



IBBC PROGRAM SCHEDULE

19th AUGUST (Tuesday)

1600-2000	Registration of Participants	Sarawak Chamber 3 lobby
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20th AUGUST (Wednesday)

0800	Registration and Arrival of Participants	Sarawak Chamber 3 lobby
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0900	<p>Welcoming Speech by Vice Chancellor of UNIMAS YBhg. Prof. Dato' Dr. Mohamad Kadim bin Suaidi</p> <p>Keynote Session YB Datuk Amar Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg Minister of Housing Sarawak & Minister of Tourism Sarawak</p>	Sarawak Chamber 3
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10.15	<p>Officiating Address by Minister of Housing Sarawak & Minister of Tourism Sarawak YB Datuk Amar Abang Haji Abdul Rahman Zohari bin Tun Datuk Abang Haji Openg</p>	Sarawak Chamber 3
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10.30	Photo Session	
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10.45	Refreshment	
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1130	<p>Parallel Session 1 (A) Management</p> <p>Parallel Session 1 (B) Banking and Finance I</p> <p>Parallel Session 1 (C) Consumer Behaviour</p> <p>Parallel Session 1 (D) Macroeconomics I</p> <p>Parallel Session 1 (E) Small Medium Enterprises I</p>	<p>Sarawak Chamber 3</p> <p>Deer Suite</p> <p>Lady Suite</p> <p>Windows on Kuching 3</p> <p>Windows on Kuching 4</p>
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1300	Lunch	
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1400-1600	Registration and Arrival of Participants	Sarawak Chamber 3 lobby
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1400	<p>Parallel Session 2 (A) Islamic Economics</p> <p>Parallel Session 2 (B) Microeconomics I</p> <p>Parallel Session 2 (C) Macroeconomics II</p> <p>Parallel Session 2 (D) Development Economics</p> <p>Parallel Session 2 (E) Resource and Environmental Economics I</p>	<p>Sarawak Chamber 3</p> <p>Deer Suite</p> <p>Lady Suite</p> <p>Windows on Kuching 3</p> <p>Windows on Kuching 4</p>
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1530	Refreshment	
1545	Parallel Session 3 (A) Human Resource Development I Parallel Session 3 (B) Tourism and Hospitality I Parallel Session 3 (C) Financial Economics I Parallel Session 3 (D) Macroeconomics III Parallel Session 3 (E) Small Medium Enterprises II	Sarawak Chamber 3 Deer Suite Lady Suite Windows on Kuching 3 Windows on Kuching 4
1930	Conference Dinner Best Paper Award Presentation	Poolside Pavilion, Grand Margherita Hotel

21st AUGUST (Thursday)

0830	Parallel Session 4 (A) Tourism and Hospitality II Parallel Session 4 (B) Banking and Finance II Parallel Session 4 (C) Marketing I Parallel Session 4 (D) Macroeconomics IV Parallel Session 4 (E) Small Medium Enterprises III	Sarawak Chamber 3 Deer Suite Lady Suite Windows on Kuching 3 Windows on Kuching 4
1000	Refreshment	
1030	Parallel Session 5 (A) Islamic Finance Parallel Session 5 (B) Accounting Parallel Session 5 (C) Responsible Research Innovation Parallel Session 5 (D) Ethics and Corporate Governance Parallel Session 5 (E) Resource and Environmental Economics II	Sarawak Chamber 3 Deer Suite Lady Suite Windows on Kuching 3 Windows on Kuching 4
1200	Lunch	
1400	Parallel Session 6 (A) Tourism and Hospitality III Parallel Session 6 (B) Microeconomics II Parallel Session 6 (C) Marketing II Parallel Session 6 (D) Macroeconomics V Parallel Session 6 (E) Entrepreneurship	Sarawak Chamber 3 Deer Suite Lady Suite Windows on Kuching 3 Windows on Kuching 4
1530	Refreshment	
1600	Parallel Session 7 (A) Human Resource Development II Parallel Session 7 (B) Banking and Finance III Parallel Session 7 (C) Financial Economics II Parallel Session 7 (D) Quality and Productivity	Sarawak Chamber 3 Deer Suite Lady Suite Windows on Kuching 3
1730	Conference End	



List of Tracks and Chairperson

Wednesday, August 20, 2014

Time	Session	Track	Chairperson	Venue
1130-1300	1(A)	Management	AP Dr. Lo May Chiun	Sarawak Chamber 3
	1(B)	Banking and Finance I	Prof. Dr. Goh Kim Leng	Deer Suite
	1(C)	Consumer Behaviour	Prof. Dr. Lau Sim Yee	Lady Suite
	1(D)	Macroeconomics I	Dr. Mohammad Affendy Arip	Windows on Kuching 3
	1(E)	Small Medium Enterprises I	Prof. Dr. Jarita Duasa	Windows on Kuching 4
1400-1530	2(A)	Islamic Economics	Ms. Shafinah Begum Abdul Rahim	Sarawak Chamber 3
	2(B)	Microeconomics I	AP Dr. Hooi-Hooi Lean	Deer Suite
	2(C)	Macroeconomics II	AP Dr. Evan Lau Poh Hock	Lady Suite
	2(D)	Development Economics	AP Dr. Puah Chin Hong	Windows on Kuching 3
	2(E)	Resource and Environmental Economics I	Dr. Wong Swee Kiong	Windows on Kuching 4
1545-1715	3(A)	Human Resource Development I	Dr. Zulkiflee Daud	Sarawak Chamber 3
	3(B)	Tourism and Hospitality I	Dr. Hamrila Abdul Latif	Deer Suite
	3(C)	Financial Economics I	AP Dr. Venus Khim-Sen Liew	Lady Suite
	3(D)	Macroeconomics III	Prof. Dr. Mansor H. Ibrahim	Windows on Kuching 3
	3(E)	Small Medium Enterprises II	Dr. Md Daud Ismail	Windows on Kuching 4



