

# *Asia-Pacific Business Research Conference*

## **PROGRAM**

**13-14 February 2012**

**Venue: Hotel Istana**

73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

**Main Theme: “Research for Change”**

**Professor Dr. Stuart Orr**  
Deakin University  
Conference Chair

**Dr. Zia Haqq**  
World Business Institute  
Conference Co-Chair

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World Business Institute  
*Research For Growth*

***Journal of Business and Policy Research***  
***World Journal of Social Science***  
***International Review of Business Research Papers***  
***Global Economy and Finance Journal***  
***World Review of Business Research***  
***World Journal of Management***  
***Global Review of Accounting and Finance***  
***Journal of Accounting, Finance and Economics***

# Please Carefully Read All Instructions Below

## How to reach Conference Venue from the Airport

From Kuala Lumpur (KL) Airport you can come direct to the conference venue which is Istana Hotel - a 5-star Hotel. The address of the hotel is:

73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia

Telephone : +603.2141.9988 F ax: +603.2144.0111

E : [general@hotelistana.com.my](mailto:general@hotelistana.com.my)

Located in Kuala Lumpur City Centre

- 5 minutes walk to Bukit Bintang Shopping
- 5 minutes walk to Kompleks Kraf Kuala Lumpur (Kuala Lumpur Craft Centre)
- 10 minutes walk to Kuala Lumpur Convention Centre / Petronas Twin Towers

From the KL Airport, you can take express non-stop train called KLIA Express which is located at the ground level of the same building. You need to buy a ticket from the KL Express ticket counter which is located near the baggage carousel. You can look out for signs and directions or ask the ground staff/information desk there. This train will cost you RM 35 one way and takes 28 Minutes to reach KL Central Station (which is the last station) and from there you can take a taxi to Hotel Istana which will cost you RM15. You can also take Monorail from Central station. To catch monorail, you need to walk 3-4 minutes from the Central station and you can ask the people for directions to The Monorail Station. You need to buy a ticket for a station called Raja Chulan and it may cost you RM 3. Istana hotel is just 1 minute walk from this Raja Chulan Monorail station. You can also come to Istana Hotel direct from KL airport by Taxi and if you decide to come all the way by the taxi, then buy a Taxi Ticket from a desk called Taxi Counter which is located close to Burger King which you will get after you get out of baggage check. We suggest you not to take any other Taxi. You can also ask the information desk which is located near the baggage carousel. We also suggest that you change some money to Malaysian Ringits (RM) which you will need to pay taxi or hotel or Train ride.

If you are travelling into Malaysia on Air Asia flights, you will arrive at the LCCT terminal. From there you need to catch any of the buses that go directly to KL Central. We recommend the LCCT bus which costs RM 8 or the Air Asia (Red bus) which costs RM 9. The trip will take approximately 1 hour. There are many ticket counters inside the airport upon your arrival from where you can purchase tickets to board these buses. The bus terminals are located just outside the airport building. Once you reach KL Central, you may take the monorail, or taxi as suggested above.

## **How to reach Registration Desk at Hotel Istana**

After arrival at the venue, meet conference team at the conference desk which is located opposite the presentation rooms (Permata, Ratna and Kristal) at 23<sup>rd</sup> Floor of the hotel. Ms. Nuha Jahan and Mrs. Khaleda Akhter will be there to assist you. If you cannot locate us, just ask the reception about our conference or Ratna Room. You can come to this desk between 7.30 AM to 5 PM on 13 February and from 8AM-4PM on 14 February 2012.

## **Registration**

Please report to either Ms. Nuha Jahan or Mrs. Khaleda Akhter for your registration. If you have not yet paid your registration fees, please complete your cash payment on arrival. We do not accept any other mode of payment except cash and hope you will not negotiate with us for other mode of payment. We do not accept credit card, bank cheque or Money Order at the registration desk. Please collect your envelope which will contain your name badge, your payment receipt, your participant certificate, the conference program and lunch and dinner coupons (for registered delegates). The name badge is required for all participants/spouse/guests to participate in all sessions/events, refreshments, buffet lunch, receptions, tea/coffee breaks and dinner. Please bring your lunch and dinner coupons as these will be collected by the staff there. If you lose your coupon , please see our team member(s) at the registration desk.

## **What should you bring along for your presentation?**

Please bring in 15-20 copies of your (printed) paper for distribution at your session. Each paper will have about 15 minutes for presentation and 5 minutes for discussion. presentation room has data projector and please bring USB flash drive Stick/pen-drive/memory stick for presentation. You do not need to bring your laptop for presentation only as these will be provided there. We also suggest you to bring transparency as stand-by case if data projector goes out of order.

**Please note that we do not offer any internet access in the presentation rooms. You may ask the hotel about using wifi or their business centre which may cost some money (at your own expense).**

\*\*\*Please note that the computers may have either 2003 or 2007 MS Office suite. Therefore, please save your presentation in both 2003 and 2007 versions. If you have only a 2007 version and the hotel provides only 2003 office software, we will not take any responsibility for converting your presentation from 2007 to 2003.

