANIC AGRICULTURAL PRODUCTION FOR THE STRENGTH OF SUSTAINABLE COMMUNITY ENTERPRISE. Jamnian Bunmark - Maejo University, Sansai, Chiangmai, 50290, Thailand</p>	
<p>(198) THE SYNERGISM OF ABG TRIPLE HELIX : THE DEVELOPMENT OF BUSINESS INVESTMENT IN AGRICULTURAL (STUDY CASE: MALANG REGENCY INDONESIA). Silvi Asna Prestiana Wati - University Of Brawijaya, Malang, Indonesia.</p>	
<p>(159) BUILDING INFORMATION TECHNOLOGY MODEL IN SMEs SUPPLY CHAIN MANAGEMENT: REVIEW Dina Mellita - Bina Darma University, Indonesia</p>	
<p>(140) CYBER-ENTREPRENEURIAL INTENTION AMONG BUSINESS UNDERGRADUATES IN INSTITUTIONS OF HIGHER LEARNING IN MALAYSIA Mohd Nizam A. Badaruddin - University Tunku Abdul Rahman, Lawrence Arokiasamy - Quest International University Perak, Norhisham Mohammad Nordin, Hamidah Yusof, Thuraiya Zakaria - Universiti Pendidikan Sultan Idris</p>	

DATE : 12 JUNE 2012 (9.00AM – 10.30AM)	SESSION : BANKING & FINANCE III
ROOM : BOARD ROOM 2	SESSION CHAIR : Mohd Noor Azli bin Ali Khan (PhD)
<p>(181) ADOPTION OF INTERNET BANKING IN RURAL AREAS – INDUCEMENT AND DETERRENCE Wong Lai Soon, William Choo Keng Soon & Seow Ai Na - Universiti Tunku Abdul Rahman</p>	
<p>(089) FINANCING MECHANISM OF TVET INSTITUTIONS IN BANGLADESH – RECOMMENDATIONS FOR REFORM. Saif Rahman - North South University, Bangladesh.</p>	
<p>(183) INFORMATION CONTENT ANALYSIS ON NEW REGULATION OF COMMERCIAL BANKS' HEALTH: A STUDY ON INDONESIAN CASE. Ika Permatasari & Dian Anita Nuswantara - Universitas Negeri Surabaya, Indonesia.</p>	
<p>(085) SURVEYING OF LIQUIDITY RISK ROLE ON STOCK PRICE IN TABRIZ STOCK EXCHANGE Hadi Hamdam & Jalal Jasour - Islamic Azad University</p>	
<p>(143) AN EMPIRICAL EVIDENCE OF MALAY ACCOUNTING TERMINOLOGY IN MALAYSIAN ANNUAL REPORT. Mohd Noor Azli Ali Khan & Shatira Mohd Zaini - Universiti Teknologi Malaysia.</p>	

DATE : 12 JUNE 2012 (9.00AM – 10.30AM)	SESSION : MARKETING II
ROOM : BOARD ROOM 3	SESSION CHAIR : Mohammed A. Al-Jabari
<p>(128) CUSTOMERS' ONLINE BUYING BEHAVIOR IN INDONESIA Sulistyo Budi Utomo - Indonesia School of Economics Surabaya (STIESIA), Indonesia.</p> <p>(137) THE EFFECT ANALYSIS OF SAVING AND SERVICE QUALITY TOWARD CUSTOMER SATISFACTION AND LOYALTY AT BANK JATIM. Khuzaini - Indonesia School of Economics Surabaya (STIESIA), Indonesia.</p> <p>(180) THE MOTIVATING FACTORS THAT PROMPT MALAYSIAN SMES TO ADOPT CORPORATE SOCIAL RESPONSIBILITY. Thamil Durai Chelliah - Universiti Tunku Abdul Rahman, Mathivannan Jaganathan - Universiti Utara Malaysia, Ramesh Kumar a/l Moona Haji Mohamed @ Rajoo, Mahendra Kumar Chelliah & Ong Hock Siong - Universiti Tunku Abdul Rahman</p> <p>(204) MARKETING STRATEGIES FROM PERCEPTION AND EXPECTATION OF REPEAT UMRAH VISITOR. Norailis Ab. Wahab, Nursilah Ahmad & Rosnia Masruki - Universiti Sains Islam Malaysia.</p> <p>(114) ONLINE SHOPPING BEHAVIOR OF JORDANIAN CUSTOMERS. Siti Norezam Othman, Nik Kamariah Nik Mat & Mohammed A. Al-Jabari - Universiti Utara Malaysia.</p>	

DAY TWO (12 JUNE 2012)

CONCURRENT SESSION VI (11.00AM – 12.30PM)