Thursday, August 21, 2014

Time	Session	Track	Chairperson	Venue
0830-1000	4(A)	Tourism and Hospitality II	Mrs. Salbiah Edman	Sarawak Chamber 3
	4(B)	Banking and Finance II	Dr. Mahani Mohammad Abdu Shakur	Deer Suite
	4(C)	Marketing I	Prof. Dr. Ernest Cyril de Run	Lady Suite
	4(D)	Macroeconomics IV	Prof. Dr. Muzafar Shah Habibullah	Windows on Kuching 3
	4(E)	Small Medium Enterprises III	AP Dr. Kartinah Ayupp	Windows on Kuching 4
1030-1200	5(A)	Islamic Finance	AP Dr. Mohamad Jais	Sarawak Chamber 3
	5(B)	Accounting	Prof. Dr. Abu Hassan Md Isa	Deer Suite
	5(C)	Responsible Research Innovation	Dr. Rohaya Mohd Nor	Lady Suite
	5(D)	Ethics and Corporate Governance	AP Dr. Nuarrual Hilal Md. Dahlan	Windows on Kuching 3
	5(E)	Resource and Environmental Economics II	AP. Dr. Baharom Abdul Hamid	Windows on Kuching 4
1400-1530	6(A)	Tourism and Hospitality III	Prof. Dr. Ahmad Shuib	Sarawak Chamber 3
	6(B)	Microeconomics II	Dr. Rossazana Ab. Rahim	Deer Suite
	6(C)	Marketing II	Mrs. Norazirah Ayob	Lady Suite
	6(D)	Macroeconomics V	Prof. Dr. Zulkornain Yusop	Windows on Kuching 3
	6(E)	Entrepreneurship	Dr. Harry Entebang	Windows on Kuching 4
1600-1730	7(A)	Human Resource Development II	Dr. Fariastuti Djafar	Sarawak Chamber 3
	7(B)	Banking and Finance III	Dr. Nurul Aini Muhamed	Deer Suite
	7(C)	Financial Economics II	Dr. Dayang Affizah Awang Marikan	Lady Suite
	7(D)	Quality and Productivity	AP Dr. Jamal Abdul Nassir Shaari	Windows on Kuching 3



Conference Sessions

Day 1: Wednesday, August 20th, 2014

Session 1 (A): MANAGEMENT Chairperson: Assoc. Prof. Dr. Lo May Chiun	
1130 – 1300 Sarawak Chamber 3	The Effect of Knowledge in Mediating the Relationship Between Critical Success Factor and Business Competitiveness <i>Zainuddin Zakaria, Muhammad Abi Sofian Abdul Halim, Azemi Che Hamid and Mohamad Ariff Kamil Khalid</i>
	The Determinants of Online Learning Intention Among Students at a Private College in Sarawak <i>Kong-Lan, Phang and Esther Maideri Anak Iban</i>
	Knowledge Management, Innovation and New Product Introduction in Malaysia's Manufacturing Companies <i>Julian Paul Sidin and Zakariya Belkhamza</i>
	Evaluation of Information Systems Function Performance in the MSC-Status Firms: A Measurement Model <i>Zakariya Belkhamza and Julian Paul Sidin</i>
	Factors Influencing Green Purchase Intention Among University Student <i>Charlie Albert Lasuin and Ng Yuen Ching</i>
	A Study on Top Management Commitment Towards Quality Management and ISO 9001 Certification in the Context of Malaysian Construction Organizations <i>Tan Chin Keng</i>

Session 1 (B): BANKING AND FINANCE I Chairperson: Prof. Dr. Goh Kim Leng	
1130 – 1300 Deer Suite	The Value Impact of International and Industrial Diversifications on Public-Listed Firms in Indonesia <i>Rayenda Khresna Brahmana, Doddy Setiawan and Chee-Wooi Hooy</i>
	Hedging Strategies and the Dynamic Performance of the U.S. Financial Holding Companies <i>Qian-Long Kweh, Wen-Min Lu, Yee-Chuann Chan and Yun-Hao Wu</i>
	Firm Size, Ownership Concentration and Payout Policy in Malaysia <i>Mohamad Jais and Chandana Gunathilaka</i>
	The Impact of Ownership Structure on the Extent of Voluntary Disclosure: A Review of the Empirical Literature <i>Qadri Mustafa Al Jabri, Daw Tin Hla and Abu Hassan Md Isa</i>
	International Linkages of the Asean and Developed Stock Markets: A Multivariate Garch Approach <i>Stan Shun-Pinn Lee and Kim-Leng Goh</i>



Session 1 (C): CONSUMER BEHAVIOUR Chairperson: Prof. Dr. Lau Sim Yee	
1130 – 1300 Lady Suite	Millennial Dining Out Pattern in Kota Kinabalu <i>Marry Tracy Pawan, Juliana Langgat and Kamarul Mizal Marzuki</i>
	Exploring the Consumers' Online Shopping Purchase Intention: A Case of Zalora.Com <i>Fadilah Siali, Mahani BMA Shakur and Choo Kuet Fung</i>
	Perceived Value and Customer Satisfaction of Smartphone Brand among Youth: The Moderating Effect of Gender <i>Stephen Laison Sondoh Jr., Lim Ming Fook, Geoffrey Harvey Tanakinjal and Julian Paul Sidin</i>
	Consumer Self-Concept, Self-Congruity, and Socially Responsible Consumption Behavior Towards Plate Food Waste Based on Malaysian Cultural <i>Shahid Rasool and Mahani BMA Shakur</i>
	Consumer Behavior in China: An Empirical Case Study of Changchun City <i>Wenliang Lu and Lau Sim Yee</i>