## **Uploading and Saving Your paper in the Laptop**

During break time, please provide your USB to Ms. Nuha Jahan or the technician who will upload and save your paper in the computer as desktop file or you may do this yourself during the break time. Please do not rush and allow us time to upload your paper during the session breaks. We do not provide any blank transparency

or facility for making transparency so it is very important that you remember to bring your transparency and USB stick. Please ensure that your USB is virus free.

## **What about Tea/Coffee Break and Hot Buffet Lunch?**

Tea/coffee and light refreshment will be served three times (arrival, morning and afternoon) in the main registration room on 23<sup>rd</sup> Floor. However, hot buffet lunch will be served at Taman Sari Restaurant, Lobby Level. Lunch will be served between 1.00 PM – 2.00 PM. Please do not come before this lunch time as restaurant staff will be busy for preparation. There will be non-vegetarian (meat, fish etc. food items), vegetarian, Chinese food, Halal food, varieties of salad, bread, deserts, juice, tea and coffee. The restaurant is a smoke-free area and we request that you please respect this requirement.

## **Best Paper Award**

Between 6.30 and 7.00 PM, best paper award will be announced at Ratna Room.

## **Conference Dinner**

No conference is complete without a gala dinner. Conference Dinner will be served to the registered delegates from 7.00 PM sharp on 14 February at Taman Sari Restaurant, Lobby level. Please do not enter there before 7.00 PM. Please come with dinner coupon and formal dress.

## **About Conference Proceedings**

As per conference website, conference proceedings with ISBN will be provided electronically. Please visit [www.wbiconpro.com](http://www.wbiconpro.com) to view your paper after 10 February. Please read the instructions there and then view or download your and/or other authors' papers. The proceedings will be there for a number of years which is visited by thousands of readers from all over the globe. We remind the authors that we will upload the paper or abstract as per the option you have indicated in the registration form. Once your paper or abstract is uploaded, you cannot change it again in any form unless you pay AUD\$100 for any change.

## **Paper Evaluation Report (PER) and Editorial Review Report (ERR)**

Unlike other conferences in the world, we provide written feedback on your paper in the form of Paper Evaluation Report (PER). This report will be sent to the authors via email within 1-2 months after the conference. Please do not contact us in between this time regarding these reports. However, if you do not receive them by this deadline, then contact us via email: [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com)

For those of who have paid for publication of their papers in our journals, you will receive Editorial Review Report (ERR) within 2-3 months after the conference, in addition to the PER.

## **Publication of Your Paper ( Please read carefully)**

Paper accepted for a particular journal will be published provided that you have paid submission fee and complied to the PER and ERR and feedback at the conference and journal's guidelines. You are required to send us your revised full paper (after compliance to the PER and ERR) within 2 months after we send you these reports.

If your invitation and acceptance letter does not mention any journal name, it means that your paper was not accepted for any of our journals. However, if you improve your paper according to the feedback you receive at the conference and/or via PER, we can reconsider the paper for journal publication at that stage. Please note that it is not guaranteed that your paper will be selected for a journal even after the revisions.

If you have already paid publication fee, you **must indicate in red ink** the new or additional materials you have added or inserted in compliance to written feedback and/or comments at the time of revision. **We will endeavour, though not guaranteed, to publish your paper between six-nine months after your compliance.** No reminder notice will be sent. **If you do not send your revised paper by the deadline** or if you **failed to comply in full to the review reports** within the due time set by us and do not comply to our any request for revising the paper as per journals' guidelines or fail to make the paper camera-ready or do not respond to our emails within 6 months after the conference, **your paper will not be published and no money or fee will be refunded.**

If your paper has already been accepted for our journal and you have not paid any submission fees but are interested to publish can make cash payment at the registration desk. The submission fee for Print and online publication is USD \$300 or for online publication only is USD \$150. If you would like to pay at a later time, then please contact Nuha Jahan via [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com) to arrange this.

## **Who to Contact**

For any issues relating to conference matters please contact Ms. Nuha Jahan on +614 31 647 951 (Australian Mobile Number)

## **Correspondence After Conference**

If you have any concerns or questions after the conference, please contact us via our email address [njahanwbi@gmail.com](mailto:njahanwbi@gmail.com). Please do not send any email to [malaypap@gmail.com](mailto:malaypap@gmail.com) as this email address will be unmonitored after 14 February, 2012.

## **Future Conferences**

If you would like to join our future conferences, please continuously visit our website [www.wbiworld.org](http://www.wbiworld.org) to find out more information. You can also follow us on facebook by liking our page “World Business Institute” or Join our professional network on Linked In by sending a request to Nuha Jahan.

## **Conference Team**

- Professor Dr. Stuart Orr, Conference Chair, Deakin University, Australia
- Dr. Zia Haqq, Conference Coordinator, WBI, Australia
- Mr. Tanzil Hoque, Marketing Director/ Proceedings Editor, WBI Australia
- Ms. Nuha Jahan, Events/Publications Director, WBI, Australia
- Mrs. Khaleda Akhter, Managing & Finance Director, WBI, Australia
- Mr. Quddus Prodhan, Technical Adviser, WBI, Australia

## **List of Countries Represented by Authors**

WBI is proud to welcome delegates from the following 25 countries of the world to the APBRC.