DATE : 12 JUNE 2012 (11.00AM – 12.30PM)	SESSION : MANAGEMENT IV
ROOM : BOARD ROOM 1	SESSION CHAIR : Silvi Asna Prestiana Wati
<p>(068) DEVELOPMENT OF PASSWORD MANAGEMENT SYSTEM BY USING RIJNDAEL ENCRYPTION. Firkhan Ali Hamid Ali & Md Syukri Mohamad - Universiti Tun Hussein Onn Malaysia.</p> <p>(115) BUSINESS JUDGMENT RULE: A NEW DEFENSE FOR BUSINESS AND MANAGEMENT DECISIONS BY COMPANY DIRECTORS? Ruzita Azmi - Universiti Utara Malaysia & Adilah Abd Razak - Universiti Putra Malaysia.</p> <p>(152) MANAGEMENT OF BIO-MEDICAL WASTE: AWARENESS AND PRACTICE IN SHIRAZ CITY OF IRAN. Parvin Lakbala, Kavous Dindarloo, Farbood Ebadi Azar & Mahboobeh Lakbala - University of Medical Science, Iran.</p> <p>(153) DETERMINANTS OF CORPORATE SUSTAINABILITY ADOPTION IN FIRMS. Shamil, M.M.M. - University of Kelaniya, Sri Lanka, & Junaid M. Shaikh - Curtin University, Malaysia.</p> <p>(162) COMPETENCY MODELING FOR PUBLIC SECTOR MANAGERS CASE STUDY: MIDDLE MANAGERS OF INDUSTRIAL SECTION IN IRAN. Dariush Gholamzadeh - Islamic Azad University, Iran.</p> <p>(125) THE IMPACT OF CUSTOMER AND STAKEHOLDER PRESSURE, FINANCIAL AND COMPETITIVE PRESSURE, REGULATORY PRESSURE AND CORPORATE CITIZENSHIP PRESSURE ON REVERSE LOGISTICS ADOPTION Nik Ab Halim Nik Abdullah, Sabariah Yaakub & Haim Hilman Abdullah - Universiti Utara Malaysia</p>	

DATE : 12 JUNE 2012 (11.00AM – 12.30PM)	SESSION : ORGANIZATIONAL BEHAVIOR III
ROOM : BOARD ROOM 2	SESSION CHAIR : Rusinah Siron (PhD)
<p>(126) ORGANIZATIONAL FLEXIBILITY AND ITS IMPLICATIONS ON EMPLOYEES PRODUCTIVITY. Charles Ramendran, Gopalan Raman, Ramesh Kumar, Prashanth Beleya & Suresh Nodesan - Universiti Tunku Abdul Rahman.</p>	
<p>(132) THE IMPACT OF ETHICAL CLIMATE ON ORGANIZATIONAL COMMITMENT AMONG ACADEMICIANS. Noorfaiz Purhanudin, Norharyani Adrus & Norhayati Md Isa - Universiti Tunku Abdul Rahman.</p>	
<p>(133) DETERMINING THE IMPACT OF HRM PRACTICE ON THE EMPLOYEES ATTITUDE: AN EMPIRICAL STUDY ON PHARMACEUTICAL COMPANY. Farhana Ferdousi, Sumayya Begum & Mohammad Amzad Hossain Sarker - Wuhan University, P.R. China.</p>	
<p>(141) EXPLORING THE RELATIONSHIP AMONG JOB PERFORMANCE, SATISFACTION AND STRESS: A CONCEPTUAL FRAMEWORK OF MALAYSIA HIGHER LEARNING INSTITUTIONS. Vi-Anne Ma, Huey-Wen Koh & Thiam-Yong Kuek - Universiti Tunku Abdul Rahman.</p>	
<p>(190) A STUDY OF WORKPLACE STRESS AMONGST MANAGERS AND ADMINISTRATORS. Rusinah Siron & Mohd Amin Hj. Tasripan – UNITEN, Malaysia.</p>	

DATE : 12 JUNE 2012 (11.00AM – 12.30PM)	SESSION : MARKETING III
ROOM : BOARD ROOM 3	SESSION CHAIR : Ika Permatasari
<p>(154) REFERENCE PRICES AND PURCHASE INTENTIONS: AN INVESTIGATION AT HOTELS. Mohd Taufik Zimri @ Zamri, Norzuwana Sumarjan & Azdel Addul Aziz - Universiti Teknologi MARA.</p>	
<p>(182) CUSTOMER'S PERCEPTION ON RETAILER'S THERAPY AND ITS EFFECT ON CUSTOMER LOYALTY. Wong Lai Soon & Neerjang Lama - Universiti Tunku Abdul Rahman.</p>	
<p>(199) PREDICTING CONSUMER INTENTIONS TO SHOP HERBAL PRODUCTS ONLINE: AN EMPIRICAL INVESTIGATION. Muhammad Zaid Mohd Zahran, Golnaz Rezai & Zainalabiddin Mohamed - University Putra Malaysia.</p>	

DAY TWO (12 JUNE 2012)
CONCURRENT SESSION VII (2.00PM – 3.30PM)