Session 1 (D): MACROECONOMICS I Chairperson: Dr. Mohammad Affendy Arip	
1130 – 1300 Windows on Kuching 3	Abenomics and Japan <i>Osamu Nariai</i>
	Domestic Macroeconomic Conditions and Inflow of Workers' Remittances in Labour-Sending Asian Countries <i>Abubakar Lawan Ngoma, Normaz Wana Ismail and Siong Hook Law</i>
	Interactions among Labour Standards in Asean Countries – A Race to the Bottom Hypothesis <i>Rusmawati Said and Kar-Yee Ng</i>
	R&D Spillovers Through Student Flow and the Role of Economic Freedom <i>Chee-Lip Tee, W.N.W. Azman-Saini and Saifuzzaman Ibrahim</i>
	Does Innovation Matters for High Tech Export in Asian Countries? <i>Normaz Wana Ismail</i>



Session 1 (E): SMALL MEDIUM ENTERPRISES I Chairperson: Prof. Dr. Jarita Duasa	
1130 – 1300 Windows on Kuching 4	SME Firm Performance in Nigeria: Lesson from Malaysia <i>Eniola Anthony Abiodun and Harry Entebang</i>
	Unemployment and the Creation of Micro and Small Enterprises <i>Kyra Ley Sy Law and Harry Entebang</i>
	Learning Through Work as Emerging Perspective for Innovation Process in Small Medium Enterprise (SMEs) <i>Suzilawati Ibrahim and Low Hock Heng</i>
	ICT Adoption and Development in Malaysian Rural Women-Owned Micro Enterprises: Using <i>Weebly</i> as an Online Discussion Board <i>Noor Fadhiha Mokhtar and Zuha Rosufila Abu Hasan</i>
	Micro Enterprises in Malaysia: An Empirical Assessment on Financial Obstacles <i>Jarita Duasa, Mohamed Asmy Mohd Thas Thaker, Mustafa Omar Mohammed, Rafia Afroz and Rozita Zainal Abidin</i>

Session 2 (A): ISLAMIC ECONOMICS Chairperson: Mrs. Shafinah Begum Abdul Rahim	
1400 – 1530 Sarawak Chamber 3	Analisis Prestasi dan Aplikasi Agihan Zakat: Kajian di Negeri Pahang <i>Intan Shahira Surip dan Hairunnizam Wahid</i>
	Kesedaran dan Kefahaman Masyarakat Mengenai Wakaf: Kajian Kes di Selangor <i>Ahmad Fatin Mohamad Suhaimi</i>
	Sumber Minyak Mentah: Rahmat atau Laknat daripada Perspektif Modal Insan <i>Nazirah Nasir</i>
	Pelaksanaan Zakat Perniagaan di Institusi Perbankan Islam di Malaysia: Kajian di OCBC Al-Amin Bank Berhad <i>Siti Aminah Mad Amin, Riqyati Ahmad dan Mohammad Hakimi Shafiai</i>
	Introducing The Concept of Halal through Islamic Economics <i>Shafinah Begum Abdul Rahim</i>



Session 2 (B): MICROECONOMICS I Chairperson: Assoc. Prof. Dr. Hooi-Hooi Lean	
1400 – 1530 Deer Suite	How Does Fuel Price Affect the Consumers in Malaysia? A Disaggregated Analysis on Consumer Price Index <i>Poh Paik Xuan and Lee Chin</i>
	The Roles of Formal and Informal Institution on Innovation Intensity <i>Lee Weng Chang and Law Siong Hook</i>
	Barriers to Inter Firm Collaboration and Its Impact on Innovation in Malaysian Composites Manufacturing Industries <i>Kiam-Fui Chew, Peik-Foong Yeap and John Rudolph Raj a/l Richard Isreal</i>
	Social Capital and Poverty Reduction in Nigeria: Methodological Issues <i>Mukaila Adebisi Ijaiya, Dyg Affizzah A.M. and Fariastuti D.</i>
	The Relationship Between Electricity Consumption, the International Oil Price and Output: A Case of Manufacturing Sector in Malaysia <i>Dzul Hazwan Husaini and Hooi-Hooi Lean</i>

Session 2 (C): MACROECONOMICS II Chairperson: Assoc. Prof. Dr. Evan Lau Poh Hock	
1400 – 1530 Lady Suite	Long Memory Modelling and Forecasting Evaluation of Foreign Exchange Rate in ASEAN-5 <i>Chia-Ying Khor, Wen-Cheong Chin and Kim-Leng Tan</i>
	Assessing Trade Effects of AFTA <i>Sh. Azrin Wan Zawawie and Mohammad Affendy Arip</i>
	Assessing Innovation Performance in Five Areas of the Malaysian Economy <i>Harry Entebang</i>
	Purchasing Power Parity in ASEAN-5 Countries: Evidence Using Panel Unit Root and Panel Cointegration Tests <i>Qaiser Munir</i>
	Twin Deficits: An Alternative Framework from General Equilibrium Perspective with U.S. Results <i>Tuck-Cheong Tang</i>



Session 2 (D): DEVELOPMENT ECONOMICS Chairperson: Assoc. Prof. Dr. Puah Chin Hong	
1400 – 1530 Windows on Kuching 3	The Impact of the East African Community (EAC) Customs Union on Tanzanian Industrial Growth <i>Huda Ahmed Yussuf and Hanny Zurina Hamzah</i>
	Unemployment, Economic Development and Happiness: A Cross- Sectional Study <i>R.Ratneswary V.Rasiah, Ambikai S. Thuraisingam, Baharom Abdul Hamid and Muzafar Shah Habibullah</i>
	The Relationship Between Female Labour Force Participation and Fertility Rate: Empirical Analysis in Malaysia <i>Amy Faizah Nain, Qaiser Munir and Arsiah Bahron</i>
	Is There a Link Between Migration and Human Development? The Case of Malaysia and Selected Countries <i>O.C.S.Wilson, Muzafar Shah Habibullah and Baharom Abdul Hamid</i>
	Regional Input-Output Model for North Corridor Economic Region (NCER) in Malaysia <i>Mohd Khairul Hisyam Hassan and Nur Ashikin Azmi</i>
	Market Demand Analysis of Affordable Housing in Kuching and Samarahan Divisions <i>Donald Henry Nohed, Venus Khim-Sen Liew, Ernest Cyril de Run and Chin-Hong Puah</i>