Albania	Korea
Australia	Kuwait
Bangladesh	Malaysia
Canada	Mauritius
China	Nigeria
Egypt	Pakistan
France	Qatar
Germany	Saudi Arabia
Hong Kong	Sweden
India	Taiwan
Indonesia	Thailand
Iran	USA
Japan	

# Conference Program Outline

Istana Hotel, 73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia  
Presentation Room: Ratna, Kristal and Permata Room, 23 Floor

## Monday, 13 February, 2012

7.30 AM - 9.00 AM	Arrival Tea/Coffee Main Registration Room 23 Floor, Istana Hotel
7.30 AM - 4.00 PM	Conference Registration Main Registration Room 23 Floor, Istana Hotel
9.00 AM - 10.45 AM	Paper presentation: Management Track: Ratna Room Marketing Track: Kristal Room Economics Track: Permata Room
10.45 AM – 11.15 AM	Light refreshment and Tea/Coffee Main Registration Rm, 23 Floor
11.15 AM - 1.00 PM	Paper Presentation: Finance Track: Ratna Room Banking Track: Kristal Room Accounting Track: Permata Room
1.00 PM - 2.00 PM	Hot Buffet Lunch Taman Sari Restaurant, Lobby Level
2.00 PM - 3.45PM	Paper Presentation: Banking & Finance Track: Ratna Room Marketing Track: Kristal Room Banking Track: Permata Room
3.45 PM - 4.00 PM	Afternoon Tea/Coffee Break Main Registration Rm: 23 Floor
4.00 PM - 6.00 PM	Paper Presentation: Accounting & Finance Track: Ratna Room Management Track: Kristal Room Economics Track: Permata Room

# **Conference Program Outline (Cont...)**

Istana Hotel, 73, Jalan Raja Chulan, 50200 Kuala Lumpur, Malaysia  
Presentation Room: Ratna and Permata Room, 23 Floor

## **Tuesday, 14 February 2012**

8.00 AM - 9.00 AM	Arrival Tea/Coffee Main Registration Room, 23 Floor
8.00 AM - 2.00 PM	Conference Registration Main Registration Room, 23 Floor
9.00 AM - 11.00 AM	Paper presentation: Finance Track: Ratna Room Management Track: Permata Room
11.00 AM – 11.15 AM	Light refreshment and Tea/Coffee Main Registration Room, 23 Floor
11.15 AM - 1.00 PM	Paper Presentation: Economics and Finance Track: Ratna Room Management Track: Permata Room
1.00 PM - 2.00 PM	Hot Buffet Lunch Taman Sari Restaurant, Lobby Level
2.00 PM - 4.30 PM	Paper Presentation: Accounting, Banking & Finance Track: Ratna Room Management & Marketing Track: Permata Room
4.30 PM - 5.00 PM	Afternoon Tea/Coffee Break Main Registration Room, 23 Floor
6.30 PM - 7.00 PM	Best Paper Award, Ratna Room
7.00 PM – 10.00 PM	Conference Dinner Taman Sari Restaurant, Lobby Level

***~~~ End of Program~~~***



Monday 13 February 2012	9.00 AM – 10.45 AM	Room: Ratna
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**Session: Management**

**Session Chair: Professor Dr. Stuart Orr, Deakin University, Australia**

**403: Critical Success Factors for Small and Medium Enterprises: Perceptions of Entrepreneurs in Urban Malaysia:** Wei Ying Chong, University of Malaya, Malaysia.

**433: Strategic Entrepreneurship: Understanding the Association between Proactiveness, Planning and Innovation within Complex Markets:** Jennifer L. Harrison and Stephen J. Kelly, Southern Cross University, Australia.

**423: Boundary Crossing, Trans-Local Entrepreneurship - Acting on Both Commercial and Social Arenas:** Björn Trägårdh, Göteborg University, Sweden.

**429: The Moderating Effect of Perceived Organizational Support on the Relationship between Learning and Transfer of Training:** Abdul Rahim Zumrah, Stephen Boyle and Erich Fein, University of South Australia, Australia.

**446: Effects of Disruptive Events on Consumer Loyalty: Bank Switching After 2008th Crisis:** Thorsten Teichert, University of Hamburg, Germany

Monday 13 February 2012	9.00 AM – 10.45 AM	Room: Kristal
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**Session: Marketing**

**Session Chair: Prof. Norazah Mohd Suki, Universiti Malaysia Sabah, Malaysia**

**519: Celebrity Advertising: Literature Review and Propositions:** Peter Yannopoulos, Brock University, Canada

**524: Study on Vitalization Ideas for Jeju MICE Industry Through Social Network Services (SNS):** Yong-cheol Hwang and Jae-yong Choi, Jeju National University, South Korea.