DATE : 12 JUNE 2012 (2.00PM – 3.30PM)	SESSION : MANAGEMENT V
ROOM : BOARD ROOM 1	SESSION CHAIR : Ainaa Idayu Iskandar
<p>(191) IMPLEMENTING BIM FOR WASTE MINIMISATION IN THE CONSTRUCTION INDUSTRY: A LITERATURE REVIEW. Punitha Rajendran & Christy Pathrose Gomez - University Tun Hussein Onn Malaysia.</p>	
<p>(194) A MODEL OF ABSORPTIVE CAPACITY IN PUBLIC SECTOR: BASED ON INDIVIDUAL AND ORGANIZATIONAL COGNITIVE PROCESS. Nader Salehi, Rozeyta Omar & Kamariah Ismail - Universiti Teknologi Malaysia.</p>	
<p>(067) DEVELOPMENT OF BATU PAHAT'S MOSQUES MANAGEMENT INFORMATION SYSTEM. Firkhan Ali Hamid Ali & Rafidah Hamzah - Universiti Tun Hussein Onn Malaysia.</p>	
<p>(178) CORPORATE GOVERNANCE AND FIRM PERFORMANCE: A COMPARATIVE ANALYSIS OF TWO SECTORS OF MALAYSIAN LISTED COMPANIES. Idris Adamu Alhaji, Wan Fauziah Wan Yusoff & Mohammed Alkali - University Tun Hussein Onn Malaysia.</p>	
<p>(206) STRATEGIC HUMAN RESOURCE OUTSOURCING: AN EXPERIENCE OF AN MNC IN MALAYSIA. Mandy Siew Chen Sim - Nottingham University, Malaysia Campus.</p>	
<p>(117) FACTORS INFLUENCING FINANCIAL STABILITY DURING CHANGE MANAGEMENT PHASE: A CASE OF XYZ HOLDING BERHAD Norzanah Mat Nor, Ainaa Idayu Iskandar, Normaria Abdul Manaf, Mohamad Anuar Harun & Abu Hassan Ibrahim - University of Technology MARA, Shah Alam</p>	

DATE : 12 JUNE 2012 (2.00PM – 3.30PM)	SESSION : ORGANIZATIONAL BEHAVIOR IV
ROOM : BOARD ROOM 2	SESSION CHAIR : Zaini Jamaludin
<p>(057) WORKPLACE SPIRITUALITY, EMOTIONAL INTELLIGENCE AND JOB SATISFACTION: PAKISTANI MANAGERS IN FOCUS. TazeemAli Shah & Abida Ellahi - International Islamic University, Islamabad, Pakistan.</p>	
<p>(065) FOREIGN WORKERS PSYCHOLOGICAL CONTRACT: - THE MEDIATING EFFECTS OF TRANSACTIONAL AND RELATIONAL CONTRACT ON THE IMPACT OF CONTRACT VIOLATION TOWARDS JOB SATISFACTION. Ramesh Kumar, Charles Ramendran - Universiti Tun Abdul Razak, Lawrence Arokiasamy - Quest International University & Amienurul Faidzan – Universiti Tun Abdul Razak</p>	
<p>(122) JOB INVOLVEMENT AS PREDICTOR OF JOB SATISFACTION AND JOB PERFORMANCE- EVIDENCE FROM PAKISTAN. Tariq Iqbal Khan & Aisha Akbar - Muhammad Ali Jinnah University, Islamabad, Pakistan</p>	
<p>(121) BIG FIVE PERSONALITY TRAITS, COLLECTIVE EFFICACY, AND SHARED TEAM LEADERSHIP. Muhammad Abbas & Muhammad Amanullah Khan - Riphah International University Islamabad, Pakistan.</p>	
<p>(077) THE DETERMINANTS OF ORGANISATIONAL CULTURE THAT INFLUENCE CREATIVITY AND INNOVATION. Othman Aman, Noor Aniata Rahman & Albert Feisal@ Albert Ismail - University Technical Malaysia.</p>	
<p>(207) ANALYSIS ON THE TRANSFORMATIONAL LEADERSHIP DIMENSIONS TOWARD AFFECTIVE COMMITMENT OF THE FOLLOWERS: A STUDY ON THE POLITICAL WORKERS Zaini Jamaludin - International Islamic University College Selangor, Nik Mutasim Nik Ab. Rahman, Zafir Khan Mohd Makhbul & Fazli Idris - National University of Malaysia</p>	

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FULL PAPER: 14th SEPTEMBER 2012

FINAL PAPER: 28th SEPTEMBER 2012 (AFTER AMENDMENT)

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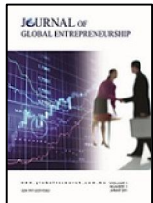
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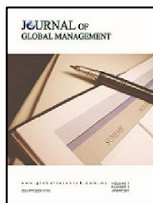
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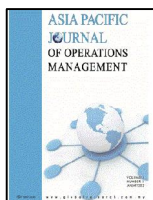
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