Session 2 (E): RESOURCE AND ENVIRONMENTAL ECONOMICS I

Chairperson: Dr. Wong Swee Kiong

1400 – 1530 Windows on Kuching 4	Analyzing the Local Communities' Perception on the Economic and Environmental Factors of Ecotourism in Tagang System Framework- The Case of Semedang Village, Sarawak <i>Nur Zaimah Ubaidillah, Sutera Jul, Salbiah Edman, Rosita Hamdan and Farhana Ismail</i>
	The Importance of Non-Tariff Trade Measures on Environmental Protection in Malaysia <i>Yanti Ahmad Shafiee</i>
	Visitors' Attitude Towards National Park's Attributes, Roles and Functions: An Evidence from Kubah National Park (KNP), Sarawak <i>A. B. Nor Afiza, Alias Radam, Zaiton Samdin and Mohd Rusli Ya'cob</i>
	Analyzing the Visitors' Perception on the Economic and Environmental Factors of Ecotourism in Tagang System Framework- The Case of Long Lidong Village (Tengoa River), Lawas, Sarawak <i>Nur Zaimah Ubaidillah, Maureen Rikan Maripa, Rosita Hamdan, Farhana Ismail and Nor Afiza Abu Bakar</i>
	Sustaining Livelihood Strategies in the Changing Biodiversity Environment: A Case Study in Kampung Telok Melano and Kampung Teluk Serabang <i>Wong Swee Kiong, Neilson Ilan Mersat, Mohd. Azizul Hafiz Jamian, Peter Songan, Spencer Empading Sanggin, Ahi Sarok and Mohamad Suhaidi Salleh</i>

Session 3 (A): HUMAN RESOURCE DEVELOPMENT I

Chairperson: Dr. Zulkiflee Daud

1545 – 1715 Sarawak Chamber 3	Organisational Trust as a Mediator Between Perceived Organisational Support and Constructive Deviance <i>Kabiru Maitama Kura, Faridahwati Mohd. Shamsudi and Ajay Chauhan</i>
	Antecedents of Organisational Commitment Among Malaysian Generation Y in ICT Companies <i>Kim-Leng Khoo, Peik-Foong Yeap and Kok-Wai Chew</i>
	Human Resource Practitioners' Legal Knowledge of Statutory Employment Rights <i>Hapriza Ashari</i>
	The Mediating Effects of Organizational Commitment, Management Accounting System, and Performance Measures Information on Budget Participation and Managerial Performance Relationship <i>Badariah Din, Bidin Yatim and Muzafar Shah Habibullah</i>
	Office Politics: The Reduction of Employees' Need for Power <i>Zulkiflee Daud</i>



Session 3 (B): TOURISM AND HOSPITALITY I Chairperson: Dr. Hamrila Abdul Latif	
1545 – 1715 Deer Suite	Industrial and International Diversification and Firm Performance: Evidence from Asian Hotel Industry <i>Chai-Aun Ooi, Chee-Wooi Hooy and Ahmad Puad Mat Som</i>
	The Factors Influencing Visitation for Kilim Karst Geoforest Park Through Domestic Visitors <i>Nurul Hikmah Zameli, Syamsul Herman Mohammad Afandi, Ahmad Shuib and Zaiton Samdin</i>
	Profiling Rural Tourists in Semporna, Sabah, Malaysia <i>Chia Kei Wei, Ahmad Shuib, Syamsul Herman Mohammad Afandi and Sridar Ramachandran</i>
	Rural Tourism Destination Competitiveness: Communities' Perspectives <i>Chee-Hua Chin, May-Chiun Lo and Vikneswaran Nair</i>
	Tanjung Datu National Park, Sarawak: The Perception of the Communities' Towards Rural Competitive Advantage <i>May-Chiun Lo, Sharon Cheuk and Nur Zaimah Ubaidillah</i>

Session 3 (C): FINANCIAL ECONOMICS I Chairperson: Assoc. Prof. Dr. Venus Khim-Sen Liew	
1545 – 1715 Lady Suite	Impact of Oil Price Shocks on Stock Markets: An Empirical Analysis <i>Kim-Leng Tan, Wen-Cheong Chin and Siow-Hooi Tan</i>
	Bond Yield Respond of Sovereign Credit Ratings Change <i>Wei-Chee Soh, Fan-Fah Cheng and Annuar Md. Nassir</i>
	Empirical Analysis of Volatility Transmission Between Malaysian Shariah Index and Sectoral Indices <i>Ng Sew Lai, Chin Wen Cheong and Chong Lee Lee</i>
	Stock Prices and Monetary Model of Exchange Rate in Malaysia: Does Divisia Money Matter? <i>Choi-Meng Leong, Chin-Hong Pua and Venus Khim-Sen Liew</i>