**512: Customers' Criteria Towards Islamic Home Financing: A Case of Johor:** Wan Mohd Firdaus Wan Mohamad, Nor Aslily Sarkam and Mohd Nasser bin Abdul Majid, UiTM, Malaysia.

**513: Global Versus Local Brand: Perceived Quality And Status-Seeking Motivation In The Automobile Industry:** Jessica Sze Yin Ho, Derek Ong Lai Teik, Wang PheikIng, Grace Tay Tsu Phing and New Chye Peng, Sunway University, Malaysia.

**520: Transformation of Traditional Marketing Communications into Paradigms of Social Media Networking:** T.R. Gopalakrishnan Nair and Kumarashvari Subramaniam, Prince Mohammad Bin Fahd University, Saudi Arabia.

<b>Monday 13 February 2012</b>	<b>9.00 AM – 10.45 AM</b>	<b>Room: Permata</b>
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**Session: Economics**

**Session Chair: Prof. Jinho Jeong, Korea University, Korea**

**209: Foreign Presence and Technical Efficiency in Manufacturing Firms in Southern China:** Vincent Mok, Hong Kong Polytechnic University, Hong Kong

**220: Changes in Korea's Trade Intensity With the Five Major ASEAN Countries in the Manufacturing Sector:** Seung Jin Kim, Hankuk University of Foreign Studies, South Korea

**233: Royalty, Bargaining, and Manipulation in PPP:** Chao-Chung Kang, Providence University, Taiwan, Tsun-Siou Lee and Szu-Chi Huang, National Taiwan University, Taiwan.

**215: Corporate Greenhouse Gas Emissions Disclosures in the Mining Sector: An International Study:** Anirban Chatterjee and Ratnam Alagiah, University of South Australia, Australia.

**231: Does Primary Education Stipend Program in Bangladesh Really Help Rural Poor Children to Enrol and Protect from Dropout?:** Ahmed Ullah, University of Canberra, Australia.

<b>Monday 13 February 2012</b>	<b>10.45 AM – 11.15 AM</b>	<b>Main Reg Rm</b>
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**“Morning Tea Break”**

<b>Monday 13 February 2012</b>	<b>11.15 AM – 1.00 PM</b>	<b>Room: Ratna</b>
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**Session: Finance**

**Session Chair: Dr. Perikala Janaki Ramudu, Alliance University, India**

**337: Determinants of Stock Price: A Case Study on Dhaka Stock Exchange:** Md. Saheb Ali Mondal and Muhammad Showkat Imran, International Islamic University Chittagong, Bangladesh.

**346: Invisible Hands behind the Corporate Governance Practices in Malaysia:** Sheila Nu Nu Htay, International Islamic University Malaysia, Malaysia

**331: Testing Pecking Order Theory from the Viewpoint of MNCs and DCs:** Yi-Chein Chiang, Chuan-Hao Hsu and Tung Liang Liao, Feng Chia University, Taiwan.

**322: The Influence of Ownership Structure on the Firms Dividend Policy Based on Lintner Model:** Norhasniza Mohd Hasan Abdullah, Zuraidah Ahmad and Shashazrina Roslan, Universiti Teknologi MARA, Johor, Malaysia

**343: Microfinance Repayment Flexibility and Intention to Default:** Athar Iqbal and Sumayya Aslam, Iqra University, Pakistan

<b>Monday 13 February 2012</b>	<b>11.15 AM – 1.00 PM</b>	<b>Room: Kristal</b>
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**Session: Banking**

**Session Chair: Professor Dr. Stuart Orr, Deakin University, Australia**

**602: Intellectual Capital Efficiency: Study On Malaysian Banking Sectors:** Norsaliza Abu Bakar and Haslenda Yusop, Universiti Teknologi Mara, Malaysia

**609: Bank Capital Buffer and Liquidity: Evidence from US and European publicly traded banks:** Isabelle Distinguin, Caroline Rouleta and Amine Tarazi, Université de Limoges, France.

**612: Impact of Macroeconomic Factors in Lending Activity in Albania:** Anila Mançka, University Fan S. Noli, Albania.

**621: Impact of Productivity on Profitability in some Selected Private Commercial Banks (PCBs) in Bangladesh:** Md. Jahirul Hoque, Eastern University, Bangladesh, Mohammad Zahid Hossain Bhuiyan and Azizur Rahman, , International Islamic University Chittagong, Bangladesh.

**616: A Dynamic Programming Approach for Valuing Corporate Debt and the Term Structure of Default Probabilities:** Mohamed Ayadi, Brock University and KAU, Canada, Hatem Ben-Ameur, HEC Montréal and GERAD, Canada and Tarek Fakhfakh, Sfax University, Tunisia.

<b>Monday 13 February 2012</b>	<b>11.15 AM – 1.00 PM</b>	<b>Room: Permata</b>
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## **Session: Accounting**

**Session Chair: Mr. Eko Suyono, University of Jenderal Soedirman, Indonesia**

**110: The Effects of Independence, Experience, and Accountability to the Audit Quality:** Eko Suyono, University of Jenderal Soedirman, Indonesia.

**118: Performance Audit in Malaysia: Does in Expectations Gap Exist?:** Zaidi, M. D., Universiti Putra Malaysia, Malaysia

**123: Filling the 'Hole' in the Board: The Internal Auditing Option:** Alexander Olabode Akinduko, Federal University of Technology, Akure, Nigeria.

**112: Study of the Importance of Complementary Perspectives of Strategic Management Accounting in a Dynamic Business Environment:** Said Douban, Sinai University, Egypt and Eman Fathi Ahmed Attia, Arab Academy for Science, Technology and Maritime.

**121: Improving CSR Reporting in Mauritius – Accountants' perspectives:** Dineshwar Ramdhony and Vanisha Oogarah-Hanuman, University of Mauritius, Mauritius.

<b>Monday 13 February 2012</b>	<b>1.00 AM – 2.00 PM</b>	<b>Taman Sari Restaurant</b>
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### **“Buffet Lunch”**

<b>Monday 13 February 2012</b>	<b>2.00 PM – 3.45 PM</b>	<b>Room: Ratna</b>
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## **Session: Banking & Finance**

**Session Chair: Mr. Rezgalla Abdalla, University Putra Malaysia, Malaysia**

**627: Does Corporate Governance Contribute towards Financial Information Disclosure in Malaysian Listed Banks?:** Sheila Nu Nu Htay, International Islamic University Malaysia, Malaysia

**323: Capital Structure Effect on Firms Performance: Focusing on Consumers and Industrials Sectors on Malaysian Firms:** Zuraidah Ahmad, Norhasniza Mohd Hasan Abdullah and Shashazrina Roslan, Universiti Teknologi MARA, Johor, Malaysia.

**319: Disposition Effect: The Cause of Losses Among Thai Retail Traders:** Tearasuit Puthongsiriporn and Pattarake Sarajoti, Chulalongkorn University, Thailand.

**334: Determinants Of Firm Leverage And Cash Flow Relationship: The Developing Country Evidence:** Marina Mustapha and Ng Huey Chyi, Taylor's University, Malaysia.

**329: Dynamic Stock Market Integration and Financial Crisis: the Case of China, Japan, and Korea:** Jinho Jeong, Korea University, Korea.

<b>Monday 13 February 2012</b>	<b>2.00 PM – 3.45 PM</b>	<b>Room: Kristal</b>
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**Session: Marketing**

**Session Chair: Dr. Peter Yannopoulos , Brock University, Canada**

**510: A Structural Equation Modeling of the Tourists Satisfaction Based on Hotel Service Quality Dimension:** Norazah Mohd Suki, Universiti Malaysia Sabah, Malaysia.

**501: Rebranding and Impact toward Brand Equity:** Goi Mei Teh, Kuala Lumpur Infrastructure University College, Malaysia.

**515: An Investigation of Shopping Criteria in Mobile Phone Markets in Delhi/NCR:** Timira Shukla, Institute of Management Studies, India.

**523: The Effect of Marketing Audit to Enhance Company Performance and Marketing Accountability:** Muhammad Showkat Imran and Md. Saheb Ali Mondal, International Islamic University Chittagong, Bangladesh.

**527: A Study on the Perceived Service Quality in Australian Car Insurance Industry:** Sharareh Mansouri Jajae, University Technology Malaysia, Malaysia

<b>Monday 13 February 2012</b>	<b>2.00 PM – 3.45 PM</b>	<b>Room: Permata</b>
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**Session: Banking**

**Session Chair: Prof. Dr. Md. Jahirul Hoque, Eastern University, Bangladesh**

**603: Prediction of Financial Distress for Commercial Banks in Kuwait:** Mohammad Ahmad Al-Saleh and Ahmad Mohammad Al-Kandari, PAAET, Kuwait.

**623: Assessment of CSR Performances in Some Selected Commercial Banks in Bangladesh:** Md. Abul Kalam Azad, Mohammad Zahid Hossain Bhuiyan, International Islamic University Chittagong, Bangladesh and Mohammad Zahir Raihan, Bangladesh Open University, Bangladesh.

**613: Lending Problems of Agriculture and Agro-Industry in Albania:** Anila Mançka and Ledina Alolli, University Fan S. Noli, Albania.

**607: Takaful Demand and Economic Variables Interaction: The Time Series Analysis for Period of 2000-2010:** Nurrul Iiyana Mahmud, University College of Technology and Innovation, Malaysia.

**608: ATM Fraud-Case Study of a Commercial Bank in Pakistan:** Aijaz Ahmed Shaikh, Sukkur Institute of Business Administration, Pakistan.

<b>Monday 13 February 2012</b>	<b>3.45 PM – 4.00 PM</b>	<b>Main Reg Rm</b>
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**“Afternoon Tea Break”**

<b>Monday 13 February 2012</b>	<b>4.00 PM – 6.00 PM</b>	<b>Room: Ratna</b>
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**Session: Accounting & Finance**

**Session Chair: Dr. Begum Ismat Ara Huq, University of Chittagong, Bangladesh**

**117: Influence of Corporate Governance on Audit and Non-Audit Fees: Malaysian Evidence:** Masdiah Abdul Hamid, University Tenaga Nasional, Malaysia and Azizah Abdullah, University Teknologi MARA, Malaysia.