Session 3 (D): MACROECONOMICS III Chairperson: Prof. Dr. Mansor H. Ibrahim	
1545 – 1715 Windows on Kuching 3	Assessing Fiscal Sustainability Regime Changes to Selected ASEAN Countries <i>Swee-Lian Tam, Norlin Khalid and Riayati Ahmad</i>
	Are Fluctuations in Oil Consumption Permanent or Transitory? Evidence from Nonlinear Unit Root Tests <i>Sakiru Adebola Solarin</i>
	Exchange Rate Volatility and Exports of Malaysian Manufactured Goods to China: An Empirical Analysis <i>Hock-Tsen Wong and Hock-Ann Lee</i>
	Total Exports, Neighbors and Regional Integration <i>Elias Sanidas</i>
	Explaining Food Price Inflation in Malaysia: Is Energy Price or Budget Deficit to Blame? <i>Mansor H. Ibrahim</i>

Session 3 (E): SMALL MEDIUM ENTERPRISES II Chairperson: Dr. Md Daud Ismail	
1545 – 1715 Windows on Kuching 4	Structural Equation Modeling for E-Commerce Adoption Among Small and Medium Sized Enterprises in Malaysia <i>Seng-Chee Lim and Ahmad Suhaimi Baharudin</i>
	Determinants of Intention to Use Natural Gas in the Context of SME in Sabah, Malaysia <i>Stephen Laison Sondoh Jr., Julian Paul Sidin, Hassan Mudin and Mathew Kevin Bosi</i>
	Sustaining the SMEs Employees Innovative Behavior from the View of Social and Organizational Support <i>Rosmelisa Yusof, Serene Ng Siew Imm, Azmawani Abd Rahman and Ho Jo Ann</i>
	The Effect of Learning and Innovativeness on Export Performance Among Small Entrepreneurial Firms <i>Md Daud Ismail, Abdullah Sanusi Othman and Mohd Azwardi Md Isa</i>



Day 2: Thursday, August 21st, 2014

Session 4 (A): TOURISM AND HOSPITALITY II Chairperson: Mrs. Salbiah Edman	
0830 – 1000 Sarawak Chamber 3	Rural Tourism Policies in Malaysia: Transcending Unidirectional to a Multi-Directional Policy-Cycle <i>Siow May Ling, Sridar Ramachandran, Ahmad Shuib and Syamsul Herman Mohammad Afandi</i>
	Tourism Impacts and Support for Rural Sport Tourism in Sarawak, Malaysia: A Case of Pesta Limbang <i>Norazirah Ayob, Murni Sahdan, Mahani BMA Shakur and Rohaya Mohd. Nor</i>
	Demand of International Visitors to the Kilim Karst Geoforest Park, Langkawi <i>Nitanan Koshy Matthew, Ahmad Shuib, Sridar Ramachandran and Syamsul Herman Mohammad Afandi</i>
	The Influence of Price and Distance Factor Towards Visitors' Decision to Sarawak Regatta 2013 <i>Wilfred Liew Vui Lueng and Azahar Hussain</i>
	Bridging the Network Between Indigenous Entrepreneurs and Ecotourism of Sarawak <i>Nadzira M.K., Salbiah E. and Dyg Affizzah A.M.</i>

Session 4 (B): BANKING AND FINANCE II Chairperson: Dr. Mahani Mohammad Abdu Shakur	
0830 – 1000 Deer Suite	Testing the Efficient Market Hypothesis for Malaysian Bank Stocks <i>Kok Sook Ching, Qaiser Munir and Arsiah Bahron</i>
	Efficiency Performance of ASEAN Banking Sector <i>Farhana Ismail, Rossazana Ab-Rahim, Nur Qurratu'Aini Abd Aziz and Nur Zaimah Ubaidillah</i>
	The Impact of Advertising on the Profitability of Commercial Banks: Empirical Evidence for Pakistan <i>Samina Riaz</i>
	The Influence of Consumer Attitude, Perceived Risk and Trust on E-Banking Adoption in Kaduna State <i>Idris A. Aliyu and Idris B. Bugaje</i>
	Understanding Islamic Banking Customer Adoption: Integrating Consumer Innovativeness into Reasoned Action Hypothesis <i>Ahmad Muhammad Gumel and Mohammad Azmi Othman</i>
	Exploring the Generation Y Adoption of Mobile Banking <i>Mahani BMA Shakur, Fadilah Siali, Norazirah Ayob, Hamrila Abdul Latif and Davie Alvienna Anak David Jabit</i>



Session 4 (C): MARKETING I Chairperson: Prof. Dr. Ernest Cyril de Run	
0830 – 1000 Lady Suite	The Effectiveness of Internal Marketing in Oil & Gas Company <i>Najdah Abd Aziz, Muhammad Adib Abdullah, Syahrul Hezrin Mahmud, Adida Muhammad and Rubiah Abu Bakar</i>
	Marketing Strategies of Financial Services: Issues and Challenges <i>Mushtaq Ahmad</i>
	The Influence of Marketing Factors on Consumers Willingness To Pay for Organic Products <i>Janet Y., Jamil B., Adrian Daud and Aryaty A.</i>
	Halal Restaurant: Tale of Two Cities <i>Jamal Abdul Nassir Shaari, Muhammad Khalique, Nordiana Ahmad Nordin and Nurul Izza Abdul Malek</i>
	How Adolescents View Advertising: The Effects of Beliefs and Personal Values <i>Ernest Cyril de Run, Hiram Ting and Siew Ling Liew</i>

Session 4 (D): MACROECONOMICS IV Chairperson: Prof. Dr. Muzafar Shah Habibullah	
0830 – 1000 Windows on Kuching 3	Investigating the Relationship Between Inflation and Output Gap: Does Exchange Rate Regime Matter? <i>Yi-Theng Khoo and Siok-Kun Sek</i>
	Modelling and Tracing Exchange Rate Volatility in Malaysia <i>Jenny Yong, Evan Lau and Mohammad Affendy Arip</i>
	Military Expenses of Asian: Are We Secured or Threatened? <i>Yang Subaidah A., Dyg Affizzah A.M., Muzafar Shah Habibullah and Mohd Hafiz</i>
	Demographic Transition and Economic Growth Nexus: The Case of Malaysia <i>Muhd Iqbal Makmur, Baharom Abdul Hamid and Muzafar Shah Habibullah</i>
	Shadow Economy, Good Governance and the Stages of Economic Development <i>Hesam Nikopour, Muzafar Shah Habibullah and Badariah Din</i>