**105: The Impact of Company and Board Characteristics on Earnings Management: Evidence from Malaysia:** Fatimah Hanim Abdul Rauf, Nor Hasimah Johari, Sharifah Buniamin and Noor Raida Abdul Rahman, Universiti Tenaga Nasional, Malaysia.

**113: Exploring the Reasons for Nondisclosure of Accountability Information in the Public Sector Annual Reports: The Case of Malaysian Federal Statutory Bodies:** Nur Barizah Abu Bakar and Zakiah Saleh, University of Malaya, Malaysia.

**335: A Study of the Lead-Lag Relationship between Price Change and Trading Volume in Futures Markets using High-Frequency Data:** Mohammad Najand, James E. Benton, Venkateswara Dondeti, and Denise W. Streeter, Old Dominion University, USA.

**304: Debt Equity Choice of Life and Non-Life Insurers: Evidence from Pakistan:** Talat Afza and Naveed Ahmed, COMSATS Institute of Information Technology, Pakistan.

**317: Does Financial Liberalisation lead to Economic Growth? Evidence from a Small Island Developing State:** Dineshwar Ramdhony, V.D. Gunesh Ramlugun, University of Mauritius, Mauritius, B.Nem, Middlesex University, Mauritius and S. Bissumroy.

<b>Monday 13 February 2012</b>	<b>4.00 PM – 6.00 PM</b>	<b>Room: Kristal</b>
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## **Session: Management**

**Session Chair: Mr. Fazli Wadood, University Tun Hussain Onn Malaysia, Malaysia**

**417: From Specialists to Generalists: The Crumbling 'Comfort Zones' of Indian Managers:** S Raghunathan, Institute for Financial Management and Research, India.

**445: Impact of Perceived Performance Appraisal on Knowledge Worker Turnover Intention: A Pilot Study:** Marina Mustapha, Taylor's University, Malaysia, Normala Daud, Universiti Teknologi Mara, and Malaysia.

**442: Approaches of Impact Analysis Assessment and Classification towards Projects Changes:** Hassan Osman Ali, Universiti Teknologi Malaysia (UTM), Malaysia

**435: Student Perception On Business Ethics:** Eko Suwardi, Arika Artiningsih and M. Ridwan Novmawan, Universitas Gadjah Mada, Indonesia.

**427: Effects of Organization Based Self-Esteem on the Positive Organizational Behavior: Moderating Role of Global Self-Esteem:** Kamariah Bte Ismail, Khairiah Bte Soehod, Wafa Khurram, Syed Khurram Ali Jafri, Wan Zaidi bin Wan Umar and Mohummad Khairudin bin Ramly, Universiti Teknologi Malaysia (UTM), Malaysia

**406: Controlling Job Stress and Burnout through an Onjob External Factor:** Saqib Ilyas, University of Central Punjab, Pakistan, Farooq Anwar, Azra Naheed Center for Research and Development. Superior University, Pakistan and Muhammad Farooq Hussain University of Central Punjab, Pakistan

<b>Monday 13 February 2012</b>	<b>4.00 PM – 6.00 PM</b>	<b>Room: Permata</b>
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## **Session: Economics**

**Session Chair: Dr. Ratnam Alagiah, University of South Australia, Australia**

**239: Empirical Analysis of the Import Demand for Palm Oil in Five Leading Importing Countries:** Amna Awad Abdel Hameed and Fatimah Mohamed Arshad, Universiti Putra Malaysia, Malaysia

**225: An empirical framework for the application of Analytical Hierarchical Process for investing in emerging economies:** Shivani Anand, Delhi Technological University, India

**234: CEO Duality and Value Relevance of Earnings: Evidence from Pyramidal Firms in Selected South East Asia Countries:** Nazratul Aina Mohamad Anwar,

Bany Ariffin Amin Noordin, Universiti Putra Malaysia, Malaysia and Mohamad Ali Abdul Hamid, King Abdul Aziz University, Kingdom of Saudi Arabia.

**213: Trade liberalization and firm productivity: Evidence from Vietnam:** Kim Toan Vu, The University of Adelaide, Australia.

**229: The Performance of Foreign Direct Investment in Real Estate: A Malaysian Perspective:** Nurul Afiqah Ahmad and Abdul Hamid Mar Iman, Universiti Teknologi Malaysia, Malaysia.

<b>Tuesday 14 February 2012</b>	<b>9.00 AM – 11.00 AM</b>	<b>Room: Ratna</b>
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### **Session: Finance**

**Session Chair: Mr. Junsheng Ha, International Centre for Education in Islamic Finance (INCEIF), Malaysia**

**310: The performance of the Shariah-compliant and Conventional listed financial firms: A case study of Malaysia:** Ha Junsheng, Centre for Education in Islamic Finance (INCEIF), Malaysia and Mohd Azmi Hj Omar, Islamic Research and Training Institute (Islamic Development Bank Group), Malaysia

**326: Idiosyncratic Risk and Australian Pension Fund Returns:** Amalia Di Iorio and Bin Liu, RMIT University, Australia.

**341: Informational Content of Credit Rating Categories: Evidence from Korean Market:** Yoo Young Tae and Lee Jae Hong, Yonsei University, Korea.

**342: Influence of Stock Compensation Valuation on Firms' Performances: Par Value vs Fair Value:** Hsuan-Chu Lin, National Cheng Kung University, Taiwan and Yu-Lun Kao, KPMG, Taiwan.

**333: Capital Structure and Profitability Relationship: An Empirical Analysis of Indian Large Scale Steel Sector:** P. Janaki Ramudu, Nusrathunnisa, Alliance University, India and N R Parasuraman, SDM Institute for Management Development, India.

**345: The Effect of Financial Risks and Growth Opportunity on the Earnings and Stock Returns Relationship:** Khristina Purnamasari, Evelyn Setiawan, Pelita Harapan University of Surabaya, Indonesia and Irene Herdjiono, University of Merauke, Indonesia.

<b>Tuesday 14 February 2012</b>	<b>9.00 AM – 11.00 AM</b>	<b>Room: Permata</b>
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## **Session: Management**

**Session Chair: Assoc. Prof. Eko Suwardi, Universitas Gadjah Mada, Indonesia**

**440: Domestic Solid Waste Minimization in Malaysia-A Behavioural Study:** Jayashree Sreenivasan, Govindan Marthandan and Chinnasamy Agamudai Nambi Malarvizhi, Multimedia University, Malaysia

**455: CSR -Community Perception of Pune Industrial Belt, India:** Yukiko Hashimoto, Kibi International University, Japan and Mahesh Thakur, Karve Institute of Social science, India.

**426:Balanced Scorecard (BSC) Implementation in Malaysia: Middle Managers' Perspectives:** Hazeline Ayoup, Universiti Utara Malaysia, Malaysia, Normah Hj Omar and Ibrahim Kamal Abdul Rahman, Universiti Teknologi MARA, Malaysia.

**432: The Impact of Ethical/Unethical Reputation on Bank Customers' Behavior:** Mahah Mujeeb, Hijab Ateeq, Zareen Mohsin, Areeba Humayun, Rakiz Farooq, Lahore University of Management Sciences, Pakistan.

**436: Expatriate Adjustment and Perceptions on Liability of Foreignness among Self-initiated and Assigned Expatriates:** Raja Azimah Ainuddin and Jaratin Lily, Universiti Malaysia Sabah, Malaysia

**456: Moderating effect of gender on the relationship between leadership traits and transformational leadership style as viewed from human resources management strategy:** Wan Khairuzzaman Wan Ismail, UTM International Campus, Malaysia and Fatima JafarHabeeb AL-Tae, University Technology Malaysia, Malaysia

<b>Tuesday 14 February 2012</b>	<b>11.00 AM – 11.15 AM</b>	<b>Main Reg Rm</b>
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### **“Morning Tea Break”**

<b>Tuesday 14 February 2012</b>	<b>11.15 AM – 1.00 PM</b>	<b>Room: Ratna</b>
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## **Session: Economics and Finance**

**Session Chair: Dr. Rafia Afroz, International Islamic University Malaysia, Malaysia**

**217: Dynamic Asset Allocation with Commodities and Stochastic Interest Rates:** Sakkakom Maneenop, Hitotsubashi University, Japan

**222: Renminbi As Number 2 in East Asia:** Jyh dean Hwang, National Taiwan University, Taiwan.

**205: Environmental Efficiency of Rice Production: A Case Study in Kedah Malaysia:** Rafia Afroz and Amadou Binta Ba, International Islamic University Malaysia, Malaysia.

**214: Innovative Capacity, Human Capital And Its Contribution To Economic Development In Malaysia:** Nor Fatimah Che Sulaiman, Suriyani Muhamad, and Nur Azura Sanusi, University Malaysia Terengganu, Malaysia.

**207: An Examination of Bilateral J Curve: A Case Study between Iran and China:** Saeed Rasekhi and Abdollah Rostami, The University of Mazandaran, Iran and Shahrzad Anousheh, Islamic Azad University, Science and Research Branch, Tehran, Iran

<b>Tuesday 14 February 2012</b>	<b>11.15 AM – 1.00 PM</b>	<b>Room: Permata</b>
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**Session: Management**

**Session Chair: Dr. Jennifer Harrison, Southern Cross University, Australia**

**412: Affect of Retention in Innovativeness of Vsmes in Pakistan:** Fazli Wadood and Alina Shamsuddin, University Tun Hussein Onn Malaysia, Malaysia.

**437: Project Management Utilization Measurement instrument in IT-entrepreneur project:** Saber Kahalian and Mohd Zaidi Abd Rozan, Universiti Teknologi Malaysia, Malaysia.