Session 4 (E): SMALL MEDIUM ENTERPRISES III Chairperson: Assoc. Prof. Dr. Kartinah Ayupp	
0830 – 1000 Windows on Kuching 4	The Critical Success Factors for Organizational Performance of SMEs in Malaysia. A Partial Least Squares Approach <i>May-Chiun Lo, Yin-Chai Wang, Constance Rinen Justin Wah and T. Ramayah</i>
	Significant Accelerators and Inhibitors of Business-To-Business E-Commerce Adoption in Iranian SMEs <i>Masoumeh Mohtaramzadeh and T. Ramayah</i>
	Constructing an Index of Entrepreneurial Competencies and Intellectual Capital for ICT SMEs in Malaysia <i>Muhammad Khalique, Abu Hassan Md. Isa, Jamal Abdul Nassir Shaari and Mohd Khairul Hisyam Hassan</i>
	Entrepreneurial Orientation and Malay-Based SMEs Business Performance- The Mediating Role of Firm Innovativeness <i>Syed Shah Alam, Nor Ghani Md Nor, Mohammad Masukujjaman and Rohani Mohd</i>

Session 5 (A): ISLAMIC FINANCE Chairperson: Assoc. Prof. Dr. Mohamad Jais	
1030 – 1200 Sarawak Chamber 3	Establishing the First Shariah Compliant Private Equity Fund in Japan: A Practical Way to Introduce the Concept of Islamic Finance in Japan <i>Tadashi Mizushima</i>
	Selection Factors of the Acceptance Al-Ijarah Thumma Al Bay (AITAB) in Kota Bharu, Kelantan <i>Remali Yusoff and Nor' Azurah Md. Kamdari</i>
	Penentuan Tanda Aras Bagi Sukukal-Ijarah: Kajian Kes <i>Malaysia Global Sovereign Sukuk</i> <i>Najwa Mohd Khalil, Shahida Shahimi, Anuar Saaban, Nurul Asykin Mahmood dan Norizan Hassan</i>
	Transaksi Jual Beli Salam Sebagai Alternatif Pembiayaan Dalam Sektor Pertanian <i>Mohd Muhaimin Arif Md Azli dan Muhammad Hakimi Mohd Shafiai</i>
	The Volatility of Indonesia Shari'ah Capital Market Stock Price Toward Macro Economics Variable <i>Helma Malini, Mohammad Jais and Rossazana Ab-Rahim</i>



Session 5 (B): ACCOUNTING Chairperson: Prof. Dr. Abu Hassan Md. Isa	
1030 – 1200 Deer Suite	Audit Attestation on the Financial Statements of the Malaysian Local Governments <i>Norapiah Bujang and Abu Hassan Md Isa</i>
	Audit Oversight Board and Its Impacts on External Auditors <i>Foong Sook Hwa and Mazlina Mustapha</i>
	The Regulation of Statutory Auditing – Case of Malaysian External Audit <i>Hashanah Ismail, Mazlina Mustapha and Salmah Muhamed</i>
	Understanding the Practice of Indonesian Local-Government Accountability Reporting: A Theoretical Framework Perspective <i>Muhammad Hudaya</i>
	The Application of Structural Equation Modeling on the Usage of Online Tax System Among Self-Employed Taxpayers in Nigeria <i>Bojuwon Mustapha, Mohamad Sahari Nordin and Kasule Twaha Ahmed</i>
	Does Independent Board Committee Matter? Evidence from Malaysian Firms <i>Michael Tinggi, Abu Hassan Md Isa, Shahrudin Jakpar and Sharifah Sabrina Syed Ali</i>



Session 5 (C): RESPONSIBLE BUSINESS INNOVATION

Chairperson: Dr. Rohaya Mohd Nor

1030 – 1200 Lady Suite	The Importance of Responsible Business as an Enabler of Innovation <i>Rohaya Mohd-Nor, Zaharya Menevidis and Elena Tavlaki</i>
	Responsible Business Innovation in the Asia Pacific Context: Findings from the Borneo Workshop 2014 <i>Rohaya Mohd-Nor, Alvin W Yeo, Nadianatra Musa, Mahani BMA Shakur, Dyg Hanani Abg Ibrahim, Nariman Singmamae and Muhd Hafiz Mohd Shukri</i>
	Experience in Responsible ICT for Development Research in Malaysian Borneo <i>Alvin W. Yeo, Tariq Zaman and John Phoa</i>
	A Preliminary Framework of Stakeholder Engagement for Understanding Responsible Business Innovation <i>Khairil Annuar Mohd Kamal</i>
	Innovating Shea Butter Industry for Rural Women’s Development in the Sub-Saharan Africa <i>Sidikat Shitu and Rohaya Mohd-Nor</i>
	Responsible Rural Aquaculture Business in Malaysia <i>Rohaya Mohd-Nor</i>
	Modelling “Green” Community Co-operative towards Providing Sustainable Economic Benefits to Rural Community of Assum Village of Borneo Heights, Sarawak <i>Rohaya Mohd-Nor, Mahani BMA Shakur, Norazirah Ayob, Michael Tinggi and Haslan Ottot</i>