**438: Feasibility of Social Networking Media in Project Management Communication:** Saw Jui Hau and Mohd Zaidi Abd Rozan, Universiti Teknologi Malaysia, Malaysia.

**441: Influential Factors for Knowledge Transfer in Information System Outsourcing:** Elham Zarrinmehr and Mohd Zaidi Abd Rozan, Universiti Teknologi Malaysia, Malaysia.

**454: A Literature review: The Black Box model and job characteristics towards jobs decision making:** Fatini Hanim bt Mohamed Taufek and Nurulhuda bt Ahmad Razali, Universiti Tenaga Nasional, Malaysia and Noor Awanis Muslim, Lincoln University, New Zealand

<b>Tuesday 14 February 2012</b>	<b>1.00 PM – 2.00 PM</b>	<b>Taman Sari Restaurant</b>
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**“Buffet Lunch”**

<b>Tuesday 14 February 2012</b>	<b>2.00 PM – 4.30 PM</b>	<b>Room: Ratna</b>
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## **Session: Accounting, Banking and Finance**

**Session Chair: Prof. Dr. Md. Jahirul Hoque, Eastern University, Bangladesh**

**106: Internal Audit Contribution to External Audit of Financial Statements: Evidence from Saudi Arabia:** Mohammed AlShetwi, Qassim University, Saudi Arabia.

**104: The adoption of IFRS-based accounting standard and earnings quality: Literature review and proposing conceptual framework:** Ebraheem Saleem Salem Alzoubi and Mohamad Hisyam Selamat, Universiti Utara Malaysia, Malaysia

**122: World-Wide Corporate Taxes: How Much Do Rates Really Matter?:** Namryoung Lee, Korea Aerospace University, Korea and Charles Swenson, University of Southern California, USA.

**617: Bailing out between two waters: US economists comment bank rescue in the media:** Roderick J. Macdonald, ESG-UQAM, Canada.

**622: Assessment Of Job Satisfaction In Some Selected Private Commercial Banks In Bangladesh:** Md. Jahirul Hoque, Eastern University, Bangladesh and Mohammad Zahir Raihan, Bangladesh Open University, Bangladesh.

**325: The Evaluation of Chief Executive Officer Performance: A Stakeholder Theory Perspective:** Rezgalla M. Abdalla, ArfahSaleh, Naresh Kumar and Jo Ho Ann, Universiti Putra Malaysia, Malaysia.

**339: Impact of Dividend Policy on the Value of the Firm-A study of some Selected Private Commercial Banks in Bangladesh:**Begum Ismat Ara Huq, University of Chittagong, Bangladesh, Azizur Rahman and Abul Kalam Azad, International Islamic University Chittagong, Bangladesh.

<b>Tuesday 14 February 2012</b>	<b>2.00 PM – 4.30 PM</b>	<b>Room: Permata</b>
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## **Session: Management and Marketing**

**Session Chair: Mrs. Sharareh Mansouri Jajae, University Technology Malaysia, Malaysia**

**507: Shopping Centers Attraction: Saudi Customers Prespective:** Saleh Saad Alqahtani, King Saud University, Saudi Arabia

**450: The Effect of Leadership Styles on Job Outcomes: Mediating Role of Organizational Commitment in Banking Sector of Pakistan:** Farooq Anwar,

Superior University, Pakistan, Ghulam Hussain, Comsats Institute of Information Technology, Pakistan and Adnan Waseem Comsats Institute of Information Technology, Pakistan

**420: Job Stress & Employee Engagement:** Muhammad Tahir Iqbal, MOL Pakistan Oil & Gas Co.B.V, Pakistan, Khawar Khan and Naveed Iqbal, Mohammad Ali Jinnah University Islamabad, Pakistan.

**439: Financial Model for Corporate Valuation-Dupont (Decomposition of Ratios) and Approaches:** Sara Ghazanfari, University Technology Malaysia, Malaysia

**422: The Significance of Emotion Management in Relation with Organizational Culture Change:** Byrad Yyelland, Virginia Commonwealth University Qatar, Qatar.

**232: PPP Risk Transfer Mechanism in the Specific Projects Case of MAGTAA Desalination Seawater Station in Algeria:** Mohamed Chohra, Mu Shiyu and Cheng Hu, Southeast University, China.

**425: Factors Influencing the Perception of Medical Tourists in Selection of their Destination: A Global Perspective:** Abdullah Al Mamun Sarwar, Noor Hazilah Abd Manaf and Azura Omar, International Islamic University Malaysia, Malaysia.

<b>Tuesday 14 February 2012</b>	<b>4.30 PM – 5.00 PM</b>	<b>Main Reg Rm</b>
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**“Afternoon Tea Break”**

<b>Tuesday 14 February 2012</b>	<b>6.30 PM – 7.00 PM</b>	<b>Ratna Room</b>
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**“Best Paper Awards”**

<b>Tuesday 14 February 2012</b>	<b>7.00 PM – 10.00 PM</b>	<b>Taman Sari Restaurant</b>
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**“Conference Dinner”**

**~ End of Conference ~**

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Mr. Bin Liu	RMIT University	Australia
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