Session 5 (D): ETHICS AND CORPORATE GOVERNANCE Chairperson: Assoc. Prof. Dr. Nuarrual Hilal Md. Dahlan	
1030 – 1200 Windows on Kuching 3	A Study of Factors Determining the State-Owned Government-Linked Companies' Performance <i>Wan Izyani Adilah Wan Mohamad, Wan Amalina Wan Abdullah, Noryati Yaakub and Mohd Hafiz Harun</i>
	Corporate Governance Practices and Reporting in Malaysian Co-Operative Movements: Some Preliminary Evidence <i>Intan Waheedah Othman, Maslinawati Mohamad and Hairul Suhaimi Nahar</i>
	Emerging Areas of Research in Related Party Transactions by Malaysian Listed Firms <i>Victor Gan, George Ngui Kwang Sing, Lee Miin Huui and Ling Chui Ching</i>
	The Impact of CEO and Chairman Demographics on Firm Performance in Hospitality Industry <i>Jing-Hui Kwan and Mun-Yee Tong</i>
	Developing CSR Index as a Motivation for Public Listed Companies to Actively Engage in CSR Activities <i>Irma Yazreen Md Yusoff, Lau Sim Yee and Mohammad Affendy Arip</i>
	Abandoned Housing Projects in Malaysia: Legal Issues Relating to the Housing Developer's Advertisement and Sale Permit <i>Nuarrual Hilal Md. Dahlan</i>

Session 5 (E): RESOURCE AND ENVIRONMENTAL ECONOMICS II Chairperson: Assoc. Prof. Dr. Baharom Abdul Hamid	
1030 – 1200 Windows on Kuching 4	Reviewing Past Studies of Economic Valuation of Marine Ecosystem in Marine Protected Area <i>Norasilah Latiff, Syamsul Herman Mohammad Afandi and Ahmad Shuib</i>
	The Environmental Effects of Intra-Industry Trade in the SAARC Region <i>Bilal Tariq and Rossazana Ab-Rahim</i>
	Reviewing Economic Valuation of Ecotourism in Marine Protected Areas and Its Related Issues in Malaysia <i>Nur Afifah Mohd Nasir, Sridar Ramachandran, Zaiton Samdin and Ahmad Shuib</i>
	A Multicriteria Decision Making Model for Responsible Management of Marine Protected Area in Semporna Sabah: Identification of Decision Making Criteria <i>Madhavan Nair, Sridar Ramachandran, Ahmad Shuib and Syamsul Herman Mohammad Afandi</i>
	Energy Consumption, Income and Carbon Emission Nexus: The Case of Asia Pacific Countries <i>Baharom Abdul Hamid, Yasmin-Yashodha and Khalid Abdul Rahim</i>



Session 6 (A): TOURISM AND HOSPITALITY III Chairperson: Prof. Dr. Ahmad Shuib	
1400 – 1530 Sarawak Chamber 3	Rural Tourism Destination Performance in East Malaysia: An Investigation into Influencing Factors <i>Azuriaty Atang, Sharon Cheuk and May-Chiun Lo</i>
	Tourism Business as a Community Development Tool for the Bidayuh Community in Sarawak <i>Shazali Johari, Sridar Ramachandran, Ahmad Shuib, Syamsul Herman Mohammad Afandi and Puvaneswaran Kunasekaran</i>
	An Emerging Medical Tourism Destination: Key Challenges of Sarawak <i>Farid Hakim Saibun and Dyg Affizzah A.M.</i>
	Produk Pelancongan Agama Sebagai Tarikan Pelancongan Di Malaysia: Satu Tinjauan Awal <i>Nor Azilawati Ahmad, Norlida Hanim Mohd Saleh dan Mohd Hakimi Shafiai</i>
	Roles of Governance for Effective Management of Marine Protected Areas: Perceptions of Local Communities in Pulau Kapas and Pulau Perhentian, Terengganu <i>Ahmad Shuib, Shzee-Yew Tai, Kusairi Noh, Gazi Nurul Islam, Aswani Farhana, Ahmad Ali and Khair Afham</i>

Session 6 (B): MICROECONOMICS II Chairperson: Dr. Rossazana Ab. Rahim	
1400 – 1530 Deer Suite	Pengaruh Latar Belakang Keluarga Ke Atas Kadar Pulangan Pendidikan Pekerja Swasta <i>Yang Yoke Xin</i>
	Hutang Isi Rumah Di Malaysia: Kajian Konseptual Terhadap Sikap Dan Kecenderungan Berhutang <i>Nur Shahirah Azman dan Rosita Hamdan</i>
	Hutang Isirumah Dan Kualiti Institusi Untuk Penambakan <i>Susnizam Johari</i>
	Peranan Hutang Dalam Mempengaruhi Aspek Pendidikan Pelajar Pengajian Tinggi <i>Ahmad Fikri M. Fariddudin</i>
	Impact of Trade Institution on Malaysia Trade Costs <i>Tan Jiunn Woei and Lee Chin</i>



Session 6 (C): MARKETING II Chairperson: Mrs. Norazirah Ayob	
1400 – 1530 Lady Suite	E-Consumer Protection in Malaysia: Misleading Information in Advertisement <i>Roshazlizawati Mohd Nor and Naemah Amin</i>
	Restaurant Experience and eWOM on Restaurants in Bintulu <i>Sharon Tan Chin Choo, Jamil B., Aryty A. and Adrian Daud</i>
	Relationship Quality Moderating Effect on Smallholder and Intermediaries Supply Chain Performance <i>Shahiida Musa, Bonaventure Boniface and Geoffrey Harvey Tanakinjal</i>
	Customer Segmentation in Low Cost Carriers Through Text Mining <i>Liau Bee Yee and Tan Pei Pei</i>
	Local Buyer-Seller Relationship of Yellowfin Tuna Fisheries: An Exploratory Study in Semporna, Sabah, Borneo <i>Surinah Albat, Bonaventure Boniface, Connie Fay Komilus, Stephen Liason Sondoh Jr., Geoffrey Harvey Tanakinjal and Assis Kamu</i>

Session 6 (D): MACROECONOMICS V Chairperson: Prof. Dr. Zulkornain Yusop	
1400 – 1530 Windows on Kuching 3	Analyzing Framework of the Nexus Between Intra-Industry Trade and the Child Labor <i>Bilal Tariq and Rossazana Ab-Rahim</i>
	External Debt and Economic Growth in Malaysia <i>Alvina Syn-Yee, Lee and Evan Lau</i>
	Market Liberalization and Convergence Among Developing Economies <i>Sonia Kumari Selvarajan and Rossazana Ab-Rahim</i>
	Causality Between Energy Supply and GDP: The Case of Malaysia <i>Chiang-Ching Tan and Evan Lau</i>
	Openness and Economic Growth <i>Jamilah Idris, Zulkornain Yusop, Muzafar Shah Habibullah and Lee Chin</i>



Session 6 (E): ENTREPRENEURSHIP Chairperson: Dr. Harry Entebang	
1400 – 1530 Windows on Kuching 4	Entrepreneurial Traits in Malaysia Craft Industry: Construct the Underlying Factors <i>Muhammad Abi Sofian Abdul Halim and Shaladdian Muda</i>
	Entrepreneurial Approach and Intellectual Capital in Pakistani Manufacturing Pharmaceutical Organizations <i>Muhammad Wasim Jan Khan and Muhammad Khalique</i>
	Dimensi Personaliti Terhadap Pembudayaan Keusahawanan Dalam Kalangan Graduan Di Malaysia <i>Mazdan Ali Amaran, Rohana Jani, Salbiah Edman, Rosita Hamdan dan Nur Fatimah Abdullah Bandar</i>
	Entrepreneurial Attitude Orientation (EAO) and Dayak Entrepreneur (DE) Performance in Sarawak <i>William A. Keling, Harry Entebang and Mohammad Jais</i>

Session 7 (A): HUMAN RESOURCE DEVELOPMENT II Chairperson: Dr. Fariastuti Djafar	
1600 – 1730 Sarawak Chamber 3	Firm Performance and Board Diversity in Human and Social Capital: Evidence from Asian Tourism Industry <i>Chai-Aun Ooi, Chee-Wooi Hooy and Ahmad Puad Mat Som</i>
	Conceptual Model for Examining the Role of HR Department in the Using of Human Resource Management Information System (HRMIS) <i>Syukri Sanali and Arsiah Bahron</i>
	Career Preference Among Accounting Students in Malaysia: Some Preliminary Evidence <i>Mohd Nazli Mohd Nor, Hairul Suhaimi Nahar and Bakhtiar Alrazi</i>
	Demographic Variables in Affecting Career Choice Among Undergraduate Students and White Collar Workers in Greater Kuala Lumpur Area <i>Nicola Parvin Kaur and Tan Siow Hooi</i>
	Analisis Tingkat Upah Buruh Berdasarkan Pengalaman dan Tahap Kemahiran <i>Lee Wen Pei</i>



Session 7 (B): BANKING AND FINANCE III Chairperson: Assoc. Prof. Dr. Nurul Aini Muhamed	
1600 – 1730 Deer Suite	Value at Risk Assessment on Commercial Banks in Malaysia: A Study of Market Risk and Its Implications <i>Lee Chun Hoe and Chan Kok Thim</i>
	Credit Risk and Profitability: The Case of Malaysian Local Commercial Banks <i>Norlina Kadri, Bakri Abdul Karim and Kelvin Lee Yong Ming</i>
	Primary Market Spread Determinants Government Staff Islamic Personal Financing <i>Bakri M.H., Baharom Abdul Hamid, Sufian. F and Ismail. S</i>
	The Institutional Investors Activism in Investee Companies: The Minority Shareholder Watchdog Group (MSWG)'S Perspective <i>Nurul Aini Muhamed and Nathasa Mazna Ramli</i>

Session 7 (C): FINANCIAL ECONOMICS II Chairperson: Dr. Dayang Affizah Awang Marikan	
1600 – 1730 Lady Suite	Foreign Shareholding and Stock Price Efficiency: Firm-Level Evidence from Malaysia <i>Kian-Ping Lim, Chee-Wooi Hooy, Kwok-Boon Chang and Robert D. Brooks</i>
	The Impact of Macroeconomics Variables on the Indonesian Stock Market: Volatility Approach <i>Bakri Abdul Karim, Loke Phui Sea and Zulkefly Abdul Karim</i>
	The Profitability of Technical Analysis in Malaysian Equity Market During Bull and Bear Periods <i>Eng-Xin Tey and Siow-Hooi Tan</i>
	Brokerage Fee, Ownership Expropriation and Earnings Management: Insight from Listed Property Companies in Malaysia <i>Lik-Jing Ung, Rayenda Khresna Brahmna and Chin-Hong Puah</i>



Session 7 (D): QUALITY AND PRODUCTIVITY Chairperson: Assoc. Prof. Dr. Jamal Abdul Nassir Shaari	
1600 – 1730 Windows on Kuching 3	Role of Supply Chain Management Strategy in Talent Management: An Empirical Study of a Taiwanese Enterprise <i>Chao-Wu Chou and Hui-Ming Wee</i>
	A Survey of Sustainability Reporting in Top Asia-Pacific Universities <i>Jainurin Justine, Izyanti Awang Razli, Mohd Rizwan Abd Majid, Rostika Petrus Boroh and Mohd Allif Anwar Abu Bakar</i>
	Enhancing the Quality of Higher Learning Institutions: Intention to Pursue Academic Career <i>Jakaria Dasan</i>
	Environmental Quality Initiative Implementation in a Malaysian Municipal Council: A Reaction to Isomorphism <i>Esmie Obrin Nichol and Corina Joseph</i>